City Attorney Charles Parkin Provides A Glimpse Into His Department’s Workings

**By SAMANTHA MEHLINGER**

A city that spans 51 square miles with a population of more than 470,000, more than 5,000 municipal employees, its own police and fire departments, a massive port complex, miles of beach and waterways, acres upon acres of parks, city-run oil operations and a dizzying array of other infrastructure, one thing is certain: there will be lawsuits.

That’s where City Attorney Charles Parkin and his department come in.

Parkin was appointed in 2013 when then-city attorney Robert Shannon retired before the end of his last term. Parkin was elected by the people of Long Beach to continue serving in the position in 2014 and is coming up on the end of his four-year term next year.

Long Beach is a city in the minority—in most cities in the state, the position of city attorney is an appointed one.

As city attorney, Parkin serves as the legal advisor to the City of Long Beach, providing legal counsel and support to the city council, city departments and municipal employees “relating to” the city attorney.

Incoming Chamber Chair Kent Peterson’s Priorities: Small Business, Membership, Board Involvement

**By SAMANTHA MEHLINGER**

Although Kent Peterson does not officially take over as chair of the board for the Long Beach Area Chamber of Commerce until July 1, he is already making moves to grow the organization’s membership, put a heavier emphasis on small business, and create a more engaged and active board.

Peterson is a longtime Long Beach area local and businessman. His family moved from Wichita, Kansas, to Cypress in 1969 after his father snagged a job at McDonnell Douglas in Long Beach. He and his family still live in the area.

“I have three sons. . . . And my wife; I met when she was still in high school. I had just graduated high school,” Peterson said. “We got married as soon as I graduated from Cal State Long Beach.”

Peterson noted that he and his identical twin, Kevin, whom he co-founded Long Beach-based P2S Engineering with, grew up with an entrepreneurial spirit.

“We started our first business at 14 [years old] painting houses because our mom said, ‘Get out of the house and go do something. Why don’t you go paint houses in the neighborhood, and you guys can just start up your own business,’” Peterson recalled during an interview at the Business Journal’s offices. That was his first venture with Kevin. “Always had it in our blood,” he said.

Both Kent and Kevin attended California State University, Long Beach (CSULB), where they studied engineering. At age 17, Kent went to work for a local engineering firm run by John Sosoka. Kevin went to work for Sparvan, another local engineering company. The firms eventually merged, bringing the brothers together in the workplace.

“It wasn’t long before the twins put together their own business,” Peterson went on. “We started our own business, and we had to make decisions together. It was a legacy.”

Recognizing Their Legacy

**By GEORGE ECONOMIDES**

Too often, a city’s roots are lost in time, as most city leaders and successful businesspeople prefer to look to the future rather than the past. When the Business Journal staff brainstormed editorial focus ideas for the new year, we kept returning to words like “history” and “legacy.” We rattled off the names of several businesses we knew had
Members of the community joined Starbucks partners to celebrate the opening of a unique new store at 281 E. Willow St. The store is designed to support economic development through local hiring, partnerships with local woman and minority owned businesses, and in-store training programs for opportunity youth. It is part of Starbucks’ national initiative to invest in underserved communities across the U.S. Pictured in the front from left are: Daritza Gonzalez from the office of L.A. County Supervisor Janice Hahn; Suely Saro, field representative for State Sen. Ricardo Lara; Starbucks’ employees Margaret Wehrly, district manager, Jenny Ponce, partner, and Nadine Doremus, store manager; Justin Ramirez, legislative director for the Office of Mayor Robert Garcia; 6th District Councilmember Dee Andrews; Vice Mayor and 9th District Councilmember Rex Richardson; and Rodney Hines, Starbucks director of U.S. Social Impact.

Inset: Recent hires Sherry Zapata and Jenny Ponce lead a coffee tasting to kick off the store grand opening celebration. Both Sherry and Jenny were placed at Starbucks with the help of Pacific Gateway. Starbucks is partnering locally with Pacific Gateway to reach out to opportunity youth – young people between the ages of 16 and 24 who face systemic barriers to meaningful jobs and education. The company hopes to reach a collective goal of hiring 100,000 opportunity youths by 2018. (Photographs by the Business Journal’s Larry Duncan)

The Aquarium of the Pacific held its official public opening ceremony on June 20, 1998. Since that day, more than 26 million visitors have journeyed through the Aquarium’s galleries, viewing over 11,000 animal inhabitants of the Pacific Ocean and learning about ocean and environmental issues.

As the Aquarium approaches its twentieth anniversary in 2018, its staff invites the community to share their favorite memories and stories of what the Aquarium has meant to them over the years. Did you visit the Aquarium as a kid and later pursue a career path related to animals, the environment, or the ocean? Have you celebrated a special day at the Aquarium? How does the Aquarium inspire you? Please submit your stories and photos at http://pacific.to/shareaop.

In future issues, we will be sharing highlights of Aquarium history, stories of our staff members, volunteers, and animals who have been here from the beginning, and what’s next for the institution in coming years.
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At a time when people my age are des-

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 They cope with burdensome student debt

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ership. In California, 69% of Millennials in

Birthdays are meant to be

sent an online dater a query, “Drinks tonight?” In response, I received
two long-winded, apologetic paragraphs explaining that I clearly had much higher expec-
tations than he could live up to, that he was not in fact in a place for anything seri-
ous, and that it was best if we move along.

he fact that we went out at all is quite

The real doozy is courtesy of Bustle, also from October: “Millennials Aren’t Just Getting Married Later In Life — More Than A Third Will Never Marry.”

thesis all you have to do is swipe right on

hers and spending all our spare cash on

research shows that marriage rates among Millennials are lower than in pre-

vious generations. But why? Is it that Mil-

ennials aren’t interested in marriage at all?

D the new version of “next.”

Tional median ages for marriage were

29 for men and 27 for women in 2016, according to the report’s analysis of
census data. Those are two-year age in-

crease from 2000.

At a time when people my age are de-

laying adulthood longer and longer as they cope with burdensome student debt and the high cost of living coupled with wages that don’t meet the requirements of

these quandaries, dating and marriage have taken a backseat.

After all, it’s kind of hard for us to fig-

ure out whether we want to get hitched when we just moved out of our parents’ houses, and many into a place with up to three roommates.

These issues coincided with the devel-

opment of technology that pretty much encourages total and utter laziness when it comes to romance: dating applications.

And as a result, if you ask me, dating has become like a video game where no one advances to the next level.

I once texted someone I had been on a couple of dates with. The simple query, “Drinks tonight?”

I blame the early development of technology that pretty much encourages total and utter laziness when it comes to romance: dating applications.

As a friend put it to me when I relayed the tale later that evening: “So you asked the bare minimum possible expectation — seeing you in a social setting — and that freaked him out?”

This was a dating application match. The fact that we went out at all is quite impressive, given that most people are so lazy on these applications that conversa-
tions typically fizzle out after an intro-
duction. And honestly, I’m just as guilty of that myself.

This is not just my experience. One-

rather pointed titles:
 • “For Many Millennials, Marriage Can Wait,” a December Huffington Post piece proclaimed.
 • “‘Why are millennials putting off mar-
riage?’ Let me count the ways,” The Wash-

ington Post quipped in October.
 • “The real doozy is courtesy of Bustle,
also from October: “Millennials Aren’t Just Getting Married Later In Life — More Than A Third Will Never Marry.”

Stateline, a Pew Charitable Trusts proj-
ect, analyzed U.S. Census data and, in an
article released in February, found that in 2016, Utah was the only state where more than half of people aged 20 to 34 had been married at some point. “In 2000, 39 states were in that category,” the article noted.

In California, 69% of Millennials in that age range have never been married, according to the report. In 2000, it was 50/50.

The national median ages for marriage were 29 for men and 27 for women in 2016, according to the report’s analysis of census data. Those are two-year age in-

creases from 2000.

At a time when people my age are de-

laying adulthood longer and longer as they cope with burdensome student debt and the high cost of living coupled with wages that don’t meet the requirements of

third of online daters have not actually met up with the people they have corre-
sponded with online, according to Pew Research Center.

Dating applications are the worst. Any-

one who has used them for a length of
time will tell you this. I blame the early

2000s MTV series “Next,” where a con-

testant could at any time unilaterally

It off and go to a date location. But the

dates would enter to see if they could hit

a contestant would sit on a bus and would-be dates would enter to see if they could hit it off and go to a date location. But the contestant could at any time unilaterally declare “Next!”

And as a result, if you ask me, dating has become like a video game where no one advances to the next level.

Will online dating lead to more mar-
riages? Only 5% of married adults in

America have met online, so maybe that
should tell us all something.

I’m leaning towards no.

My last interaction with an online dater was with someone who let a conversation fizzle only to text me a month later. After I ribbed him for it, he replied: “Sometimes things need to marinate. Dry aged steaks can sit for months on end.”

“Congratulations,” I replied, “you literally just compared a woman to a piece of meat.”

Next.
Overlooking LA and Orange County, the city of Signal Hill is an enclave completely surrounded by the city of Long Beach. The Signal Hill Chamber of Commerce was founded on the principle to make our community a better place to live, work, and do business in and around the city of Signal Hill.

Creating a culture of growth, innovation, and connection for your business

The advantages of Chamber membership include networking opportunities, educational meetings and market exposure. The SHCC works in conjunction with the City to help facilitate community events, ribbon cutting ceremonies and to connect new business to resources, opportunities, and other local businesses.

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MEMBERSHIP DRIVE JUNE-JULY

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Development News
Sares-Regis Group Breaks Ground On Three Developments

Property management company Sares-Regis Group, the mastermind behind Douglas Park, broke ground on three multi-family residential projects in the downtown area on June 1.

“We’ve seen the early signs of what a renaissance looks like in an urban core, and we’ve been convinced for several years that it is happening here in Downtown Long Beach,” Chris Payne, managing director for Sares-Regis, said during the event. “We are happy to be here early, and we hope we’re a good part of what continues the progress the city has really made in changing the dynamic of downtown.”

One project, The Alamitos, located on the northwest corner of 1st Street and Alamitos Avenue, began construction last month and is estimated for completion in spring 2019. The seven-story development consists of 136 market-rate apartments and 2,500 square feet of retail and restaurant space along 1st Street. Amenities include a rooftop deck and clubroom, a luxury fitness center, an outdoor kitchen, multiple indoor and outdoor community living rooms, and a bike workshop and storage room.

The next project to begin is The Linden, which is slated to start construction this month, with completion estimated for spring 2019. Located at 434 E. 4th St., The Linden is estimated for completion in July, with an estimated completion in summer 2019. They want more of a communal living environment where they can socialize, be entertained and even walk to these kinds of experiences, as opposed to a big home in the suburbs.

The last project to begin construction is The Pacific, located on the southwest corner of 3rd Street and Pacific Avenue. The seven-story development is scheduled to begin construction in July, with an estimated completion in fall 2019. The Pacific consists of 163 apartments, including 17 affordable units. There is no retail or restaurant space, rather ground-floor townhomes will line all street frontages. The building will also feature a rooftop deck and clubroom with kitchen, a luxury pool deck with spa and cabanas, a luxury fitness center, an outdoor kitchen, multiple indoor and outdoor community living rooms, and a bike workshop and storage room.

“We need to build all types of housing. So anytime we build a unit in the downtown and are creating more folks that are paying their taxes and supporting the businesses down here is good for the city;” Mayor Robert Garcia said. “[The projects] are going to invigorate lots that have been empty for decades. They’re going to bring in new neighbors. They’re going to support the small businesses that are here. And most importantly, I think, is they are going to continue to create a vibrancy of the community!”

All three projects are being built on what are now surface parking lots and include two levels of underground parking. Michael Bohn, senior principal at architecture firm Studio One Eleven, said that placing parking lots with nearly 350 residential units is a positive step away from the previous suburban-thinking, car-centric era.

“There is no question that Downtown Long Beach is booming. This is an incredible community,” Garcia said. “I’ve always said that we would measure our success in the downtown by the amount of cranes and jobs and construction and people working on developments, and it’s happening.”

City Venture Breaks Ground On Townhome Development

On May 24, City Ventures Inc. celebrated the groundbreaking of Huxton, a development project consisting of 40 three-story townhome condominiums located at 3rd and Pacific Ave.

“Huxton will be a unique addition to the East Village and will enhance the vitality of the downtown,” Mayor Robert Garcia said in a press release. “This new community will attract more high-quality housing to the area and increase the diversity of housing options in Long Beach.”

Realty Views
Young Buyers Blamed For Home Building Decline

In some real estate industry corners, the overall decline in home building—even as the economy has rebounded in recent years—is not so much tied to the usual culprits (lack of land, financing or good jobs for buyers) as it is the result of changing preferences by younger purchasers who have different wants and needs than their parents did.

Much of this discussion has centered around the Millenial generation—the 22- to 37-year-old age group that economists and advertisers love to ogle over as the current engine of the economy.

But a recent analysis by BuildZoom, a website for construction contractors, calls out younger buyers as having a different mindset than their predecessors when it comes to making a home purchase. During the final decades of the 20th century and even into the current millennium, the so-called American dream was to own a home in the suburbs with a lawn and a single-family detached home in a quiet neighborhood with this kind of quality of life as the priority — even if it meant a long commute to work.

According to the BuildZoom report, young buyers want to live closer to mass transit, restaurants and where they work. They want more of a communal living environment where they can socialize, be entertained and even walk to these kinds of "experiences," as opposed to a big home and yard miles away in the suburbs.

This change in preferences has started a new trend of less housing being produced, not as much as it was in the past, but as it is the result of changing preferences by younger purchasers who have different wants and needs than their parents did.

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The solar-powered, all-electric units will be situated above a garage, and the project will feature a community building room, outdoor courtyards and an integrated pedestrian paseo. The advanced technology and the energy- and water-efficient features “promote a healthy, active and earth-friendly lifestyle.” The project is one of the first single-family condominium housing developments to be built in Downtown Long Beach in nearly a decade.

“We are excited to take part in the revitalization of the Downtown and work with the City to help create something really meaningful to the residents of Long Beach,” Phil Kerr, chief executive officer of City Ventures, said. “We are not only a leader in the development of infill communities, but as an eco-friendly homebuilder, we pride ourselves on offering solar-powered, all-electric new homes such as here at Huxton.”

Early Childhood Education School Breaks Ground

On May 24, community leaders gathered for the groundbreaking of a new Educare learning facility on the Clara Barton Elementary School campus, located at 1100 E. Del Amo Blvd. The new Educare Los Angeles at Long Beach is the first Southern California facility in the company’s network of 22 schools. Construction is expected to carry through 2018 on the $18 million project. Once completed, the site would serve up to 200 students per year by providing learning spaces for children of underprivileged families in the area. Academic features include low student-to-teacher ratios, family-oriented activities and a dual-language program. Operating costs are estimated at up to $3.4 million per year. Prospective students must meet state preschool and Head Start eligibility to enroll. For more information, visit www.educareschools.org.

Southeast Area Specific Plan Going To City Council

At its June 1 meeting, the Long Beach Planning Commission voted unanimously to approve the Southeast Area Specific Plan (SEASP) for the city council’s consideration. The proposed plan includes amendments to height restrictions, the general plan, the Local Coastal Program and zoning codes, as well as three zone changes. The
Broadway Bike Lanes

In an effort to continue Long Beach’s bike and walkability improvements, it is proposed that the 1.5-mile stretch of Broadway between Temple and Alamitos avenues be next to be placed on a road diet. The proposed plan would reduce the street from four lanes down to two and include the addition of bicycle lanes featuring high-visibility green pylons seen in other parts of the city. Though the environmental impact report has yet to be certified, City Engineer Sean Crumby said the Public Works Department could begin work as early as this fall.

Real Estate News

24-Hour Mental Health Facility Approved

At its May 23 meeting, the Long Beach City Council voted unanimously to reject four appeals and approve the city’s first ever 24-hour mental health urgent care facility, developed by Stars Behavioral Health Group.

Located at 3200-3220 Long Beach Blvd., the 24-hour facility would be capable of admitting up to 12 adults and six adolescents. The building would also house a crisis walk-in center, which would be open from 8 a.m. to 8 p.m. daily.

Stars Behavioral Health Group is headquartered in Long Beach and will run the operation on contract with the Los Angeles County Department of Mental Health. Advocates for the center claim such facilities ease the burden on law enforcement and reduce rates of incarceration and hospitalization, while connecting patients with appropriate treatment.

The project is a reuse of a 14,409-square-foot medical office building already located at the site. Improvements to the site include parking lot repaving and restriping, security lighting and cameras, a 6 1/2-foot wide sidewalk, and landscaping, to improve sidewalks, curbs, and gutters.

United Pacific Moves Into New Headquarters

On May 30, Joe Juliano, president of United Pacific, operator of 375 gas stations and convenience stores, and his 125 employees moved into the company’s new headquarters located on the southeast corner of Cover Street and Warnham Avenue in Douglas Park. (Photograph by the Business Journal’s Larry Duncan)

As of May 30, United Pacific, operator of 375 gas stations and convenience stores in California, Oregon, Washington, Colorado and Nevada, is fully moved into and operational at the company’s new 41,000-square-foot headquarters located on the southeast corner of Cover Street at Warnham Avenue in Douglas Park.

“We’re thrilled to be in Douglas Park. It’s a great area,” United Pacific President Joe Juliano said. “Our employees are just ecstatic to be here, excited to be in a new space – walking around with smiles and a little bit of a bounce in their step. We’re just really excited to be in Long Beach.”

The company relocated from Gardena and chose Long Beach due to its central location to its 125 employees. Juliano explained that the company chose Douglas Park specifically for its proximity to Long Beach Airport and the 405 Freeway.

The company currently occupies about 36,000 square feet of the new space, with plans to lease the remaining 4,000 square feet. Juliano said that ultimately the space will be for company expansion in the future.

Juliano describes the facility as state of the art and ultramodern, with Google-esque amenities. The lobby of the building is a mock gas station and convenience store – car and gas pumps included. The workspace is an open-air environment with areas for employees to collaborate. The facility also includes a game room, 6,12-foot tall wall across Elm Avenue and 32nd Street, landscaping, and improvements to surrounding sidewalks, curbs, and gutters.

**Some of the latest projects have scheduled mandatory pre-bid meetings which may have already occurred due to publication lead time**

Bidder Registration

To receive notifications of bid opportunities, register with the City of Long Beach at www.longbeach.gov/finance/business-info/purchasing-division/purchasing-division/. Additional details on upcoming bids and how to register can be found on the website.

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The company relocated from Gardena and chose Long Beach due to its central location to its 125 employees. Juliano explained that the company chose Douglas Park specifically for its proximity to Long Beach Airport and the 405 Freeway.

The company currently occupies about 36,000 square feet of the new space, with plans to lease the remaining 4,000 square feet. Juliano said that ultimately the space will be for company expansion in the future.

Juliano describes the facility as state of the art and ultramodern, with Google-esque type amenities. The lobby of the building is a mock gas station and convenience store – car and gas pumps included. The workspace is an open-air environment with areas for employees to collaborate. The facility also includes a game room, 6,12-foot tall wall across Elm Avenue and 32nd Street, landscaping, and improvements to surrounding sidewalks, curbs, and gutters.

The project is a reuse of a 14,409-square-foot medical office building already located at the site. Improvements to the site include parking lot repaving and restriping, security lighting and cameras, a 6 1/2-foot wide sidewalk, and landscaping, to improve sidewalks, curbs, and gutters.

**Some of the latest projects have scheduled mandatory pre-bid meetings which may have already occurred due to publication lead time**

Bidder Registration

To receive notifications of bid opportunities, register with the City of Long Beach at www.longbeach.gov/finance/business-info/purchasing-division/purchasing-division/. Additional details on upcoming bids and how to register can be found on the website.
What if we could capture the gases naturally produced by landfills, water treatment plants, dairy farms and other sources of organic waste, strip out the majority of associated greenhouse gases and toxins, and convert the gases into a renewable, clean fuel?

What if we could use that fuel source to power the infrastructure and vehicles that cause pollution at local ports years before zero-emission electric technology will be required?

And what if doing all this would create more than 100,000 high-paying jobs in the state and generate an estimated $14 billion in economic impact?

This is the vision championed by the Coalition for Renewable Natural Gas, an organization representing 90% of all renewable natural gas (RNG) producers in the United States and Canada. As the San Pedro Bay ports work together to revise the emissions requirements of infrastructure and vehicles operating within their scope under a new version of their joint Clean Air Action Plan (CAAP), the coalition is pushing to see this vision incorporated.

“The ports for many years have had the admirable goal to get zero emissions in operations around the port,” Greg Roche, vice president overseeing sustainable trucking for RNG Coalition member Clean Energy, a leading provider of natural gas fuels and fueling stations, told the Business Journal.

According to Roche, the discussion of zero-emission technologies in relation to port operations typically revolves around electric-powered equipment and vehicles. When it comes to heavy-duty trucks, however, that technology is not yet available and may not be for some time.

“And that means you have got to kind of look out and push things off into the future because it doesn’t really exist yet,” Roche said. “We can’t get ahead of ourselves from a technology standpoint, so we can just kind of talk about very long-term goals.”

The CAAP draft discussion document proposed a 2035 goal of converting all trucks at the port to zero-emission technology. The document also proposed requiring all cargo-handling equipment to be zero-emission by 2030. “But from an actionable document of what happens between now and 2035, it lacks detail,” Roche said.

The RNG Coalition, in addition to other groups like the California Natural Gas Vehicle Coalition and the Coalition for Clean Air, are advocating that the ports include a 2023 benchmark in CAAP that would require trucks and perhaps terminal equipment to operate at zero-emissions equivalent, or near zero-emissions.

The previous iteration of CAAP required all trucks operating within the port area to be 2007 or newer models by 2012. However, Roche and other members of the RNG Coalition, who joined him in a meeting at the Business Journal’s office on May 10, argue that requiring use of newer RNG-fueled trucks could help the ports further reduce air pollutants and greenhouse gas emissions.

A 2017 report by the University of Riverside’s College of Engineering-Center for Environmental Research and Technology found that 2010 diesel trucks equipped with emission control systems (the cleanest available diesel trucks today) that operate in the ports emit up to five times more nitrogen oxide (NOx) emissions than the Environmental Protection Agency’s (EPA) certification standard. When these trucks were operating at slower speeds, such as while idling or in stop-and-go traffic, NOx emissions increased.

Emissions of NOx cause particulate matter and ozone and are associated with various health conditions such as asthma and heart disease.

In contrast, the university found that the cleanest heavy-duty natural gas engine available produces emissions that are 90% cleaner than the EPA standard and also fall below the EPA’s zero-emissions threshold.
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below the more stringent California Air Resources Board standard for NOx emissions. In fact, they operate at near-zero emissions. “This is a little bit of guess work because commercial fuel cell and electric battery trucks don’t exist yet. But people have looked at that, and the ratio is four times the cost of the natural gas truck,” Roche said. “So from an emissions standpoint [and] cost effectiveness, the renewable natural gas technology is by far the lowest cost way to get to zero emission when you want to go there.” RNG is a non-fossil fuel-based natural gas that is derived from organic material. According to Robert Viers, vice president of SCS Energy, the fuel is usable not just for transportation but also across a variety of industries. SCS Energy, a division of Long Beach-based SCS Engineers, specializes in designing and operating biogas-fueled power plants. “SCS designed and built, and we currently operate, the only digester gas-to-pipeline quality natural gas plant in California,” Viers said. RNG is created by capturing and cleaning the natural gas given off by the decomposition of organic materials. SCS has anaerobic digesters at the Point Loma Wastewater Treatment Plant captures gas from the raw activated sludge filtered out by the plant and converts it to fuel for delivery into the natural gas supply pipeline. “So the fossil fuel-based natural gas actually has more contaminants than what we produce because we have gone through a very extensive cleaning process,” Viers said. “It goes through a membrane process or pressure string absorption process where all those contaminants are removed. So all that’s in our gas is methane, carbon dioxide and, depending upon the source gas, maybe a little bit of oxygen. That’s it. There’s nothing else.” RNG produced by anaerobic digesters removes all volatile organic compounds, water and sulfurs and removes all but 2% to 3% of carbon dioxide, according to Viers. “So what you have is basically a pipeline natural gas equivalent. It’s actually cleaner than pipeline gas,” he said. Creating more renewable natural gas facilities at landfills, waste water treatment sites and even dairy farms would not only help produce clean-burning RNG, it would also help reduce contaminants and greenhouse gases entering the air, proponents argue. “What’s happening right now at most every landfill and all the waste water treatment plants . . . [is] those gases are being created. There is nothing you can do about it, because it is part of the process,” Viers explained. “Most of the time up until probably the last 10 or 15 years, they were just flared off. They didn’t do anything with them at all. . . . Then they got the bright idea, well, let’s use that fuel.” There are 36 plants in the United States that convert landfill gas to RNG, but none of these are in California, according to Viers. Requiring port truckers and operators to convert their equipment to RNG power would create the demand to change that, he noted. “UC Davis did a study that said statewide, what are the available sources that could be used for renewable natural gas production? And they came up with about two billion gallons equivalent a year of fuel,” Roche noted. “We have companies that are outside of California that are using renewable natural gas throughout the U.S. because we can deliver it to them at the same price as conventional natural gas, but they have all the benefits of the carbon reductions,” Roche said. While the process to clean up RNG is expensive, state and federal programs offset the cost, he explained. The State of California has also passed requirements mandating that businesses recycle their organic waste, holding local jurisdictions responsible for creating programs to do so. One option would be through the creation of anaerobic digester facilities to manufacture RNG. “It’s all part of the zero waste endeavor,” Raymond Huff, vice president of SCS Engineers, noted. Bill Magavern, policy director for the Coalition for Clean Air, pointed out that creating a 2023 implementation date to eliminate diesel trucks at the ports would help reduce harmful air emissions before the proposed 2035 mandate for zero-emissions operations. The organization dates back to 1971 and strives to improve air quality in California. “We see a role for renewable natural gas in fueling natural gas vehicles in the heavyest sectors,” Magavern said. Using the low NOx natural gas engines that are currently available in tandem with RNG would create “huge air quality improvements,” he argued. “You can look at the evidence that shows that the [Southern California coastal] area has the worst smog in the country,” Magavern continued. “The American Lung Association recently released its State of the Air report, which confirms that in fact the Los Angeles area has the very worst smog in the United States, as it has for many years. In addition, the region is out of attainment for particulate matter. So in both those cases, cleaning up trucks and other freight equipment is an essential part of getting to clean air.” A report commissioned by the California Natural Gas Vehicle Coalition and the Coalition for Renewable Natural Gas found that requiring low NOx-emitting trucks fueled by RNG would create positive associated economic impacts in California. “What’s the economic impact? So it’s 130,000 new jobs between 2018 and 2030,” Viers said. “And those jobs will be high paying. You know, over $68,000 a year, which is twice the median average.” The overall estimated economic impact to the state would be $14 billion, he said. “And one of the fascinating things I thought was for every job created in this particular sector, two additional jobs get created from indirect sources,” Jason Johnston, corporate communications manager for Clean Energy, noted. The CAAP draft discussion document contained one mention of renewable natural gas, noting that the South Coast Air Quality Management District and Cummins Westport, Inc. are working to develop and demonstrate a larger low NOx-emitting truck engine than is currently available. That may be available as soon as 2018, according to the document. The Coalition for RNG and the California Natural Gas Vehicle Coalition both submitted comments on the CAAP requesting a 2023 conversion from diesel trucks to low NOx-emitting RNG-fueled trucks be considered. “We are pushing very hard. As hard as we can to make sure that our solution is part of their solution,” Roche said. Magavern pointed out that his coalition is not advocating for one fuel source alone as a solution to clean up the air. “We think that the ports need to move further, faster to reduce the pollution that comes from their operations, which includes the ships, the equipment at the terminals, the trucks, the trains,” he said. “And we need to quickly move to the cleanest available technology in all of those sectors to reduce the pollution.” Magavern continued, “What we want to do is to see implementation of a guiding principle that is in the state’s Sustainable Freight Action Plan, which we worked on for years. And the governor published it last July. The principle that I am talking about says that we should deploy zero-emission technology wherever it’s feasible. And in those areas where zero-emission technology is not yet feasible, we should use near-zero emission technology combined with renewable fuels.” Port of Long Beach spokesperson Lee Peterson said that the ports are evaluating all comments and input on the CAAP and have not yet determined which recommendations to include in the CAAP update. “The two ports are continuing to accept the community’s input as we move to release the draft document this summer and bring the final CAAP to our joint board of harbor commissioners for consideration in the fall.” Peterson said. ■
A stroke occurs when a vessel in the brain is blocked by a clot or ruptures. During a stroke, blood flow is cut off, brain tissue is starved for oxygen and part of the brain dies. The more times that passes between when a stroke starts and when a person receives treatment increases the chances for brain function to be permanently lost. This is why when a stroke strikes, it’s critical that the person experiencing symptoms receives medical attention and an accurate diagnosis as quickly as possible. It’s a common belief that a stroke occurs only in older age groups, but that is not true. While the risk of stroke increases with age, gender, race or ethnicity can be at risk for stroke.

Know the Signs

Even though strokes are the leading cause of long-term adult disability, and the No. 5 killer in America, many people aren’t able to recognize the signs and symptoms when stroke does strikes. When every minute counts, make sure you can recognize the signs of stroke with B.E. F.A.S.T.:

- B: Balance Lost – Sudden loss of balance or coordination
- E: Eyes Blur – Sudden trouble seeing or blurred vision in one or both eyes
- F: Face Drooping – One side of the face droops or is numb
- A: Arm Weakness – Sudden weakness or numbness of an arm or leg, especially on one side of the body
- S: Speech Difficulty – Sudden confusion, trouble speaking or understanding speech
- T: Time to Call 9-1-1 – Call 9-1-1 immediately

*Note the time the symptoms started*

Ways to Reduce Your Risk for Stroke

Knowing your stroke risk factors, following your doctors recommendations and living a healthy lifestyle are the best steps you can take to prevent a stroke.

- Exercise regularly – Exercise helps reduce blood pressure by making your heart strong. And the stronger your heart is, the less effort it takes to pump blood around your body. The lower your blood pressure, the lower your risk for stroke.
- Weight control – Being overweight puts you at a higher risk of developing high cholesterol, high blood pressure and diabetes – all of which increase risk for stroke. Maintaining a healthy weight through diet and physical activity is important for stroke prevention.
- Eat healthy – Diets high in saturated fat and cholesterol can raise blood-cholesterol levels. Adding fruits, vegetables and drink options to your diet can improve your overall health and decreases your risk of stroke.
- Stop smoking – Smoking doubles your risk for a stroke when compared to a non-smoker. It reduces the amount of oxygen in the blood, causing the heart to work harder and allowing blood clots to form more easily. Smoking also increases the amount of build-up in the arteries, which may block the flow of blood to the brain, causing a stroke. When you quit smoking, your overall stroke risk will be greatly reduced. Every 40 seconds, someone in the U.S. has a stroke. By knowing the signs, symptoms and ways to prevent stroke, you can help save not only your life, but that of someone else. Remember, with stroke time is brain. If you or someone you know begins experiencing the symptoms and signs of stroke, call 9-1-1 immediately.

By Brandon Richardson

Senior Writer

At its May 2 meeting, the Long Beach City Council voted unanimously for a draft ordinance to be brought back to council within 30 days that would allow the city to apply penalties on property owners and shut off utility services to unlicensed and illegally operating marijuana businesses.

“There’s an opportunity for us as a council to ensure that patients, businesses and impacted communities are protected from unlicensed and illegally operating marijuana businesses,” 3rd District Councilmember Suzie Price said during the meeting. “This council and many other cities in the region have had problems with illegal dispensaries that have really drained the cities of millions of dollars.”

Price explained that in order to avoid the pitfalls of the city’s previous attempt to allow medical marijuana facilities, the local government needs enforceable tools to reduce the likelihood of bad actors. She suggested that fines be substantial — in the thousands or even dollars range — and that best practices in surrounding cities be examined when drafting the ordinance. Price added that she does not want the ordinance to focus on individuals growing marijuana plants on their private properties but rather commercial businesses.

During public comment, union representatives and legal dispensary owners praised the ordinance. They claimed that illegal dispensaries could be detrimental to the health of patients due to non-compliance with health regulations and would create an unfair playing field by being able to offer products at lower cost because they are not paying the taxes and fees. Additionally, commenters said legal dispensaries are high-paying union jobs that offer benefits, which are good jobs for the community, while illegal dispensaries do not adhere to any such practices.

“This is a no-brainer. I’m happy to support it,” Vice Mayor Rex Richardson said. “Being around for the last round when there were so many illegal operations and seeing the challenges that folks had dealt with, we need every tool that we can get to make sure that we protect quality of life for our neighborhoods.”

The council decision comes three weeks after the deadline for finalized non-priority medical marijuana dispensary business license applications. Because Measure MM on last November’s ballot was a voter-driven initiative, city officials did not have any say in the matter of what would end up allowed in the city. The ordinance allows for up to 32 medical marijuana dispensaries to operate in the city, which can only be changed through another ballot initiative. There is no cap on other medical marijuana business types, which include cultivators, manufacturers, lab testers, distributors and transporters.

The city also cannot restrict the number of dispensaries or other marijuana business use. Any city, including Long Beach, can restrict medical marijuana use in public parks or libraries.

Dispensary applicants are broken down into two groups: priority, which are those who were previously awarded a business license to operate a medical marijuana dispensary in the year prior to the ban, and non-priority. The city received 179 non-priority business license applications and 16 priority applications as of June 2. An additional 8 priority applications can be submitted until July 24.

To read the city’s analysis, visit www.cbo.gov/publication/52752.
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Together we’ll go far
Marijuana Ordinance

(Continued From Page 12)

Once a priority application has been deemed complete and meets ordinance requirements, the applicant can immediately move on to the planning review phase and then plan check, according to Ajay Kolluri, assistant to the city manager. Of the priority applicants submitted, 14 have been approved to enter the planning phase and could begin construction within a couple of months. Five of these 14 dispensaries are located at 1957 Pacific Ave., 1735 E. 7th St., 1501 Santa Fe Ave., and 5227 E. 2nd St., 2512 E. Anaheim St. and 1501 Santa Fe Ave.

The city cannot begin to approve non-priority licenses until all 24 applications are turned in or the deadline is reached. In the meantime, city staff is scoring each non-priority application on a 23-point system that examines multiple points relating to suitability of the proposed property, suitability of the security plan, financial record keeping, criminal history, regulatory compliance history, community service, and labor relations. The point system criteria were taken verbatim from the ballot initiative.

“Then once the priority window closes, we’re going to move forward with posting the priority point ranking results,” Kolluri said. “If there’s a tie in the number of points that applications receive and the number of ties exceeds the number of licenses that we have remaining, then it goes to a public lottery.”

Kolluri explained that with no marijuana businesses legally operating in Long Beach, the city is not seeing any revenue. However, with city staff processing nearly 200 applications, some costs are being accrued, though he could not say how much.

As per the ballot initiative, dispensaries, manufacturing facilities, laboratory testing facilities and distributors will pay 6% of gross receipts, while cultivators pay an annual tax of $12 per square foot of maximum cultivation canopy. These rates may increase to 8% and $15 per square foot, respectively, by vote of the city council.

Initial projections of revenue from the medical marijuana industry in the city were approximately $8 million, which will be used to offset the additional cost of enforcement and education, according Kolluri. This estimate has not been updated because it is unclear how many medical marijuana businesses will begin operations in the city.

The application process for cultivation and testing began on May 1, while applications for manufacturing will not be accepted until August 1. Kolluri explained that the city must stagger the application process for different sectors to be able to complete each in a timely manner.

Once the application processes for each sector are complete, city staff will have a better idea of the actual revenue stream. However, until then, Kolluri said there is no way to give an accurate prediction. Additionally, he explained that even the initial $8 million estimate is a long-term figure and will take time to achieve. Revenue generated will go into the city’s general fund.

“The budget process will address a lot of this,” Kolluri said. “The costs of marijuana enforcement and marijuana regulation and administration will be called out more as we move forward through the budget cycle. As businesses start to open, it will start to trickle in.”

Council Moves Forward With Exploring Commercial Waste Hauling Options

■ By BRANDON RICHARDSON
Senior Writer

At its May 23 meeting, the Long Beach City Council voted unanimously to issue a five-year notification to city-permitted private waste haulers with the goal of exploring options to improve the private commercial waste hauling system by shifting to an exclusive franchise system.

Second District Councilmember Jeannine Pearce recused herself from the agenda item due to past affiliations with the labor groups involved, which bars her from participating in votes associated with the groups.

“Over the past year, community members from all across our city have stepped up and brought this issue to our attention, demanding that we give it a closer look,” Vice Mayor Rex Richardson said during the meeting. “As a major California city, it’s our responsibility to do our due diligence to make sure that we are setting a standard for the region and driving a dialogue on good jobs, a clean environment and a sustainable community.”

Richardson brought the agenda item forward with the support of councilmembers Dee Andrews, Lena Gonzalez and Roberto Uranga. Don’t Waste Long Beach, which is a coalition of environmental, community and workers’ rights organizations and is an affiliate of the Los Angeles Alliance for a New Economy, also played a major role in advocating for an exclusive franchise system.

Among Richardson’s major concerns are commercial waste haulers impacts (Please Continue To Next Page)

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on quality of life, safety and the environment. Abundant, overlapping and poorly coordinated truck routes account for much of his concerns, including air and noise pollution produced consistently. Additionally, Richardson argues that the constant presence of trash trucks makes dense areas, such as those lined with apartment complexes, unsafe for families who might have children playing along sidewalks, near streets and in alleys.

Richardson also cites the fact that Long Beach is without a zero waste plan and that commercial haulers’ recycling rate was a dismal 20%, according to reports submitted in 2013. When compared to the city’s trash program, which boasts a 74% diversion rate, Richardson said an exclusive franchise system would help increase diversion on the commercial side. Robert Nothoff, director of Don’t Waste Long Beach, agrees with this sentiment. “We’re happy that our city leaders are working to establish region-wide standards in the commercial and multi-family sector,” Nothoff said in a statement following the decision. “In order to be the green city we aspire to be, we need to transform our system here in Long Beach by increasing access to recycling for all city residents and businesses, and establishing efficient truck routing, which will reduce air and noise pollution.”

A number of trash haulers and property owners have voiced concerns over the plan, stating increased prices will be inevitable due to the lack of competition an exclusive franchise system offers. Opposition claims that increased waste hauling rates would be passed off to residents and small business owners, increasing rents and operation costs.

To determine the best course of action to reshape the commercial waste hauling system, Richardson asked city staff to evaluate other cities’ plans, such as the soon-to-be-implemented exclusive franchise system in Los Angeles, evaluate successes and challenges and bring recommendations back to the council.

Additionally, councilmembers agreed that all stakeholders should be part of the process, including businesses, residents, food providers, business associations, commercial waste haulers and other experts. Fifth District Councilmember Stacy Mungo requested that any future system retain some sense of competition to ensure businesses and property owners the best service and price.

A study will also be conducted, which will require council approval if the contract exceeds $100,000. Regardless of the timeframe and findings of the study and staff recommendations, no new plan can be implemented in the city until the five-year notice period expires. “Some of the systems that were created early on do have some flaws,” Mayor Robert Garcia said during the meeting. “I think we can improve on what other cities have done and ensure that we come up with what I think could be the model system in the country. I’m really hopeful that we can all work together and come up with a really great system.”
City Attorney
Charles Parkin
(Continued From Page 1)

acts which are within the course and scope of their employment or official duties,” as phrased on his department’s website.

At council meetings, Parkin is on hand to answer legal questions from the council related to the policies they seek to implement. In the office, he preps for these meetings, runs a staff of 70 – including 23 lawyers – and steers the city through a myriad of legal matters. There are workers’ compensation claims, police force cases, personal injury litigation, contract disputes (many related to the port’s capital improvement projects), liability claims for damages, and cases the city is pursuing itself.

Parkin recently stopped by the Business Journal’s office for an interview about all of the above.

“My client is the City of Long Beach,” Parkin said. “Being elected certainly provides me with independence from the city council. And independence, I think to me, gives me some freedom to tell them exactly how I think [about] a case or what my recommendation would be without worrying about how I am going to offend them.”

He added, “We still may not go in the direction I say, because they have the vote at the end of the day for the policy. But it certainly gives me that additional freedom to not worry about having to give them the right answer that they want to hear.”

Parkin noted that his role is simply to determine how their proposals would work in a real-world capacity and how to apply them.

Working under Parkin, who has been a city employee for 33 years, are 70 employees: These include 23 lawyers: two assistant city attorneys, three principal deputy city attorneys, departmental counsel, labor department counsel, litigation attorneys and workers’ compensation attorneys. Remaining staff include an investigator, claims adjusters, claims assistants, and administrative and support staff.

That may seem like a lot of people, but considering the size of the city and the workload, Parkin said he could use additional staffing. “We think we are certainly understaffed comparable to cities of our size: Sacramento, Oakland, etc.” he said. “And so it leaves us vulnerable when somebody is gone . . . on vacations or, say, we have a couple of folks out on maternity leave.”

He added, “You’ve got to plan for it and you deal with it, but it just creates a little more work for the other folks.”

In the future, Parkin believes it will be necessary to bring on a few more litigation attorneys and a couple more for departmental counsel.

Recently, Parkin requested four additional attorneys to help cope with a mounting workload related to the legalization of medical marijuana dispensaries and growing facilities within the city, and was granted one new position by the city council.

“We asked for and now are hiring that attorney that is going to be handling the issues with medical marijuana. It just sucked up so much of our resources,” Parkin said.

Typically, attorneys that apply to work at the city end up taking a pay cut if they were previously working within the private sector, according to Parkin. “And I can honestly say that several of the attorneys that we have recently hired, I don’t think anybody has come and gotten a raise when they came to work for the city. Everybody has taken a pay cut,” he said.

“But I think some of those issues are personal issues for those attorneys,” he noted, citing a desire for work-life balance, shorter commutes, and the security of working for the city as opposed to a private firm. For example, a recent addition to the department was a partner in a private law firm and one of the top 50 women lawyers in California. But her work necessitated frequent travel to Sacramento away from her home and family in Long Beach, so working at the city ultimately proved to be more desirable, he explained.

Parkin has the authority to hire and make employment-related decisions within his department, but he often consults with the city’s human resources department first. Typically, attorneys that apply to work at the city council hire outside counsel to provide legal services, a move he admits tends to draw criticism. “We try and, to the extent we can, limit the use of outside counsel,” Parkin said.

Typically, these instances arise when Parkin cannot spare the resources or when the department does not have the expertise to tackle a certain matter.

The city’s lawsuit against BNSF Railway Co.’s proposed Southern California International Gateway (SCIG) rail yard project, for example, would have eaten up far too many of the department’s resources, so outside counsel was hired.

There are many other parties involved in the SCIG case, including the Long Beach Unified School District and a handful of trucking companies, among others. Last year, a judge ruled against BNSF’s project, declaring its environmental impact report to be insufficient. BNSF is currently appealing that decision, so the city is still involved in litigation.

“It’s very difficult to budget, especially for a case like the SCIG litigation,” Parkin said. “So we charge the insurance fund for some of those cases. And the insurance fund really is an allocation to all of the departments based upon previous years’ liabilities. Everybody pays into the insurance fund to defend the city.”

In the case of the SCIG suit, the city has spent about $1 million over about four years on outside counsel, but Parkin anticipates being able to recoup those costs. The city might spend as much as $4 million to $5 million per year on outside counsel, Parkin said. “We have some big contracts, especially in the port, with out-
side counsel that are significant dollar amounts,” he explained. “And maybe we have spent $3 million or $4 million on a firm . . . for the Gerald Desmond Bridge, but that has been over a number of years.”

Much of the work of the city attorney’s office is devoted to handling personal injury or damage claims. The department has handled between 700 to 900 claims per year over the past few years, Parkin estimated. “You could have a lot of small cases that don’t take a lot of your time, and then you could have one case that just could overwhelm you. So sheer numbers probably isn’t the best way to look at it,” he noted.

“So under the claims statute, we have 45 days to investigate those,” Parkin said. The department uses a retired police officer as its investigator and former AAA insurance claims adjusters to assess damages, he noted.

The department also handles a sizable load of workers’ compensation claims. “I think last year we spent about $15 million to $16 million on workers’ comp. It’s a huge number,” Parkin said. “I think the claims have been down year to year overall, but the cost per claim has gone up. I would say the majority of claims involve our safety officers, both fire and police. And sometimes their injuries can be significant.”

Parkin estimated that the number of employees gaming the workers’ comp system is quite low. “You have maybe the one-half of 1% of the employees who are taking advantage of the system, who maybe don’t want to come back to work or are not being truthful on what their injuries are,” he said.

In his years as city attorney, Parkin said the most difficult cases have been related to the use of force by the police department. “Those types of cases are always difficult because the videos are never ever going to look pretty when force is used,” he reflected. “And I think it’s difficult because sometimes you will have cases where the officers followed their training and did everything appropriately, but the video just doesn’t look good, and it’s very difficult to convince the jury that we did everything right here. And we need to stand behind and support the officers that are involved in that.”

Parkin added, “I think the world has changed. An officer used to go into a courtroom in uniform, and they commanded a certain amount of respect. And I think sometimes today we are fighting an uphill battle from the minute we walk into the courtroom.”

Use of force cases are typically tried by a jury in a federal court, Parkin said. “Sometimes we try and settle these cases,” he noted. “I think our officers are all sophisticated and understand that in some cases it’s a business decision to settle the case and to cap exposure and to move on. And it’s not a reflection that they did something wrong.”

Asked if he has tried any cases himself and did everything appropriately, but some cases it’s a business decision to set them,” he said.

The toughest aspect of Parkin’s job is his role as a manager. “You try and make sure that everybody is busy and everybody has a fair workload and you’re not overloading, and [that] staff has the resources they need to get the job done. And sometimes that is challenging with budget restraints or constraints,” he said.

Parkin tries to create a work environment conducive to motivating employees. “I think it’s a great place to work. I love it because you have so many different things. I could be talking about a First Amendment protest issue one minute and the next minute you’re doing a contract or something else,” he said.

Asked if he has had any major disappointments on the job, Parkin said he has not. “I think I went in kind of knowing what the job was and knowing the ups and downs of it. I think I have gotten better at not getting so down on the downs or so up on the ups,” he said. “But I get frustrated sometimes when people criticize either the city or our office and, clearly, they don’t know and understand all of the facts. And that’s frustrating. And I am sure it is frustrating for them. That’s life in general.”

Plus, if a case goes to the State Supreme Court, Parkin feels it is best to let the attorney who has been handling the case from the get-go gain that high-level experience. “I think it’s kind of neat that they are able to do that. And you know, I am not going to try and pull the light from them,” he said.

“Sometimes we try and settle these cases,” he noted. “I think our officers are all sophisticated and understand that in some cases it’s a business decision to settle the case and to cap exposure and to move on. And it’s not a reflection that they did something wrong.”

Asked if he has tried any cases himself since being elected, Parkin said no. “It’s intentional. Just from a time standpoint, I don’t think I could do it and do what I think I’m supposed to be doing on Tuesday [council meeting] nights and then have a trial and say I am out of pocket for four or five days,” he explained.

Parkin added, “I think the world has changed. An officer used to go into a courtroom in uniform, and they commanded a certain amount of respect. And I think sometimes today we are fighting an uphill battle from the minute we walk into the courtroom.”

Use of force cases are typically tried by a jury in a federal court, Parkin said. “Sometimes we try and settle these cases,” he noted. “I think our officers are all sophisticated and understand that in some cases it’s a business decision to settle the case and to cap exposure and to move on. And it’s not a reflection that they did something wrong.”

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Airport Director Romo Provides Update On Projects, Priorities

(Continued From Page 1)

month schedule in advance – we see through November a continuation of full utilization of those slots.”

The slots referenced by Romo are, of course, those permitted by Long Beach’s strict noise ordinance, which limits the number of flights and flight times to maintain the quality of life for surrounding residents. Under the ordinance, 50 commercial flights are permitted daily, flown by six operators. JetBlue Airways holds 35 slots, Delta five, and FedEx and UPS one each.

Until recently, American Airlines held four slots but in February announced that it was giving up two slots, which were then allocated to Southwest. When South- west takes over the flight slots in August, it will operate six daily flights out of Long Beach, including two to Sacramento, its latest addition.

According to Romo, prior to Southwest beginning operations at Long Beach Air- port early last year, carriers – JetBlue in particular, as the largest carrier in the city – had a tendency not to utilize flight slots fully. However, with a new competitor chomping at the bit to utilize as many slots as possible, Romo said slot utiliza- tion has between 95% and 98%.

After the Long Beach City Council’s January decision to not approve the addi- tion of a federal inspection station at the airport to allow for international flights, some speculated a reduction in service from JetBlue, which initially requested the facility. Based on scheduling for the remainder of the year, this does not seem to be the case; however, Southwest has stated it would take over as many flight slots as it can at the airport.

“That helps us as the airport operator,” Romo said. “If an airline decides to make some adjustments, perhaps pull down their schedule partly or sizably, it’s good to know that there’s at least one carrier that has expressed interest in growing here.”

Romo noted that the airport respects the council’s decision on international flights and will continue to work with carriers and other airport partners to grow business oppor- tunities within current regulations and be proper stewards of the airport.

The airport and its tenants generate more than $10 billion and 45,000 jobs in the Long Beach region, with an estimated $1.1 billion in tax revenue at the federal, state and local levels. During the first quarter of this year, the airport itself gen- erated $11.3 million, a 35% increase compared to the first quarter of 2016. Last year, the airport generated $38 mil- lion in operating revenue.

No General Fund monies go toward op- erating and maintaining the airport. In- stead, operating revenue is put into the Airport Fund, which “remains in a strong financial position with no major con- cerns,” according to airport staff. “In fact, Moody’s Ratings Agency has expecta- tions that Long Beach Airport will pro- duce financial metrics in-line or above current level” and that “enplanements will continue to experience positive growth.”

In addition to paying for operations and general maintenance of the airport, the fund also pays for capital improvement projects, such as the $13.5 million runway 25L improvements, set to begin in Sep- tember and be completed in August 2018.

[We’re] soliciting bids for that rehabi- litation and reconstruction project, which must be received by early June,” Romo said. “Everything will be built to at least a 20-year life – that’s required of the FAA so we can be eligible for the grant money that has been set aside to do that project. That’s probably our single largest capital project that we have going on right now.”

Romo explained that the project re- requires rebuilding the foundation of the runway at either end, due to added stress of takeoffs and landings, as well as the repaving of the entire runway with special FAA approved asphalt. He said he expects to request city council approval for the project as early as July. The airport is currently under construc- tion on $4 million in improvements to Lot A, a project that began in January and is scheduled to be completed by the end of October. This project includes new eleva- tors and staircases, vehicle entry and exit point modifications, lighting and interior paint, and parking space restriping.

Bird mitigation to the tune of $150,000...
is another improvement being discussed for the concourse, which would include double doors, a glass wall at both restaurants and nets to keep birds from entering the open area.

“We’ve got this great indoor-outdoor feel, and I think people are really, really attracted to that. Because of our indoor-outdoor feel, it’s also an opportunity for birds to be attracted,” Romo said. “Our engineering group is currently looking at things we can do in the open ceiling area and also ways to make sure that they don’t get in in the first place. We want travelers in there, not birds.”

Other improvement projects include Keystone Building repositioning and entry beautification. Construction has already begun on the Keystone Building, located at 4401 Donald Douglas Dr., just before visitors reach the airport’s valet parking facility. Once renovations to the existing building are complete, at least 30 security, engineering and accounting staff members will be relocated to the central office.

The estimated $570,000 entry beautification project includes an airport monument sign, which is currently in the design phase and could be completed as early as fall, and improved lighting. The project also includes entry wall improvements, which include replacing fencing with a 10-foot-tall concrete wall. Wall improvements are scheduled to begin in August and be completed in October.

An operational change coming to the airport is an update to the minimum standards for companies, which were last adopted in 2008. Romo explained that typically these guidelines are updated every five years and that open-house sessions will be held to get operator feedback. He said minimum standards are a way to address any imbalance or lack of a level playing field among the various companies operating at the airport.

Prior to becoming director of Long Beach Airport, Romo oversaw Ontario International Airport. Romo is now eight months into his leadership at Long Beach, having started the position last September.

“I’m hoping that what [staff] is seeing is that what I wanted to do, number one, was to make sure I was really sensitive to making myself available to learn everything I could about the airport, the staff and the airport’s relationship to the city, the community and the leaders downtown,” Romo said.

Romo explained that his vision for the airport is to build a team that is fully engaged and excited about what is being done at the airport. He said that, for him, an airport is the most fun place to work because of the variety, challenges to overcome and relationships to be made, especially with a staff as small as the one at Long Beach Airport.

Additionally, Romo said he hopes to continue to diversify revenue streams, thereby making the airport rely less on aeronautical revenue streams. He said staff is looking at all opportunities to maximize returns on assets.

“You want the investment portfolio to be as varied as you can so that when one part of the market is not performing as strong as another part, you’ve got some other aspects that will help shore up during times that might be a little difficult,” Romo said.

One aspect of the job that Romo said was not completely unexpected – but he had to experience firsthand to fully appreciate – is how important an issue the airport is to the community. He said whether it’s those on the side of supporting operations and growth or those making sure it stays within its prescribed limits, people care and voice their concerns often.

“Our engineering group is currently looking at things we can do in the open ceiling area and also ways to make sure that they don’t get in in the first place. We want travelers in there, not birds.”

The City of Long Beach has a long tradition of being a hub for the aviation and aerospace industries. In 1923, Long Beach Airport was formed. The 1940s saw the opening of the Douglas Aircraft Company manufacturing plant on Lakewood Boulevard – known as McDonnell Douglas after merging with McDonnell aircraft in 1967 – which would go on to produce more than 15,000 aircraft in Long Beach. In the 1990s, McDonnell Douglas merged with Boeing.

Today, though the large aircraft manufacturing by Boeing ceased with the reduction of its presence to just office space, the city is still host to companies such as Virgin Orbit, a branch of Richard Branson’s Virgin Galactic; Rubercraft; Gulfstream Aerospace Corporation; and countless general aviation companies operating out of the still-thriving Long Beach Airport, which is projecting a record number of passengers this year.

“One on a regional basis, I think Long Beach continues to play a vital role, with the fact...”
that we are centrally located,” Curt Castagna, president and CEO of Aeroplex Aerolease Group, said. “I think that as you see the commercial activity increase in Orange County and Los Angeles, the role that Long Beach will play as a viable destination will continue.”

Castagna said activity level is up for business at the airport and its surrounding property, with increasing interest from aircraft operations. He attributes the appointment and leadership of Jess Romo as the director of the airport to the growing success. According to Castagna, Romo has been instrumental in building relationships around the airport and realizing the value of its diversity, not focusing only on commercial aviation.

Marketing for the city and the airport could stand to be refined to link the economic development potential as a corporate headquarters location with the airport, according to Castagna. He explained that that there is still some vacant hangar and office space at and around the airport but that companies are currently working to fill the gaps, such as the 40,000 square feet available in the former Abbey Company Building located at 4403 Donald Douglas Dr.

Castagna said he would also be remiss if he did not voice his disappointment regarding the city council’s January decision to deny the addition of a federal inspection service facility to allow for international flights in and out of Long Beach. He maintains that the facility would not have jeopardized the current airport restrictions and instead would have simply enhanced existing services.

“What continues to be unique about Long Beach over the other airports in the basin is that we are so diverse. We have from the smallest private aircraft owner to the airlines and everything in between,” Castagna said. “We’re really hoping to continue to work with the city to maintain those balances because we think those balances are good not only for the airport inside the fence but also that’s what best supports the community outside too.”

KevinMcAchren, president of Airserv, an aircraft ground support and ground equipment leasing company at Long Beach Airport, said his company is having a good year, up over last. One major factor is an increase in charter flight activity and ground equipment leasing company at Long Beach Airport, said professional hockey caused an increase in charter flight activity and that he hopes two Los Angeles football teams will have a similar effect.

Also announced last year by Boeing was its rebranding in March, Virgin announced the rebranding of the Long Beach site to be the headquarters of newly formed Virgin Orbit. More than 300 employees work at the Long Beach facility, according to a spokesperson. Virgin Orbit focuses on the manufacturing of the LauncherOne small satellite launch system and the 747-400 flying launch pad, dubbed Cosmic Girl. According to the company, increased investment in commercial space startups has resulted in greater demand for launch vehicles.

“Opening access to space is a central mission of Virgin’s space companies, and nowhere is that more urgent than in the need to launch the increasingly smaller and more powerful satellites that can help us access valuable data from space,” a spokesperson said.

Long Beach-based Rubbercraft, a rubber products supplier for a range of commercial aerospace and defense applications, is hoping President Donald Trump’s increased defense budget will have a positive impact on the company’s bottom line, according to Larry O’Toole, chief executive officer of Integrated Polymer Solutions, parent company of Rubbercraft. The company focuses on applications for land, sea and military aerospace, including space and launch vehicles.

“For us, the announcement is great at the macro level, but it ultimately depends on which aspects of the defense budget will see increases,” O’Toole said. “So for now it sounds great, but as the expression goes, ‘The devil is in the details.’”

Positive Outlook For Airport Businesses

Kevin McAchren, president of Airserv, an aircraft ground support and ground equipment leasing company at Long Beach Airport, has had about 10 pilots hired in the region in the last year, which is a lot, according to owner Candy Robinson. She explained that Federal Aviation Administration regulations require pilots to retire at age 65, which is causing the current shortage.

“The last hiring boom was in the ’80s, then now is the time for a lot of those guys to be retiring. There really is a pilot shortage,” Robinson said.

“So there are a lot of openings. It’s a very exciting time in the industry right now.”

Robinson said her business is down slightly from last year due to weather conditions earlier this year. However, she said that she lost about 20 days of operations last year due to political campaigning in Southern California leading up to the elections, which resulted in temporary flight restrictions – an issue that will not be seen again for several years.

The flight academy has seen a decrease in the percentage of international students, Robinson said. She explained that she views teaching international students as an export – “exporting education,” as she says. One issue Robinson said her school is having is with the airport’s new badge system, which she said is backed up and delaying some of her students from proceeding with lessons until a badge is acquired. However, she is still optimistic about Long Beach.

“I’m just excited to still be here. It’s 37 years for me on the airport,” Robinson said.

“I’ve seen a lot of changes, and you just kind of have to keep up with it.”

Late last year, aircraft manufacturing company Boeing announced plans to reschedule Southern California employees, moving some from Huntington Beach to its Long Beach office. The transition has not begun, and the exact number of employees has not been determined, but Boeing staff said the move would begin this year.

Also announced last year by Boeing was the establishment of Boeing Global Services, a new business unit equal to Boeing Defense, Space & Security and Boeing Commercial Airplanes, both of which have a presence at the Long Beach site.

“Eventually, all three of these Boeing businesses will have employees in Long Beach, making it a microcosm of Boeing as a whole,” Rudy Duran, director of the Boeing SoCal Design Center and Long Beach site, said. “While it may not be visible to our community neighbors, it’s an exciting time to be at Boeing Long Beach, and we are looking forward to welcoming teammates from Huntington Beach.”

Just up the street from Boeing, Gulfstream Aerospace Corporation employs approximately 775 people. The facility at Long Beach Airport is the company’s anchor for its West Coast operations and handles a service center for all Gulfstream business aircraft, as well as an interior outfitting center for the company’s larger-cabin models, including the flagship G650ER, G650 and G550. The facility also features a sales and design center, which opened in 2014.

According to a spokesperson, in 2016, Gulfstream Long Beach completed more than 1,200 projects, including on-site maintenance, repair and overhaul activities, an increase from previous years. Overall, the company outfitted and delivered 115 aircraft last year, many of which were completed in Long Beach.

“We have expanded and enhanced our site here in the past few years, and that has brought us more and more customers,” Thomas Anderson, vice president and general manager of the Long Beach facility, said. “We have been busy so far in 2017 and expect that to continue.”

One of the latest additions to Long Beach’s aerospace portfolio came at the start of 2015 when Richard Branson’s Virgin Galactic opened a 190,000-square-foot design and manufacturing facility at Douglas Park, a newly developed commercial real estate park near Long Beach Airport. In March, Virgin announced the rebranding of the Long Beach site to be the headquarters of newly formed Virgin Orbit.

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45,000 high paying jobs created by the Long Beach Airport Aviation Complex

more than $10 billion in economic impact

6.4% of all jobs in the City of Long Beach

taxpayer dollars used to fund airport

Long Beach Airport is committed to being a major driver of the local economy, providing excellent services in an eco-friendly and safe manner. Travel well. Travel Long Beach.
Catalina Flying Boats

Long Beach-based airfreight service company Catalina Flying Boats began operations in 1982, flying cargo from Long Beach to Catalina Island. Jad Davy, director of operations, started with the company in 1984. He explained that his father ran a seaplane service to Catalina in the 1970s and 1980s and that he was raised on Catalina, which gave him all the reason he needed to start with the company. “We’ve had contracts with UPS and FedEx for over 30 years,” Davy said. “We fly it over and deliver it to the house. We’re a one-stop shop.” However, Davy explained that much of the company’s business comes from the transportation of island restaurant goods, namely food. Located at 3215 E. Spring St., the company flies between eight to 12 trips per day, six days per week. Davy said the company has been flying the Douglas DC-3 aircraft since 1992 but has recently upgraded to newer aircraft. “We evolved with the seaplanes then got out of the seaplane business and went to land-based airplanes. We got out of seaplanes and went to BE-18s, then we got into the DC-3 world. And now we are getting out of the DC-3 world and into the Cessna Caravan.” For more information, call 562/595-5026.

Aeroport Deli

Holly Yu purchased the Aeroport Deli 12 years ago after deciding to leave her former position as an accounting manager for a manufacturer. “I was looking for my own business, but I had limited money,” Yu said. “I was looking at the newspaper and saw a ‘for sale by owner,’ and it was a pretty good project. So I came and had an interview with the landlord, and then I took it.” Aside from her love of cooking, Yu explained that she was interested in a food-centric business because there is never a risk of overordering inventory – anything extra she takes home and cooks for herself. Monday through Friday, Yu arrives at her deli, located at 3333 E. Spring St., at 5:30 a.m. to prep for a 7 a.m. open. She operates the eatery with the help of only one employee. One of her best-selling dishes is her chicken cutlet, made fresh daily along with all her other menu items. “I like the City of Long Beach. It’s pretty big. At the airport especially, it’s secure for a woman-owned business,” Yu said. “Also, I like the people of Long Beach. I really appreciate my customers. They are always friendly to me and trust me and encourage me.” For more information, call 562/981-9903.

Advanced Detail

After working as a fueler for a fixed-base operator at Long Beach Airport for a decade, Rick Morales decided to go into business for himself. The Salvadoran immigrant, who moved to Long Beach at age 5, opened Advanced Detail 17-1/2 years ago. “I was just intrigued by aviation,” Morales said. “We do everything that has to do with the cosmetics of the airplane. We don’t do anything mechanically.” Located at 4310 E. Donald Douglas Dr., Advanced Detail provides cosmetic upkeep for aircraft, including high-end fabric cleaning, wood polishing, exterior and interior paint touch-ups, exterior washing and more. Morales said he currently has six employees and that the company is mobile, with crews that take vans to various operators to maintain aircraft. He explained that 90% of the company’s business is local to Long Beach and that the rest is at other airports, such as Los Angeles International, John Wayne and Van Nuys airports. “What I love about owning the business is the flexibility that I have and the people that I meet,” Morales said. “Aviation is such a large community, yet it is so small and everybody knows everybody. I meet a lot of great people.” For more information, visit www.facebook.com/advanceddetail.

Ads That Fly

In May 1984, 29-year-old Long Beach native Bob Dobry opened Ads That Fly for business in Chino. Three years later, he relocated to 3275 Airflite Way in Long Beach, where the company has operated ever since. “I’ve been flying since I was 18 and just stumbled on it purely by accident,” Dobry said. “Here we are 33 years later – we have nine banner-towing aircraft, a wonderful clientele base, great employees. We’ve been very fortunate.” Dobry said as a child he would build model airplanes and as a teen began taking flying lessons after a co-worker – a keeping-up-with-the-Joneses scenario. After being a sales rep for more than a decade, Dobry decided to venture out on his own. Today, Ads That Fly has eight part-time employees, with 90% of business coming from large companies such as radio stations and beer companies, flying banners past beaches all summer long. However, Dobry said his favorite jobs are the personal messages – marriage proposals, birthday greetings and graduation banners. “The people just go crazy when they see their name in the sky. We just get a lot of joy, a lot of satisfaction out of seeing these people full of joy – that person becomes the star of the show.” For more information, visit www.adsthatfly.com.
Support Local Small Businesses

Anthelion Helicopters
Co-owners Alex Chaunt and Nina Keefner recently celebrated the three-year anniversary of Anthelion Helicopters, a tour agency and flight school located at 3200 Airlight Way. The pair met while working for a different company and decided to open a facility, keeping in mind rectifying issues they encountered in their own experiences. “We’re not going to sacrifice, and we’re not going to be chasing that bottom dollar at the expense of the customer, which we found quite prevalent in aviation,” Chaunt said. The company offers helicopter flight training, pre-routed and custom tours, aerial photography and cinematography flights (including an aerial photography workshop for beginners), and charter flights, the company’s most recent addition. Anthelion has grown to employ more than 10 people and operate nine helicopters. “Whenever I go up with someone . . . that has never done it before, I see that wonderment on their face. I find that fantastic. You’ve really done something with them that’s going to last a lifetime,” Chaunt said. “We offer the flight demos at $99. It’s accessible. You can wake up and say ‘I want to fly a helicopter today,’ come and do it, and off your bucket list it goes.” For more information, visit www.anthelionhelicopters.com.

Small Business Dollars & Sense
Five Financial Travel Tips
For The Small Business Owner

By Ben Alvarado

Many small business owners save all year for that great vacation. I want you to enjoy what you have saved for and I hope these tips will help you get some well-deserved rest and relaxation.

1. Plan Ahead – Before you go out of town, take a minute to organize your business and personal finances, including any payments that might be due while you’re away. Set-up account alerts to remind you of when a credit card payment is due or when a deposit is made.

2. Give a Heads-up – Give your bank a heads-up that you’re traveling and what credit card you’re planning to use. This way, you can help avoid having your charges viewed as suspicious by your credit card company.

Some banks will soon offer new features that will simplify banking and help customers avoid financial inconveniences. Wells Fargo will introduce a predictive banking feature that uses artificial intelligence to analyze your financial patterns and then provides personalized insights to help you avoid financial pitfalls or inconveniences. For instance, when you make a travel purchase, such as buying a flight, the predictive banking tool will use this information to provide a personalized message. The feature might suggest you set-up a travel plan for your account and provide a link with information on how to do so to help avoid interruptions to your debit or credit card.

3. Do your Research – Learn about the local currency so you have money for taxis, tips, and meals at hand. If you’re planning to use a credit card, be aware that other places may have additional criteria around credit card acceptance. For example in Europe, some merchants may only accept “smart cards” encrypted with a chip or personal identification number (PIN). Also make sure you look into the currency exchange rate so you know what you’re paying in U.S. dollars. Some credit card providers may also offer foreign exchange fees, which can help you avoid added costs for transactions converted to U.S. dollars.

4. Travel with Confidence – Having a back-up plan is always a good idea. The same applies when it comes to your finances. If you’re planning to use credit, store a second back-up credit card in a safe and separate place in case you lose your primary card. It’s also wise to store your financial institution’s contact information along with your passport.

5. Make the Most Out of It – If you regularly use a credit card, check your rewards balance. You may have earned enough rewards to offset vacation costs like airfare and hotel stays. You can also redeem your points for prepaid debit cards to use as a great way to stay on budget – but you do need to make sure they’re accepted where you’re headed. Many cards offer little known perks that can help make your travel smoother like 24/7 concierge services that can help you plan your trip.

Preparing for the financial aspects of your vacation may not be the most fun part of your trip but financially planning ahead can help make your travel experience much more enjoyable. Bon voyage!

(Ben Alvarado, a 26-year veteran of Wells Fargo, is the president of the bank’s So. Calif. Region, which stretches from Long Beach to Orange, Imperial and San Diego counties.)

The Pilot Shop.
For the last 25 years, Fernando Molina has owned and operated The Pilot Shop at Long Beach Airport. Located at 2601 E. Spring St., Molina operates the store with the help of his son, Fernando Jr. (pictured with his dad). After purchasing the shop from a friend, Molina said he expanded the store and began offering more items. “I used to be the only guy that had charts and maps, but now with [technology], I don’t sell much [of those]. But it used to be the bread and butter for the business because every pilot needs them,” Molina said. “Whenever I go up with someone . . . that has never done it before, I see that wonderment on their face. I find that fantastic. You’ve really done something with them that’s going to last a lifetime,” Chaunt said. “We offer the flight demos at $99. It’s accessible. You can wake up and say ‘I want to fly a helicopter today,’ come and do it, and off your bucket list it goes.” For more information, visit www.anthelionhelicopters.com.
“We might have gone six or seven months without even drawing a paycheck,” Peterson recalled. “I mean, here we are, 27 with young families [and a] mortgage for the house. It was like, OK, let’s figure it out. We’re going to have hot dogs, pinch our pennies and recycle the cans. That seems like just yesterday, but it has now been 26 years.”

In the first year, the firm grew to 25 employees. Now, P2S has about 175 employees with plans to grow to 300 within five years, according to Peterson. A satellite office in San Diego employs 20 people.

As chair of the chamber, Peterson plans to place an emphasis on small business outreach and mentorship, in part by drawing upon the experience of the board. “My priorities are kind of multi-pronged, but there is certainly a big focus that we’ve made in the last few years about small business, you know, trying to take it to another level,” he said.

The first step: “We are starting a new small business council,” Peterson said. “And we are defining small businesses as 25 people or less.” Wayne Slavitt, owner of Mobil on Bellflower Boulevard, is chairing the council.

At the chamber’s annual retreat, the board decided to commit to mentoring any new small businesses, both members and non-members, with plans to grow to 300 within five years about small business, you know, trying to take it to another level,” he said.

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Making a Difference Every Day
Welcome

Rotary links 12 million members in 35,000+ clubs to form a grassroots organization of international scope. It started with the vision of one man – Paul Harris, who provided an opportunity for professionals with diverse backgrounds to exchange ideas, form meaningful lifelong friendships, and give back to their communities. In 1905 the attorney formed the Rotary Club of Chicago, named for the early practice of rotating meetings in the offices of its members.

ROTARY INTERNATIONAL CAUSES:

PROMOTING PEACE - over 1000 students have graduated from Rotary’s Peace Centers Program, fostering international understanding across cultures, engaging in solutions of personal interaction conflicts, conducting anti-bullying campaigns, and addressing domestic violence issues.

FIGHTING DISEASE - for 30+ years, vaccinating 6 million+ children against polio. Today Afghanistan, Nigeria, and Pakistan are the only countries where polio remains epidemic.

PROVIDING CLEAN WATER - for 23 million people and access to sanitation and hygiene for 21 million people.

SAVING MOTHERS AND CHILDREN - expanding access to quality medical care, sanitation, education and economic opportunities. In Nigeria alone, Rotarians have committed to a $3 million, 5-year project to save lives during home deliveries.

SUPPORTING EDUCATION - reducing gender disparity in education and increasing adult literacy.

GROWING LOCAL ECONOMIES - enhancing economic and community development and creating opportunities for decent and productive work for young and old. Last year the Rotary Foundation spent $9.2 million to grow local economies and reduce poverty.

The Rotary Club of Long Beach has contributed over $1,300,000 through Rotary International for projects including: Polio Plus -- immunizing 1.7+ million children worldwide; water wells in Mozambique and Asian villages; and opportunities to serve neighboring Mexico with medical essentials, technology educational tools, housing and many, many books!

“Whatever Rotary may mean to us, to the world it will be known by the results it achieves.”

Paul Harris
Rotary's founder

A Century of Service Above Self!

Since 1917, our philanthropic focus has been literacy, education, and the youth of Long Beach. As you read about our community gifts in these pages, we hope you will remember that each number represents a child, a student, a young adult, a life helped along toward a more promising future.

It is my honor and privilege to have been the 100th president of the oldest service club in our City, the Rotary Club of Long Beach.

Welcome to our story, the story of how Rotarians are making a difference... every day!

Jayne Lastusky
Rotary Club of Long Beach President, 2016-2017

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100 YEARS AGO Granville Savage visited Long Beach and met with 7 local men to share his enthusiasm about his Rotary Club in New York. Together they changed the course of local history by forming the City's first service club – the Rotary Club of Long Beach.

The Club’s fifteen charter members caught the vision of creating an organization that would cement friendships, contribute to community, and elevate business ethics. Funeral director and civic leader J. J. Mottell became the Club’s 1st president.

Chartered November 1, 1917 as the 334th club globally, the Club’s 1st president. W. F. Prisk, LB Rotarian and Publisher, Long Beach Press-Telegram

On the Rotary of Long Beach’s 25th Anniversary, 1942

Granville Savage visited Long Beach and met with 7 local men to share his passion for Rotary. The Club was proud and honored to welcome Rotary’s founder, Paul Harris, who visited Long Beach in 1925 and 1941.

For every day of its 100-year history, Rotarians have contributed time, talent, and treasure to improve Long Beach. Its current signature programs of literacy and, as a Centennial gift to middle school children, the Club created an ethics curriculum.

Rotarians assisted by providing toys and play equipment, and they raised over $20,000 to purchase the lot at 1548 Chestnut Avenue, which was donated to the Day Nursery.

Eventually, the Club’s many youth and education projects would benefit local youth from preschool through young adulthood. Since those early days, Rotarians have supported elementary school children through reading programs and Long Beach Rotary Charitable Foundation grants. High school students through grants and Camp Enterprise; college students through scholarships; and, as a Centennial gift to middle school children, the creation of an ethics curriculum.

The Rotary Club of Long Beach's deep and rich past has paralleled the City's history, and it is solidly positioned to share the City's path into its next 100 years.

“The inspiring association, the creed of true unselfishness, and the wonderful friendship and fellow engendered have elevated all of us to a higher and better plane of life.”

W.F. Prisk
LB Rotarian and Publisher, Long Beach Press-Telegram

On the Rotary of Long Beach’s 25th Anniversary, 1942
Lifelong Love of Reading

Rotary Reads grew from an idea sparked in the heart of one Long Beach Rotarian. Bob Bowden, a retired insurance agent, made a decision to improve the education of local students, and the program he started has been embraced by Rotarians ever since.

In 1994, the local economy was facing an uncertain future brought on by the closure of the U.S. Naval Station, a downturn in the aerospace industry, and a national recession. Bob Bowden looked for a way to help Long Beach youth have a brighter future and he was inspired to help with their education. His creative idea was for Rotarians to partner with the Long Beach Unified School District to improve the reading skills of young children by reading aloud to them. Bob’s idea became reality as the Rotary Reads program.

Over 20 years later, a cadre of Rotarians still visits elementary schools and child development classrooms to read aloud to students. This successful program engages children in the reading experience and encourages them to read on their own. It is no surprise that those one-on-one sessions often result in mentoring, which is as much a gift to the Rotarian readers as it is to the children.

Bob Bowden received the Heroes in Education Award in recognition of his national model of school district and service club cooperation for literacy. Many Rotarians around the world now utilize this template for their own Rotary Readers programs. Long Beach readers continue to be inspired by Bob Bowden whose commitment to youth illustrated that one person can make a difference.

“Long Beach Rotarians contribute in seemingly simple ways -- reading aloud to children or providing books for them to take home -- and yet, these gifts profoundly affect lives.”

Mike Murray, President
Long Beach Education Foundation

Long Beach Rotarians annually provide a book to each of the 2,000 pre-kindergarten students enrolled in the LBUSD Child Development Centers.
Long Beach Day Nursery

In 1912, Florence Bixby along with other dedicated women recognized a deep need for child care in the area and established the Long Beach Day Nursery. At that time, Long Beach was a small seaside resort in pre-oil boom days, and pre-schools were rare. One of the earliest supporters of the Day Nursery was J.J. Mottell, who in 1917 became the founding president of the Rotary Club of Long Beach. He rallied Rotarians to support the Long Beach Day Nursery as the Club’s first community service project.

Mottell recognized the importance of providing care for children whose mothers had to work or those with illness or tragedy in the family. He and his fellow Rotarians underwrote the Day Nursery’s operation for three years. Soon after, they raised over $20,000 to purchase land at 16th and Chestnut where the Nursery still operates.

In addition to providing toys, books, and play equipment, Rotarians were also generous with their time, joining “Uncle Joe” Mottell for 30 years at the Day Nursery for his annual birthday celebrations and establishing other traditions for the children, such as Easter egg hunts and Christmas parties.

This long and rich relationship between Rotary and the Day Nursery continues today with Rotarians donating to Day Nursery literacy programs and services.

Reading by 9

The Reading by 9 program was launched in 1999 by the Los Angeles Times, Scholastic Books, and local Rotary Clubs with a goal of children reading at grade level by the age of nine. The Rotary Club of Long Beach was led by President Frank Newell to embrace the program’s goal for Long Beach students. Eighteen years later, Reading by 9 is still thriving and growing at Long Beach Rotary.

In the first year of the Reading by 9 program, Rotarians donated 6,500 books to five local elementary schools through the Long Beach Rotary Charitable Foundation. At the time, that was the largest single contribution of books in the history of the Long Beach Unified School District.

Each year since then, Rotary donations have grown to include books for all elementary schools in the LBUSD and has expanded to include providing books to nonprofit and community literacy programs such as the Long Beach Day Nursery, YMCA, For the Child, the AOC7 Neighborhood Book Fair, and the Cambodian Association. The Club has raised over $550,000 and donated more than 240,000 books and e-books to Long Beach children.

In an extension of Reading by 9’s initial strategy, the Rotary Literacy Committee now offers grants to fund LBUSD teachers for their classroom literacy projects. Each year Rotary awards over $6,000 to pre-Kindergarten through third grade teachers for projects which have direct impact on children and reading. Rotarians continue their mission to place books in classrooms, libraries, and homes, knowing that each book increases a child’s probability for academic success and has the potential to spark a child’s lifelong thirst for knowledge.

LONG BEACH ROTARIANS HAVE PROVIDED OVER 240,000 BOOKS AND E-BOOKS TO LBUSD PRESCHOOL & LITERACY PROGRAMS SINCE 1999
Our Mission

The mission of the Long Beach Rotary Scholarship Foundation is to provide resources to deserving students with average and above-average grades so that they may attend Long Beach City College or California State University, Long Beach. The goal is to assist students who might otherwise not qualify for a scholarship and who have a desire to learn and become responsible and productive citizens.

Our History

The Long Beach Rotary Scholarship Foundation (LBRSF), now a 501(c)(3) non-profit corporation, was established by Long Beach Rotarians to offer scholarships to Long Beach area students at Long Beach City College (LBCC) and California State University, Long Beach (CSULB).

The scholarship program was funded initially by generous Rotarians and others. One of the first contributions, from Rotarian Hap Appleton, was appreciated stock he bought in the 1930s in a then little-known company, IBM. As a result of generous contributions, the Foundation currently has assets totaling over $12 million including a 50% interest in an Irvine industrial building donated by Long Beach building contractor, Albert Reingardt.

In its 60+ year history, the Scholarship Foundation has funded over 4,250 annual student scholarships totaling more than $5 million. In 2016, 250 scholarships were awarded to students. The LBRSF is the largest scholarship donor to LBCC, and the second largest scholarship donor to CSULB.

A Board of Directors consisting entirely of Long Beach Rotarians administers the Foundation.

Centennial Scholarship

To commemorate the 100th Anniversary of the Rotary Club of Long Beach, the LBRSF awarded a one-time $15,000 Centennial Scholarship to CSULB student, Yasmeen Azam, an aspiring Human Rights Activist with proven community leadership and passion.

“We are all strangers connected by our stories. These thin strands of humanity tether us to one another through our shared ambitions of freedom, equality, service, and purpose.” ~ Yasmeen Azam

“Over the last sixty years, the LBRSF has given more scholarships to K-12 students than any other organization, business, foundation or individual donor.”

Chris Steinhauser, Superintendent
Long Beach Unified School District
Legacy Society
Bequests and Planned Gifts

**FOUNDER’S SOCIETY**
$1M+
Hap Appleton
Albert Reingardt

**NEW HORIZON SOCIETY**
$300K+
Theron H. Slaughter, M.D.

**LEADERSHIP SOCIETY**
$500K+
George Marx

**AMBASSADOR’S SOCIETY**
$100K+
Frank and Margie Newell
Don Temple Family Foundation

**LIVING LEGACY SOCIETY**
This prestigious society recognizes and gives tribute to those Long Beach Rotary Scholarship Foundation friends who have sponsored a scholarship or funded/planned a deferred gift.
Mark Bixby Family | Vic and Patty McCarty | Mitch Dion

Annual Scholarships

**Long Beach City College Scholarships**
Traditional, Honor, Career & Technical Education, Centennial
$1,000 - $1,500 annually

**California State University, Long Beach Scholarships**
Traditional & Centennial
$2,500 annually

**Theron H. Slaughter, M.D. Scholarship**
LBCC and CSULB Students in Health Related Fields
$2,500 annually

**Newell Family Scholarship**
LBCC and CSULB Students - Graduates of Poly or Wilson
$2,000 - $4,000 annually

**Don Temple Family Scholarship**
CSULB Aerospace Engineering
$5,000 annually

**Mark Bixby Leadership Award**
LBRSF Scholarship Recipients
$3,000

For more information visit LBRSF.org | R7
Camp Enterprise

In 1992, the Rotary Club of Long Beach created the popular Camp Enterprise program after hearing success stories of similar programs at a national Rotary conference. Camp Enterprise was a natural fit because Rotarians understood the value of camping experiences to develop life and leadership skills for youth.

Each year, over 60 Long Beach area high school juniors are taken to Camp Oakes in the San Bernardino mountains. Camp Enterprise is a 3-day interactive experience designed to increase awareness of business in a free enterprise system and society. Rotarians serve as camp instructors to help student teams create their own businesses, make a business plan, and learn the importance of teamwork. These hands-on experiences spark the students' entrepreneurial spirits and lead them to find solutions to common business issues.

Team building activities reinforce the students' confidence and ability to overcome obstacles, and their mental and physical capabilities are challenged with exercises that help create a strong working network in each team. Students returning from the dynamic Camp Enterprise experience often say it was “life-changing” and “the best school experience of my life”.

Youth Camping

The Club’s commitment to provide youth opportunities for mountain adventures started early - in 1917. The U.S. had recently entered into WWI, and Rotarians recognized the need for boys in fatherless homes to be supported and mentored.

Early programs:
- In the 1920’s, a Boys Work program was developed to turn troubled boys into good citizens. Rotarians worked with local courts, taking responsibility for boys charged with first offenses and paroled to Rotarians who became their mentors.
- In 1936, Rotarians began support of Brighton Beach, a summer camp at Terminal Island where 80 boys vacationed each July.
- In 1937, Rotarians began participation in Kamp Kole, the YMCA’s mountain summer camp, by driving 80+ boys to and from the Mount Wilson area camp as well as visiting during the week.
- In 1946, Rotarians supplied their own labor, material, and equipment to build Camp Hemohme near Wrightwood so that hundreds of Camp Fire girls, 10 to 15 years old, could enjoy camping.

“...Millikan kids who have attended Camp Enterprise have told me that the experience changed their perspective. Students come back with an understanding of how important today’s choices are to tomorrow’s future.”

Jess Mullen
Millikan High School Counselor

Tomorrow’s Leaders

Camp Enterprise

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More Than
1225
Camp Enterprise Participants
In 23 Years
A Ribbon of Green

Centennial Park

To mark the 100th anniversary of Rotary International in 2005, Long Beach Rotarians created a project that would have lasting and meaningful value to the community.

With the leadership of Mark Bixby, who chaired the park project, members of the Rotary Club of Long Beach raised over $160,000 to collaborate with the City in creating recreational open space for a densely-developed neighborhood. Within a one-mile radius of Rotary Centennial Park, 80% of residents live in apartments without yards and over 22,000 are children under the age of 14.

After three years of fundraising, planning, and building, the Rotary Club of Long Beach dedicated the 1.2 acre Rotary Centennial Park in central Long Beach. With this community gift, Rotarians transformed what was once dirt and weeds in an abandoned Pacific Railway right-of-way into a green, clean, and safe place for children to play.

The award-winning park features a solar system theme with planets designed by artist and Rotarian Philip Smith and Robin Smith and a stainless-steel sundial sculpture by artist Patrick Vogel. Other park features include a fenced tot play yard and three play structures, one of which was funded through a Rotary International matching grant in partnership with the Rotary Club of Celaya, Mexico.

In stewardship typical of Long Beach Rotarians, they continue to hold monthly work parties to help clean and maintain the park, and they are often joined by the young professionals of the Long Beach Rotaract Club.

“The Rotary Club of Long Beach changed the landscape for a better future by creating a clean, green and safe place for our youth.”

Mark Bixby
President, Rotary Club of Long Beach, 2003 - 2004

Did you know?

Centennial Park was awarded the 2005 Award of Excellence by the California Park and Recreation Society and the Frontline Park Award by City Parks Alliance, a national urban park advocacy organization.

“The City’s partnership with the Rotary Club of Long Beach was one of the most enjoyable and rewarding projects of my career. Because of the commitment and dedication of Long Beach Rotarians, a park was developed for families in an area of the City with the most need — it brought a new pride to the neighborhood, and continues to do so even today.”

Phil Hester, Director
Long Beach Parks, Recreation and Marine Department (retired)
To commemorate the milestone 100th anniversary of the founding of the Rotary Club of Long Beach, members sought to give a legacy gift to the Long Beach community that would:

1. Benefit the Community
2. Focus on Youth and Literacy
3. Have Permanency

A community gift was selected by Club members, a children’s literacy area in the new Civic Center Library.

The Early Childhood Literacy Area & The Storytime Theater

Long Beach Rotarians, in partnership with the Long Beach Library Foundation, have sponsored a children’s space in the new Civic Center Library. The Storytime Theater and Early Childhood Literacy Area will provide an inviting and comfortable environment for youngsters to explore adventures in reading for many years into the future.

“"We are honored to have Rotary as the inaugural donor to the campaign for the new Main Library, and anticipate that a landmark gift from such a prominent and well-respected organization as Rotary will bring the positive attention and enthusiastic support of our community needed for the success of this important project.”

Kate Azar, Executive Director
Long Beach Public Library Foundation
Legacy Project Donors

PLATINUM
Anonymous • F&M Bank • Hoag Foundation

GOLD
Mitch Dion · Craig Dougherty · Cam Doherty Killingsworth · Frank and Margie Newell · Greg and Valerie Owen Families · Jean Bixby Smith Fund

RUBY
Anonymous · Anonymous · Gerald Bloesser · Vicki and Blake Christian · Bob and Barbara Davis · Greg Gill · Greg Haeseler · Jan and Jerry Maize Foundation · Supervisor Don Knabe · Jane J. Netherton · Mike Walter · Don and Carl Ann Wylie

EMERALD
Greg and Shannon Burnight · Ken Cecil · Mr. and Mrs. Terry Geiling · Randy Gordon and Nancy Becker · John Hancock Family Foundation · In Memory of Marion Hargrove · Russ and Avalon Hill Family Foundation · Mr. and Mrs. Jack Hinsche · Jim and Cindy Howe · Larry and Barbara Jackson · Steve Keesal and Hope Norris · Paul and Linda Kennard · Nancy C. Kindelan · John, Liz and Lindsey Krummel · Jayne Lastusky · Olivia Silva Maiser · Vic McCarty · David and Sara Myers · Onisko & Scholz CPA’s · Bill Ridgeway, Sr. · Brian Russell · Gail Schwandner · Dr. Donald and Anne Seraphano · Rayne and Pam Sherman · In Memory of Doug, Arlene, and Velma Smith · Brad and Kimberly Willingham · James Willingham · Dante and Meara Dobson Wilson

TURQUOISE
Dr. Ginny Baxter and David Pagnotta · Jay and Anita Beeler · Yvonne and Carl Calkins · Suny Lay Chang · Kay Cofield · Craig T Cross · Mark Curtis · Denise Dahlgren · The Delong Family Charitable Foundation · Richard S. Egan · Doug Emery · Salvador Farfan & Family · Mark Darlington · John and Candace Gooding · Bob and Barbara Graham · James Hankla · Mr. Jeremy Harris · Dr. Lisa A. Hopkins, OD · Dr. Stephen Hryniewicki · Bob Johnson · Lorne and Lance Kenyon · Matt Kiley · Whitney Leathers and Gary Whitney · Jon and Jamee Lindberg · Elizabeth N. Lucas · Bob and Loretta Luskin · Willetta McCulloh/Environ Architecture, Inc. · Eloy Oakley · Freda Hinsche Otto · Tim Richmond · Sophia Riley, GBS · Connie A. Rivera · Janey Roeder · John Romundstaid · Jill and Lewis Rosenberg · Mark Schneider Design · Shoreline Village · Dennis and Leslie Smith · Ms. Wendy Sorel · Mort Stuhlbarg · Leo and Judy Vander Lans · Nelinia Arocan Varenas · Laura and Alfredo Velasco · Jim Worsham

BLUE
Brandi Collato · Adriana Lanting · Bob Latimer · Hon. Bonnie Lowenthal · Mrs. Kelly Lucera · Judge Patrick Madden and Lillian Salinger · Steve and Meredith Shaw · Wayne Slavitt and Joanne Ratner · Lydia E. Vincenty-Lowell · Dale Whitney · Mu Zhang

* * *
Margaret Arbini-Madonna · Mollie Back · Bob Bond · Vail De Vries · Laura Doud · Marcelle Epley · Eileen Factor · Bob Fronke · Mark Kachigan · Mrs. James J. Kindelan · Steven T. Kykendall · Jim Lamhofer · R. Whitney Latimer · Tom Merrick · Jim Mills-Winkler · Tom Reep · Sandy and Barry Simon · Karen Widerynski · Dave Woody
The Future of Rotary

Commitment to Youth

Rotary’s mission is to give all men and women of the world the opportunity to lead their lives in health, safety and prosperity. The Rotary Club of Long Beach exemplifies this mission by its commitment to youth, a commitment to the future.

For 100 years, the Rotary Club of Long Beach has been actively involved in encouraging, mentoring, and empowering our youth. With their investment of time, Rotarians provide an example to young people to serve future generations. Rotarians work shoulder to shoulder with tomorrow’s leaders to create a legacy of service.

Interact

Interact clubs bring together young people ages 12-18 to develop leadership skills while discovering the power of Service Above Self. Worldwide, there are 20,372 Interact clubs, and 468,556 Interactors in 159 countries. The Rotary Club of Long Beach sponsors Interact clubs at Millikan, Jordan, Poly and St. Anthony High Schools. Interact helps high schoolers learn about Rotary and create their own community projects. Interact members are encouraged to apply for Long Beach Rotary scholarships that may be available to them.

Rotaract

Rotaract clubs bring together people ages 18-30 to exchange ideas with leaders in the community, develop leadership and professional skills, and have fun through service. Supported by the Rotary Club of Long Beach, there are three Rotaract Clubs in Long Beach, one at LBCC, one at CSULB and one in the LB Community. Worldwide, there are 9,522 Rotaract Clubs, and 291,006 Rotaractors in 177 countries.

For more info visit: Rotaractlb.org

Mentoring

Additional assistance to local students is offered to help them connect with one-on-one mentoring opportunities, either with Rotarians or through other resources.

Mentoring efforts have recently expanded to include an internship program so that Camp Enterprise alumni can gain summer work experience at local Rotarian-owned businesses.

Millikan Interact members shop for Operation Santa Claus.
Photos by LB Rotarian Don Cochran

The Rotaract Big West Conference (with Rotaractors from eight Western states) will be held in Long Beach, October 20-22, 2017

Cleared for Take-off

BIG WEST ROTARACT CONFERENCE

MARK YOUR CALENDARS
October 20-22, 2017
Hosted at California State University, Long Beach

A weekend of fellowship, personal and professional development dedicated to Rotaract Clubs of the West Coast of the U.S.A. and Canada

WANT MORE INFORMATION? INTERESTED IN BECOMING A SPONSOR?
Please contact Brittney Olies bmolaes@gmail.com
www.bigwestrotaract.org/con
facebook.com/bigwestrotaract

The Rotaract Big West Conference (with Rotaractors from eight Western states) will be held in Long Beach, October 20-22, 2017
Rotary Youth Leadership Awards (RYLA)

Rotary Youth Leadership Awards is an intensive experience organized by Rotary clubs and districts to develop leadership skills while having fun and making connections.

Rotary Youth Exchange

Students learn a new language, discover another culture, and become global citizens. Exchanges for students 15 to 19 years old are sponsored by Rotary clubs in more than 100 countries. There are also opportunities to be a host family.

Service Above Self

High school seniors from eight Long Beach area high schools are honored every year for their service to others.

Centennial Sports Trophy

Started in 1988 during the City of Long Beach’s centennial year, in partnership with the Long Beach Press Telegram, this award is presented by the Rotary Club of Long Beach to the local high school with the best all-around male and female sports program. The purpose is to provide a challenge to local youth - to perpetuate the high level of athletic excellence that is the legacy of young athletes for Long Beach’s first 100 years. The inaugural award was presented to Woodrow Wilson High School at the Long Beach Centennial Celebration at Veterans Stadium.

Photo by Rotaractor Katie Gaston

Teaching Ethics to Kids

In an ambitious effort to help kids develop leadership capabilities and become ethical members of the community, a team of Rotarians created an innovative ethics curriculum for middle school students based on Rotary’s Four-Way Test.

Teaching Ethics to Kids is a three-year curriculum, developed in partnership with the LBUSD Superintendent and the Board of Education members, that includes lesson plans and materials for Scholars Program teachers.

YEAR 1 FOUNATIONS OF ETHICS
Uses a novel soccer-based card game and a snowball fight activity to help students understand each of the Four-Way Test questions.

YEAR 2 ETHICS AND YOUR EVERYDAY LIFE
Applies the ethics foundation to topics such as judgment, rationalization, listening, and adapting.

YEAR 3 AN ETHICS TOOL KIT
Students develop digital tools they can take into high school and beyond to help them make ethical decisions.
Seeing the Needs of Others

Long Beach Rotary Charitable Foundation

Commitment to serving the community is the Rotary Club of Long Beach’s greatest accomplishment. The Good Samaritan Fund (Good Sam) raised approximately $35,000 annually for dozens of charitable organizations and worthy causes, with special emphasis on local and youth programs, whose special needs would otherwise go unmet.

This fund raised money through various traditional and non-traditional methods - Rotarians making donations on their birthday, and through fines for receiving professional recognition in the local newspapers, or for adding a new child or grandchild to their family.

In 1991, this transformed into THE LONG BEACH ROTARY CHARITABLE FOUNDATION (LBRCF), a 501(c)(3) nonprofit corporation, for Rotarians and other interested parties to make tax-deductible donations to benefit the Long Beach community. Donations are used to fund programs meeting all three criteria:

1. Local
2. Youth
3. Education

2016-2017 Grant Recipients

ABILITY FIRST  After school program
ARTS & SERVICES FOR DISABLED  Reduced fees for program
ASSISTANCE LEAGUE  Operation School Bell
BOYS & GIRLS CLUBS  Diplomas 2 Degrees (teens)
CALIFORNIA CONFERENCE FOR EQUALITY AND JUSTICE (CCEJ)  Reduced Camp Fees for Building Bridges
CARPENTER PERFORMING ARTS CENTER  Classroom Connections
CARVER ELEMENTARY PTA  Handicapped accessible playground structures/equipment
CHILDREN’S MARITIME FOUNDATION  Environmental Watershed & Marine Science program for schools
CHILDREN TODAY  Program supplies and educational materials for child development program
DAYS LONG BEACH  Tutoring and after school program
INTERNATIONAL CITY THEATRE (ICT)  Performing Arts Classroom Teaching (PACT) to 3rd graders
JAZZ ANGELS  Purchasing instruments for lending program for students
LONG BEACH BLAST  Academic Mentor program
LONG BEACH DAY NURSERY  Early literacy program
LONG BEACH PUBLIC LIBRARY FOUNDATION  Family learning centers
POOLS OF HOPE  Swim/tutor lab & supplies for kids
SIGNAL HILL ROTARY  School Supplies Kit Program
SYMPHONIC JAZZ ORCHESTRA (SJO)  4th grade musical residency program at Lincoln Elementary
VOLUNTEER CENTER  Operation Teddy Bear (school backpack/supplies)

Disbursements in 2016-2017 exceeded $40,000, with over $1.5 million returned to the community in the past 20 years!

Grant Applications are available JUNE 1 – JULY 31 of each year and are accessible at:
www.rotarylongbeach.org/projects/long-beach-charitable-foundation
Looking to the Future

One hundred years ago, the founders of the Rotary Club of Long Beach supported the Long Beach Day Nursery as their first commitment to community service. Rotarian and former Long Beach Mayor Beverly O’Neill speaks of the important role the Day Nursery played during her formative years, reminding us of the value of investing time and money in our youth.

We stand on the shoulders of Rotarians who created a legacy of service above self. As the 101st president, I look forward to our next century of service.

We invite you to join us as we continue to make a difference … every day!

Steve Keesal
Rotary Club of Long Beach President, 2017-2018

“Rotary was the first service club to establish a chapter in Long Beach in 1917. Over its 100 years of dedicated service in our community, the Rotary Club of Long Beach has lived up to its motto of putting service above self and has made our city stronger through its commitment to youth and education. It will be my pleasure to proclaim Rotary Day in Long Beach on November 15, 2017.”

Dr. Robert Garcia, Mayor
City of Long Beach
Long Beach Rotarian
Service Above Self
RotaryLongBeach.org

Rotary Club of Long Beach
“Service Above Self”
Since 1917

Wednesdays at Noon
Aboard the Historic Queen Mary

District 5320
www.RotaryLongBeach.org
562-436-8181
Historic Long Beach Businesses And Organizations
(Continued From Page 1)
eclipsed the century mark, and a few others that were closing in on that historic achievement. Curiosity got the best of us. How many businesses in Long Beach have operated for decades and decades? What are their stories?
First, we needed to establish criteria for what could be considered a historic company. We decided to limit our search to companies that opened prior to 1970 and are still operating in the city today. We later added nonprofit organizations and other non-public sector institutions. We reached out to the city business license department, the public library system, the Long Beach Historical Society, the Long Beach Heritage group, city councilmembers and others to develop as complete a list as possible. We e-blasted, posted on Facebook and even tweeted.
The end result: we identified more than 220 businesses and 45 nonprofit organizations and institutions. It’s an impressive list, but surely incomplete. If we missed you, please let us know.

The City’s First Business
Several historical books about Long Beach have noted that in 1884, four years before the City of Long Beach incorporated, entrepreneur W. W. Lowe opened a general store – making it the first business in the area.

“Our Community,” a publication prepared by the Long Beach Unified School District in the 1950s, explained it this way: “At that time Pine Avenue was no more than a wagon track. Weeds grew high on both sides of the road. With his wife and two daughters, Mr. Lowe had driven to our town from Los Angeles in a carriage to see the new beach resort. Because the trip had taken so long, they decided to remain in town over night. Lowe suffered from asthma, but he slept so well in Long Beach that he decided to make it his home. He bought the property at the corner of Pine and Ocean. In a little frame building just north of his house, he opened a general store.”

Two years later, in 1886, the community that would become Long Beach had grown fast enough that a total of 21 businesses had opened to meet the needs of the residents and visitors. The Pasadena Star newspaper gave this description of Long Beach:

“...It is a promising town looking forward to the day when it will be a veritable ocean city. It contains a graded school, no saloons, two drygoods stores, one hardware store, a planing mill, four hotels, blacksmith’s shop, and has a newspaper [known as the “Journal”]. The Methodists have a neat house of worship, and the Congregation- alists are planning to build one that will cost $10,000.”

The oldest firm on our list traces its city roots back to 1891, and our longest established nonprofit even further — to 1884.

Many of the legacy businesses on our list span several generations within the same family. Other firms have changed hands one or more times but the company name remained the same. Still others have been sold or renamed while maintaining similar operations.

From newspapers to one-man shoe repair shops, major law firms to bicycle stores, aviation suppliers to logistics firms and so many more, these institutions made Long Beach their home. They have chosen to remain through earthquakes, wars and recessions, through the oil boom, the building of the breakwall, the arrival and departure of the Navy, the development of the port, the Rosie the Riveter era of big aviation, and countless other momentous shifts in the life and times of the city, both prosperous and tumultuous.

Of the 220-plus businesses on our list, we chose to contact all that predate 1930 to ask them to provide historic photographs and anecdotes telling a story tied to their business’s Long Beach history. We included the stories of those that responded on the following pages.

Criteria For Inclusion
Businesses and nonprofits/membership organizations on this list had to meet the following criteria:
• Began operations in Long Beach prior to 1970;
• Continue to operate in the city today;
• Were able to provide a firm year of opening/starting operations;
• Companies that changed their name due to merger were accepted, as long as the type of business activity remained the same (e.g., Douglas Aircraft Co./McDonnell Douglas/Boeing).
• Professional companies, such as law firms, that changed names because a partner was added.
• Businesses that began in another city but relocated to Long Beach prior to 1970 and are still operating in Long Beach today. Not included on the list are home-based operations, public sector entities such as schools and city/county/state departments, or companies that did not return our phone calls verifying information.

If your business or organization is not included on the list on the pages that follow, please let us know by June 14 via e-mail to samantha_mehlinger@lbbj.com or by calling 562/988-1222. We will print the additions in our June 20 issue.
The law firm of TAUBMAN, SIMPSON, YOUNG AND SULENTOR is celebrating 126 years in Long Beach.

Taubman, Simpson, Young and Sulentor, Long Beach’s longest-established law firm, was founded in 1891, when E. C. Denio became the first lawyer in Long Beach. In 1897, it was Denio who filed the incorporation papers for the City of Long Beach and served as one of the city’s early mayors. Denio was active in the early political history of the city and was instrumental in passage of the bond issue which made possible the first wooden pier at the foot of Pine Avenue. As attorney for Pacific Electric Railway Co., he often traveled on horseback to farmers’ homes to get rights of way for the Long Beach line. The firm became Denio and Hart when George A. Hart, Sr. joined in around 1900. Hart served as Long Beach City Attorney from 1905-1913. In 1927 George P. Taubman and Matthew Simpson joined the firm giving it the name of Denio, Hart, Taubman and Simpson. Roger Young joined the firm in 1952, and with William J. Sulentor’s addition to the firm in 1978, the firm name became Taubman, Simpson, Young and Sulentor and continues to this day. Managing attorney Maria M. Rohaidy is proud of the firm’s distinguished history and its deep connection to the downtown Long Beach community.

Recognizing Their Legacy

1891
Taubman Simpson Young Sulentor
One World Trade Center Suite 400
tyslaw.com

1895
Kelly Williams Insurance Agency
4400 E. Pacific Coast Hwy.
kellywilliamsins.com

1897
Press-Telegram
727 Pine Ave.
presstelegram.com

1906
Luyben-Dilday Mortuary
5161 Arbor Rd.
luybendilday.com

Sunnyside Mortuary
1095 E. Willow St.

1907
Farmers & Merchants Bank
302 Pine Ave.
fm.com

Long Beach Memorial Medical Center
2801 Atlantic Ave.
memorialcare.org/long-beach

1910
Jones Bicycle
5332 E. 2nd St.
jonesbicycles.com

1913
Long Beach Iron Works
2020 W. 14th St.
lbwi.com

1915
Phillips Steel Company
1368 W. Anaheim St.
phillipssteel.com

1916
Harbor Custom Canvas
733 W. Anaheim St.
harborcustomcanvas.com

1918
Hamman, Miller, Beauchamp,
Deeble Insurance Services
3633 E. Broadway
hmdb.com

1921
Eye Treatment Center
3900 Long Beach Blvd.
eyetreatmentcenter.com

Current leadership at Taubman, Simpson, Young & Sulentor, from left: Carol L. Armitage, estate planning probate paralegal; R. Joseph Decker, attorney; Maria M. Rohaidy, attorney; and Alison S. Flowers, attorney. (Photograph by the Business Journal’s Larry Duncan) and Matthew Simpson joined the firm giving it the name of Denio, Hart, Taubman and Simpson. Roger Young joined the firm in 1952, and with William J. Sulentor’s addition to the firm in 1978, the firm name became Taubman, Simpson, Young and Sulentor and continues to this day. Managing attorney Maria M. Rohaidy is proud of the firm’s distinguished history and its deep connection to the downtown Long Beach community.

— Provided by Taubman, Simpson, Young and Sulentor
Kelly Williams Insurance Agency

(Edi tor’s note: The following is an excerpt from the 27th anniversary pamphlet of the Carle L. Williams Co., founded in 1895. The company is now Kelly Williams Insurance Agency.)

“Since 1913, the Chas. F. Van de Water has been actively managed by Carle L. Williams so that it was natural upon the death of Chas. F. Van de Water, in 1920, he should assume entire control of the company’s affairs.

In recognition for his work in building up one of the largest and strongest Insurance Agencies in the State, the Board of Directors of Chas. F. Van de Water Company voted unanimously to change the name of the firm to the Carle L. Williams Company.

Although this is the seventh change in name since 1895, the basic foundations of the business and the dominate ideals of its founders have remained unchanged.

Today those same ideals of strength, reliability, and service permeate each and every member of the organization which has grown from the two or three who were at first necessary to carry on its affairs, to over 25 people actively engaged in the Insurance and Real Estate Departments of Long Beach’s oldest established office.

And by no means, does the company intend to stop its expansion there. Rather does the future hold out an opportunity for growth so inviting and so optimistic that what is to be accomplished in the years ahead cannot be compared in any what to what has been done in the past.

– the Carle L. Williams Company has acquired a reputation for dependability, strength and service which only a quarter century of time could possibly establish. We are rightfully proud because we were forced to open an office in Los Angeles to take care of our rapidly expanding business in that direction, setting a precedent among local firms. We are proud too, of our Insurance Department which is considered one of the most complete agencies in California. It is fully capable of “Insuring Anything Against Everything.”

And we are proud of our Real Estate Department which is credited with not only doing a consistently large business, but has, within the last few months, acted in the capacity of fiscal agents for such undertakings as the half-million dollar St. Regis Apartment Homes on Ocean Avenue.

Because Long Beach is making greater headway than any city of its class in the United States, we take a pardonable amount of pride in the fact that its oldest established office, and probably its most representative, in a large degree, set the pace for its growth away back in 1895, 27 years ago.

That you may better understand how a service to the public increases in scope every year after its first inception, we invite you to become acquainted with the Carle L. Williams Company, whether in a business relationship or simply in a friendly way.

– Provided by Kelly Williams Insurance Agency
Recognizing Their Legacy

1927
Queen Beach Printers
937 Pine Ave.
qbprinters.com

1928
Bert F. Ayres Commercial Printing
20933 S. Brant Ave.
bertfayers.com
Bischoff Sheet Metal
1336 Newport Ave.
bischoffsheetmetal.com
Colonial Bakery
355 Pacific Ave.

1929
Encore Awards/Jensen Rubber Stamps
1344 Newport Ave.
awardsbyencore.com
The Varden A Boutique Hotel
335 Pacific Ave.
thevardenhotel.com

1930
Dion & Sons/Amber Resources
1543 W. 16th St.
amberresources.com
Kuster/A Probe Company
2900 E. 29th St.
kusterco.com
Pediatric Medical Center
2921 Redondo Ave.
informedparent.com

1931
CH Topping & Co
520 W. Esther Street
chtopping.com

1932
McCarty’s Jewelry
5011 E. 2nd St.
mccartysjewelrylb.com

1933
Halbert Hargrove
111 W. Ocean Blvd. 23rd Floor
halberthargrove.com
Sanborn & Sine
5199 E. Pacific Coast Hwy. Suite 501
sanbornandsinelaw.com
The Termo Company
3275 Cherry Ave.
termoco.com

Press-Telegram
The Press-Telegram has been around for a long time, like 120 years. We wrote about the beginnings of a new seaside community called Long Beach in 1897. We celebrated the opening of the new Poly High School in 1910. We were here when a devastating earthquake jolted the city in 1933. We joined in welcoming the Queen Mary here in 1967. We’ve reported on the hopes and dreams of thousands of people as Long Beach grew into one of the most diverse areas in the United States. We are writing about the city’s rebirth as it rebuilds from the Great Recession. And, just as the city is renewing itself, so, too, are we as we morph into many more different ways of delivering the news. The Press-Telegram’s current home – at the Bungalow Building at 727 Pine Ave. – sits just a block away from the newspaper’s historic roots in the landmark Press-Telegram building, now owned by Molina Healthcare at Sixth Street and Pine Avenue. With the combination of a print newspaper and multiple digital platforms, the Press-Telegram and presstelegram.com are reaching more readers than ever before as we enter our 120th year in serving Long Beach readers.

– Rich Archbold, Public Editor
Celebrating 90 Years of Excellence in the Long Beach Community!

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Bragg Companies
1946
Bragg Crane Service (BCS) was founded by Monroe James (Jim) Bragg in the oil fields of Signal Hill, CA.

1955
Jim Bragg acquired Heavy Transport, Inc. (HT) and then moved the company from Signal Hill to Long Beach, CA.

1981
The Bragg Companies were incorporated in California and Bragg Crane Service acquires Western Crane & Rigging and establishes its Reno, NV location.

1988
Bragg Companies opens its San Diego, CA location.

1996
Bragg Companies celebrates its 50 Year Anniversary.

1998
BCS is honored by a State Resolution naming them as the Contractor of the Year in the state of California.

2001
2012
HI acquires Triple H Heavy Haul and along with BCS, relocates its operations to from Sacramento, CA to Stockton, CA.

2016
Investing multi-millions in new equipment and facilities for the future.

2004
Bragg expands its territory out of California into Phoenix, AZ.

2009-2010
Bragg expands to service in Mojave and Thousand Palms. Also, extends to Salt Lake City, UT and Odessa, TX.

BCR opens permanent locations in Santa Maria, CA.

Headquarters
6251 N. Paramount Blvd. • Long Beach, CA 90805 • 800-4CRANE1
www.braggcane.com
It all began on an uncertain Saturday morning, October 12, 1907. With the stock market in crisis and rumor spreading fast about the instability of the banks, an unsettled crowd gathered outside the doors of First National Bank in Long Beach. They wanted their money.

When the doors finally opened, the crowd surged in. Amid the tumult, they looked up to behold a sandy-haired young man standing confidently on a curved countertop, a stack of gold bars at his feet. His name was C.J. Walker, the new president of the bank, and he assured his clients that, not only was their money safe, but he would fully guarantee their deposits in gold.

A short time later, C.J. founded Farmers & Merchants Bank of Long Beach. From its humble roots on a dusty corner of Pine Avenue, F&M would grow into a symbol of strength and stability, stretching from the sprawling metropolis of Los Angeles to the golden shores of Orange County. From depressions to booms. From wartime to peace. From the industrial age to the digital age, F&M would adapt, grow, and thrive. But it was this golden moment that the legacy of Farmers and Merchants Bank was forged. This is the story of California’s Strongest.

– Provided by Farmers & Merchants Bank
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ECKART PREU, MUSIC DIRECTOR
My father, Stirling Pillsbury, an obstetrician, was in the delivery room at Seaside Hospital, the forerunner of Long Beach Memorial, and he was about to deliver a baby. The father of the baby was in the room, and Dad noticed he was becoming a little peaked, so he asked him to sit down next to the wall. The father quickly started to look worse, so my Dad asked a nurse to escort him out. Only a few moments later an earthquake hit. The very wall that the father of the baby was sitting up against fell into the alley. The baby was delivered safely a few minutes later and everyone left the hospital with memories never to be forgotten.

This story took place March 10, 1933.

– Gainer Pillsbury, MD, Administrative Medical Director, Community Hospital Long Beach

### Long Beach Memorial Medical Center

My father, Stirling Pillsbury, an obstetrician, was in the delivery room at Seaside Hospital, the forerunner of Long Beach Memorial, and he was about to deliver a baby. The father of the baby was in the room, and Dad noticed he was becoming a little peaked, so he asked him to sit down next to the wall. The father quickly started to look worse, so my Dad asked a nurse to escort him out. Only a few moments later an earthquake hit. The very wall that the father of the baby was sitting up against fell into the alley. The baby was delivered safely a few minutes later and everyone left the hospital with memories never to be forgotten.

This story took place March 10, 1933.

– Gainer Pillsbury, MD, Administrative Medical Director, Community Hospital Long Beach
<table>
<thead>
<tr>
<th>Answer the following questions to determine:</th>
<th>Yes</th>
<th>No</th>
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<tbody>
<tr>
<td>1. Are you tired of annoying tenants?</td>
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<tr>
<td>2. Are you tired of Property Management?</td>
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<td>3. Are you tired of Uncooperative Partners?</td>
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<tr>
<td>4. Are you concerned about the distribution of your estate?</td>
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<td>5. Are you concerned about the Tax Ramifications/Costs?</td>
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<tr>
<td>If you sell your long owned property?</td>
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<tr>
<td>6. Are you scared your kids will completely screw up your hard earned Real Estate Investments?</td>
<td></td>
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</tr>
</tbody>
</table>

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Jones Bicycles

The original Jones Bicycles store in Long Beach was located on 6th & Long Beach Boulevard (originally called American Avenue). The 1930s owner, Frank S. Jones, moved his store to 16th & Long Beach Boulevard.

In 1964, the Belmont Shore location opened on 2nd Street in the space now occupied by Pandor Bakery. The business outgrew the small location and in the early ‘90s relocated across the street where it still operates today.

Jones Bicycles has survived a lot of hardship – two world wars, the 1933 Long Beach earthquake, the looting of the Long Beach Boulevard store during the 1992 Rodney King riots, and a total loss fire of the Belmont Shore location in 1997.

There’s no question that Jones Bicycles is a Long Beach landmark retailer with a great legacy. Many Hollywood stars, wishing to avoid the limelight in L.A., have purchased bicycles from the store. Accomplished bicycle racers have Jones technicians build their wheels and tune their bikes for competition. Well-known skateboard icons frequent the store to hang out in the skate shop that occupies the second level of the store.

Perhaps the most interesting customers have been the furry and feathered variety. It’s not uncommon to see a customer ride in with a bird perched on the handlebars or a dog sitting happily in a front basket. One customer had two ferrets – one snuggled inside a Baby Bjorn carrier and another tucked in his backpack. Of all of the animals, though, the most amusing was a bulldog that rode together with its owner on a skateboard.

– Provided by Jones Bicycles
Congratulations
to all of the businesses and non-profit organizations that have contributed to make Long Beach what it is today.

The Long Beach Area Chamber of Commerce would like to thank the business community for their continued support since 1891.

Get Informed, Get Involved. www.lbchamber.com

facebook /lbchamber  twitter /theLBChamber  instagram /longbeachchamber
Phillips Steel Co.

The company was founded by my grandfather Paul Phillips in 1915 and is currently managed by company executives including myself, Greg and Todd Phillips. The company operated as scrap metal recycling until the early 1970s when we added full service metal distribution, supply and fabrication. There have been a couple significant events including the 1933 Long Beach earthquake that flattened our grandparents’ home and most of the building warehouse. Preceded by the Great Depression from 1929-1939, it was the great earthquake that brought Long Beach out of the recession with all the building and construction jobs and building materials that were needed.

This was followed by WWII, which allowed our company to provide much needed and surplus materials to government and related industries, as there were worldwide shortages of all materials. Our company was awarded classified and priority status, which allowed us to have access to fuels, tires and critical other materials to stay in business. Then in mid-1960 there was the fire that leveled one of our warehouse buildings that was not insured! One of grandpa's favorite stories was when he hired a laborer in the middle of the Great Recession. He explained that he only had enough money to pay him for one day, but to show up tomorrow to see if we had work or money. That man retired after 45 years on the job, owning his home, raising his family and college educating each of his children.

And the beat goes on and on . . . so many more stories and history.

– Daryl Phillips, Owner
Annual Focus On The
Long Beach Westside Industrial Area
The Business Journal Is The Only Publication Covering Westside Businesses

Update On The Business Climate Of The Westside Industrial Area
How Can The City Of Long Beach Better Serve Westside Businesses
A Look At Westside Commercial Real Estate
Mini Profiles On Westside Businesses

Publication Date: June 20 • Ad Space Deadline: June 14

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Long Beach Business Journal
Standing Up For Business Since March 1987
Harbor Custom Canvas

Harbor Custom Canvas has been a leader in the marine canvas industry, serving the Long Beach and Los Angeles harbor area, for more than 100 years. Established in 1916, Harbor Custom Canvas was one of the first ship’s chandlery and sailmaking operations in the Los Angeles harbor.

Today, the company designs and manufactures a full line of custom canvas products, including dodgers, enclosures, and covers, for all makes of yachts and marine vessels. Harbor Custom Canvas also serves a variety of other industries, providing them with a variety of fabric solutions as suits their needs.

Harbor Custom Canvas was originally a ship’s store and sail loft. Over the years H.C.C. has evolved and seen many changes. At various times we were;

• Making sails for early sailing vessels
• Doing the same for recreational sailors
• Fabricating fabric filters for industry
• Making anti-static mats for use in the service of our nations Intercontinental Ballistic Missile Program
• Providing heavy-duty vinyl products for various oil field applications
• Providing products for the oil spill clean-up industry

We have manufactured everything from giant slings used to transport whales and dolphins, to creating the world’s largest kite of its time (1979 Guinness Book of World Records).

We are proud to have contributed to Southern California’s boating history, and especially proud to be a part of the Long Beach business community.

— Provided by Harbor Custom Canvas

Dan Loggans, owner/CEO of Harbor Custom Canvas since 2005, shows off some of the raw canvas the company uses to create ship upholstery, boat covers, awnings and a host of other marine and industrial products. The firm is located at 733 W. Anaheim St. (Photograph by the Business Journal’s Larry Duncan)

According to the 1979 Guinness Book of World Records, pictured here is the world’s largest kite at the time, manufactured at Harbor Custom Canvas. (Photo provided by Harbor Canvas)
Recognizing Their Legacy

T.F. Merrick Co.

My grandfather was an appraiser in this part of town once he moved from the Seattle coast in 1923. Wanting to be of immediate service to the city, and making real estate a good investment, my grandfather surveyed and categorized vacant properties as part of the Long Beach Realtor Board committee. The company also did voluntary documentation for the purchase of portions of today’s El Dorado Park by the City of Long Beach during the depression era.

My father, like my grandfather, started off with the appraisal business, but also went into real estate brokerage. He had a simple technique to the sale of real estate. If he couldn’t sell the property, he would buy it. So it was that he came to own the famous Cinderella Ballroom at the Pike, buying it with Violet Bergen, co-owner and leader of the big band. It was a large draw for the sailors who flocked in from the Port. We sold day-old Helms donuts at half price to the dance patrons – after all they only paid 50 cents (or 75 cents after 8 pm) for admission.

– Current President Tom Merrick, Founding Member and First President of the Long Beach Commercial Real Estate Council, and a third generation Rotarian.

1957
Control Switches International
2425 Mira Mar Ave.
controlsswitches.com

Eldorado Bar & Grill
3014 N. Studebaker Rd.
eldobar.com

Long Beach Muffler
3880 E. Anaheim St.
longbeachmuffler.com

Mac’s Lift Gate
2801 South St.
macsliftgate.com

Marri’s Italian Family Restaurant
6436 E. Stearns St.
marrislongbeach.com

Simon, McKinsey, Miller & Stone
A Law Corporation
2750 N. Bellflower Blvd. Suite 100
rmstoneattorney.com

Ventura Transfer Company
2418 E. 223rd St.
venturatransfercompany.com

1958
Danny’s Auto Painting
5885 N. Paramount Blvd.
dannysautopainting.com

Klampon Thread Protector
1481 Cota Ave.

Olsen Roofing Company
6951 Newton Ave.

Santa Fe Garage
1581 Santa Fe Ave.
santafegarageautorepair.com

1959
Bodell’s Shoes
4190 N. Viking Way
shoesrx.com

Ellison Realty
3400 E. 7th St.

Gem Shoe Repair & Leather Goods
4922 E. 2nd St.

George Oliveri Salon
3019 N. Los Coyotes Diag.
georgeoliverisalon.com

John Nyquist Furniture Design
2110 W. 17th St.

SnugTop
1711 Harbor Ave.
snugtop.com

The February 17, 1929, edition of the Long Beach Sun includes this feature: “Meet! Thomas F. Merrick, Realtor.” Under “Realtor News, Events,” the lead announcement states: “The second popular meeting of the Salesmen’s Division of the Long Beach Realty Board to be held this year, will take place at the Breakers roof garden next Thursday evening. In accordance with the policy of the salesmen, a spirit of revelry will prevail throughout the meeting . . . ” Indeed.
St. Mary Medical Center opened its doors as the first community hospital in Long Beach in 1923. Few people can claim to have a longer kinship with St. Mary than Rosemary Ashley. Just three years after St. Mary started serving the community, Rosemary was born there. “I actually found the hospital bill my parents received after I was born,” Rosemary recounted. “For the delivery and an 11-day stay afterward, the bill came to just over $62.”

After marrying her husband Don Ashley in 1946, Rosemary has resided within the same six blocks in Bixby Knolls. Rosemary and Don raised seven children, all born at St. Mary Medical Center.

Rosemary decided to begin volunteering at her beloved St. Mary Medical Center in 1969. In those days, volunteers made beds, fed patients, and performed a variety of tasks that professional staff perform today. During her 36 years as a volunteer at St. Mary, Rosemary worked in many areas of the hospital, including hospice, emergency room, and the Low Vision Center, where she tested the vision of local school children through its outreach program.

Rosemary’s youngest daughter, Maureen, and her six siblings feel so supportive of St. Mary that they started a tradition that honors their mother in a unique and thoroughly modern way.

“For Mom’s 89th birthday, I committed to sending a dollar to St. Mary for every ‘like’ posted to my page about her birthday. My siblings posted the same challenge to their Facebook pages for Mom’s 90th birthday. We collectively ended up sending a check this year to St. Mary for over $1,000 dollars and the tradition continues,” Maureen said.

— Provided by Dignity Health St. Mary Medical Center
Jacobsen Pilot Service

My grandfather, Jacob A. Jacobsen, originally left his home in Norway as a teenager, with a mere $20, a bible, and a dream for a better life in America. He went on to work on fishing boats in Alaska, became a captain of whaling ships, and then joined the U.S. Navy during WWII. After the war, he sailed on cargo ships between Asia and the U.S. West Coast.

In 1924, Captain J.A. Jacobsen was asked by a local ship’s agent to become the private pilot for the American oil tankers trade in San Pedro bay. Soon afterwards, The Port of Long Beach hired him to pilot all of the ships coming into Long Beach. Many of his friends called him crazy to ever want to work in Long Beach, which they called the “mud flats” and said Long Beach would never become a major port!

My father, Captain Richard J. Jacobsen, graduated California Maritime Academy in 1952, joined the Navy during the Korean War, then shipped out on cargo ships. He came back to work for the family company and became president in 1960. Under his leadership, the business was incorporated and the pilots became stockholders. Our company has always been known for having the most professional pilots on the West Coast, and this still holds true today!

In 1967, the Queen Mary arrived in Long Beach. My grandfather was at the pilot station, keeping an eye on the operation, and my father was onboard the Queen Mary, bringing her into port. Although I was only three years old at the time, I was there at the pilot station, too, watching the Queen Mary come in.

Today, our company is still going strong and proud of being part of the incredible Port of Long Beach.

– Captain Thomas A. Jacobsen, President/CEO
Joe Jost’s

Joe Jost’s was founded as a barbershop in 1924 by Joseph Jost. Joe emigrated from Hungary as an apprenticed barber in 1906 and spent the next 14 years traveling the U.S. and South Pacific with a stint in the U.S. Army fighting abroad during World War I. Barbering was fine with Joe, but after the repeal of Prohibition he saw an opportunity to expand his business, so he applied and received a license to serve beer. After a few years Joe received notice from the barbering commission that it was too dangerous for him to cut hair (razors and scissors back then) and serve beer at the same time, so he looked at his books and determined the future was in beer.

There have been minor changes to the business since then, but far more to society.

Joe Jost’s is owned by me and wife Cathleen. Joe was my maternal grandfather.

– Ken Buck, Owner

Windes

Since its inception in 1926, Windes has provided clients with exceptional service and proactive business solutions, earning a reputation as one of the most respected, socially responsible, and innovative accounting firms in Southern California. Windes has always pioneered the use of technology for quality and process improvement to best serve its clients.

In 1968, Windes was one of the first businesses to purchase an IBM 360 computer. Only a few large businesses, and no tax practices, in Long Beach had computers, putting Windes (at that time Windes & Mc Claughry) on the forefront of accounting firms in the region with these capabilities. Occupying an entire room measuring 2,200 square feet, the computer allowed Windes to become one of the first data processing centers in Long Beach. The firm also designed an accounting system for medical practices that made them more efficient and helped physicians allocate income and expenses, bolstering the strength of Windes’ professional services practice and expertise.

Today, Windes utilizes state-of-the-art security tools and processes to ensure that firm and client data remain confidential and secure. The firm will continue employing the latest technology, such as cloud computing and virtualization, to deliver optimal solutions and experiences to their clients.

– Provided by Windes
Outer Limits Tattoo

After acquiring the space at 22 S. Chestnut Place, we brought several contractors down to look over the space to figure out how we were going to lay things out. The contractor was there one day, and we were measuring out the rooms trying to figure out where to put things. The square footage seemed to be off . . . . So I looked at this one wall which seemed oddly shaped – smaller than it should be. It was almost like the wall was way too thick, so I asked the contractor to pull the paneling down off the wall. He did, and behind it we realized it was actually a false wall. Behind this wall was a hidden safe! It was a large gun-style safe. We started laughing and thought about what could be inside – I mean it could be tons of money, could be nothing – who knows, could be a dead body! We had heard stories of paranormal activity at the shop. Could this somehow be related? Or was it just the place they stashed their money in the old days? That safe is still on display at the shop today, and we have never opened it. We hope to someday open that safe – possibly on the shop’s 100th anniversary in 2027.

We don’t know who the original owner was, but we know that Bert Grimm took over in either 1954 or 1957 – we have two different years from different sources. No one can confirm one or the other for sure. Before Bert took it over the shop was called “The Professionals.” Outer Limits took over in 2006.

– Kari Barba, Owner

Above, owner Kari Barba is pictured at Outer Limits Tattoo’s historic location at 22 S. Chestnut Pl. In the background is the locked safe a contractor pulled from behind a false wall during renovations. The safe remains locked to this day. Barba said that she might attempt to open it on the shop’s 100th anniversary in 2027. At left, Barba is outside her shop that was established in 1927, Outer Limits Tattoo is the oldest continuously operated tattoo shop in America. (Photograph by the Business Journal’s Larry Duncan)
Pontiac, Michigan 1944 – Having just returned from a visit to her sister’s new home in Redondo Beach, CA, Mary Edwards would not let up.

“Aleck honey, we need to move to California; you won’t believe how beautiful it is out there,” she’d go on.

“Mary, we’re not moving; we have a very nice life and business right here in Pontiac.”

But after much pressure he agreed to list his Typesetting business for $2,500.00... figuring it would never sell. The first person who saw the listing, the Typesetter at the Pontiac Daily Press, never let the ad hit the paper, and purchased Aleck’s business via a three-minute phone call. Off to California the family of five drove, to settle in Long Beach, “the most growing, of the Southern California seaside towns...with much more opportunity for commerce and business.”

Queen Beach Press was originally founded by R.M. Bentley in 1927. Aleck and Mary Edwards purchased the small printing firm in 1944 from O.B. Peterson, beginning the family tenure of over 70 years to date. Today, Queen Beach Printers, Inc., is run by the third generation of Edwards, Bill Jr. The second generation Bill Sr. and Nickolas still love to contribute daily as well! Queen Beach today of course is completely modernized with high-speed Litho presses, as well as Digital print, Wide Format signage, banner and graphic design services.

Queen Beach Printers CEO Nick Edwards is pictured above at age 16 with his father and mother, Aleck and Mary Edwards, shortly after they purchased the printing company in 1944. At left, Edwards is working on a Little Giant Letterpress in 1948. (Queen Beach Printers photographs) Below, the Queen Beach Printers employee family is pictured in front of one of their presses at their 937 Pine Ave. office. Nick Edwards is in the front, center, in the purple shirt. (Photograph by the Business Journal’s Larry Duncan)
Recognizing Their Legacy

Encore Awards/Jensen Rubber Stamps

Jensen Rubber Stamps was established in 1929 by the Jensen family. Our shop used Linotype machines to make rubber stamps, up to the early 1980s. Our machines contained a set of fonts with a certain font style called magazines, such as Gothic, and each magazine weighed about 80 lbs.

One day a gentleman walked into our shop at 4th Street, Downtown Long Beach, asked for a particular font style for his rubber stamps, in a hurry. With a rush fee, our staff Juan promised that he could have the rubber stamp ready the very next day. Unfortunately when Juan moved the magazine on the machine top to replace it with the correct magazine, the entire tray fell down, and numerous metal letters in the tray were scattered all over the floor. Juan had to spend the rest of the day to find all of the letters and put them together in the correct order. Next morning he came in early to do press on the rubber, and completed the job barely on time.

Eventually we donated our Linotype machine for rubber stamps to Benjamin Franklin Museum.

– Owner Mu Zhang

The Varden, A Boutique Hotel

Originally built in 1929, The Varden Hotel has a rich and eccentric history, which makes it a true Downtown Long Beach landmark.

Named after a colorful and eccentric circus performer who “hoarded” jewels, Dolly Varden lived in San Jose, but had a wealthy admirer who lived in Long Beach. He wanted her closer. So the legend states that Dolly Varden’s admirer bought the hotel for her and she lived on the top floors until she died in the 1950s!

Fast forward almost eight decades later, Charles Knowlton and Larry Black purchased the rundown relic. And set out to restore and refurbish “Dolly” to her glorious past! “We were convinced we would find jewels during the remodel,” says Black. “We never found any, but found things almost as precious.”

What was uncovered was original wall paper behind old book cases signed and dated by the wallpaper hanger from January, 1929. Rolled up newspapers behind aging plaster dated from the early 1930s. And spectacular white and green round penny bathroom tiles under six inches of cement.

Disappointed that no jewels were uncovered? “Absolutely not,” says Black.

There is a serenity and peacefulness walking into the new Varden. And with the recent restoration of the historic landmark signage… “Dolly Varden Hotel… Bath in Every Room” that once again illuminates the downtown landscape. We think Dolly would be proud!! As the consummate performer welcomes travelers from all over the globe.

“I’m still convinced there are jewels somewhere hidden. And I am sure one day they will be discovered.”

– Provided by the Varden, A Boutique Hotel

Nonprofit, Membership And Other Organizations

1884
Long Beach Young Men’s Christian Association – YMCA
lbymca.org

1891
Long Beach Area Chamber of Commerce
lbchamber.com

1905
WomenShelter of Long Beach
(Founded as Young Women’s Christian Association – YWCA)
WomenShelterLB.org

1909
Long Beach Municipal Band
longbeach.gov/park/recreation-programs/programs-and-classes/live-outdoor-bands

Virginia Country Club
vcc1909.org/

1912
Long Beach Day Nursery
lbdn.org

1917
American Red Cross, Greater Long Beach Chapter
redcross.org

1919
Boy Scouts of America, Long Beach Area Council
longbeachbsa.org

Kiwanis Club of Long Beach
longbeachkiwanis.org

1921
Downtown Long Beach Lions Club
longbeachlions.org

1923
Campfire Long Beach
campfirelb.org
YMCA of Greater Long Beach

Founded over 133 years ago, the YMCA of Greater Long Beach is one of the oldest organizations in the City of Long Beach. In fact, it even predates the incorporation of the City of Long Beach by four years. Supported by the movers and shakers of Long Beach such as the Bixby and Walker families, the Long Beach Y has grown and continues to serve more youth and families than ever before. The Young Men’s Christian Association was originally founded as a place for men and boys as a safe and wholesome social gathering place, and it wasn’t until the end of World War II that women were allowed to join. However, Long Beach, being a progressive city, was ahead of the times and gained its first female member in 1928. Dottie Frazier remembers spending many hours at the YMCA playing handball by herself while her single father played with friends in the court next door. She always wanted to go swimming but wasn’t allowed. Then on her 6th birthday, Robert Gossom, the President of the Y at that time, threw a special birthday party at the Y for Dottie and presented her with her very own membership. She still couldn’t go swimming for several more years, since the wool swim suits of the time would clog the pool filters, but was honored to be the first female member to join the YMCA of Greater Long Beach. Dottie celebrated her 94th birthday last June by zip lining at YMCA Camp Oakes. Today, the Y is still a safe and wholesome place, but is now proud to be that place for all members of the community.

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**1924**
Alamitos Bay Yacht Club
abyc.org

**1925**
Long Beach Casting Club
longbeachcastingclub.org

**1926**
Tichenor Clinic For Children
tichenorclinic.org

**1928**
Goodwill Serving
The People of Los Angeles County
thinkgood.org

**1929**
Long Beach Playhouse
lbplayhouse.org
Long Beach Yacht Club
lbyc.org

**1931**
Junior League of Long Beach
jllb.org

**1932**
Children’s Dental Health Clinic
cdhc.org/

**1935**
Long Beach Symphony
longbeachsymphony.org

**1937**
Downtown Long Beach Alliance
dlba.org

**1939**
Boys & Girls Club of Long Beach
bgclublb.org

**1940**
Assistance League of Long Beach
allb.org

**1946**
Children’s Benefit League
childrensbenefitleague.net
The Guidance Center
tgclb.org

**1947**
Long Beach Community Band
shorelinewinds.org

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A group of Long Beach boys pose for a picture alongside a truck bound for the Southern California Riverside-Hemet Pow Wow sometime in the 1940s. (YMCA photo)

**YMCA of Greater Long Beach**

The Boy Scouts of America, Long Beach Area Council will be celebrating its centennial in 2019. The organization has scheduled an alumni reunion on August 17, 2017. RSVP at longbeachbsa.org/alumni. Pictured are the first seven Eagle Scouts.

[Photo provided by the Boy Scouts.]
Recognizing Their Legacy

1948
Albert Jewish Community Center
alpertjcc.org
Belmont Shore Business Association
belmontshore.org

1950
Long Beach Museum of Art
lbma.org

1952
Arthritis National Research Foundation
curearthritis.org

1955
Rancho Los Cerritos
(After land donated to City of Long Beach, opened in 1955 as a public museum)
rancholoscerritos.org

1956
The California State University,
Long Beach Research Foundation
foundation.csulb.edu

1961
Memorial Medical Foundation
memorialcare.org
Retirement Housing Foundation
rhf.org
Seal Beach Yacht Club
(Located in Long Beach)
slbyc.com

1962
Historical Society of Long Beach
hslb.org

1963
California Conference
For Equality and Justice
cacef.org
Pools of Hope
caaquatictherapy.com

1964
Fair Housing Foundation
fairhousingfoundation.com

1966
AbilityFirst Long Beach Center
abilityfirst.org

1967
Miller Foundation
eandmillerfdn.com

1968
Rancho Los Alamitos Historic Ranch and Gardens
(Year donated to City of Long Beach)
rancholosalamitos.com

Historic Long Beach Businesses And Organizations

Bodell’s Family Shoes at Parkview Village, in 1958 when it opened, at today.

The photograph at left is from 1964, and the one on the right was taken in 1968. In addition to the increasing development of the Port of Long Beach, notice those “little islands” along the shoreline. They are the THUMS Oil Islands, opened in 1965 and named after four astronauts who died in the service of NASA. Today the islands are owned and operated by California Resources Corp. The acronym THUMS represents the original consortium representing companies that bid on the island contract: Texico, Humble, Union, Mobil, Shell. (Port of Long Beach photos)

Above the original Ward’s Pharmacy that opened at 6th Street and Long Beach Boulevard in 1926, and below after the 1933 Earthquake. (Photos provided by Ward’s Pharmacy)

These two massive buildings along Lakewood Boulevard are shown under construction in the late 1950s by Douglas Aircraft Company. Today they serve as the Western Region Headquarters for three divisions of Mercedes-Benz USA. (Douglas Historical Foundation photo)
On Track for Fun

Watch for the Port of Long Beach at family-friendly summer events around the city. You’ll find us sponsoring movies at the parks and on the beach, kids’ events, senior programs, concerts and more – all summer long.

Join us, have fun, and learn how we’re building the Port of the Future. Learn more at polb.com/summerfun.