

September 1-14, 2015

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Long Beach Mayor Robert Garcia, center, and his staff give a thumbs up about the direction the city is moving since the mayor took office nearly 14 months ago. The Business Journal held its annual interview with the mayor on August 19. During the 90-minute session, dozens of subjects were discussed, including studies about a minimum wage and airport customs facility, the city budget, crime, infrastructure, new initiatives and future plans. Pictured left to right are: Maria Banegas, administrative services manager; Mark W. Taylor, chief of staff; Suzan Al Shammari, social media intern; Daniel Brezenoff, deputy chief of staff; Rhonda Love, scheduler; Sharon Weissman, senior advisor; Ryan Murray, innovation deputy; Tim Patton, senior administrative deputy; Abigail Mejia, field representative; and Devin Cotter, legislative deputy. (Photograph by the Business Journal's Evan Patrick Kelly)

## Annual Interview With The Mayor

# Robert Garcia Discusses Successes, Challenges Associated With Creating A More Livable Community While Adjusting To A Changing Economy

**S**ince taking office nearly 14 months ago, Mayor Robert Garcia has been going nonstop, putting a variety of initiatives into play – a combination of promises he made during the campaign and

city needs he has come to recognize are necessary to move Long Beach forward. While time will tell if his actions produce results, he certainly has earned high marks for keeping his word.

Whether he's working with the White House to resolve port labor issues, welcoming a new business to the city, lobbying on Long Beach's behalf in Sacramento, or taking Southern California Edison to task via Twitter in the wee hours of the night for recent power outages, one thing is certain – Garcia is making a name for himself as a highly visible mayor determined to put a proactive foot (or tweet) forward.

While Garcia's youth initially made some in the business community uneasy, he has evolved as both an enthusiastic cheerleader for the city and one who is not

shy about tackling tough challenges when they arise.

As he sat down with the Business Journal for his second annual interview as mayor of Long Beach, Gar-

cía exhibited a level of confidence that was not as evident a year earlier. Without hesitation, he laid out his plans for tackling major city issues and reflected upon events and

accomplishments of the past year – without once referring to notes.

– Senior Writer Samantha Mehlinger  
and Publisher George Economides  
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## Special Report – Corporate Presence

# Long Beach Corporate Executives Identify The City's Strongest Assets, Greatest Weaknesses

■ By **SAMANTHA MEHLINGER**  
Senior Writer

**O**ver the past few years, Long Beach has seen a growing presence of regional operations for major corporations and, in some cases, even headquarters. Business executives from several industries weighed in on the city's strongest assets in interviews and email exchanges with the Business Journal, from the prestige of Douglas Park to the city's central location, to built-in assets like the airport and port, to access to a diverse and educated talent pool.

On the flip side, executives also shared what they consider to be Long Beach's greatest weaknesses and where they hope to see im-



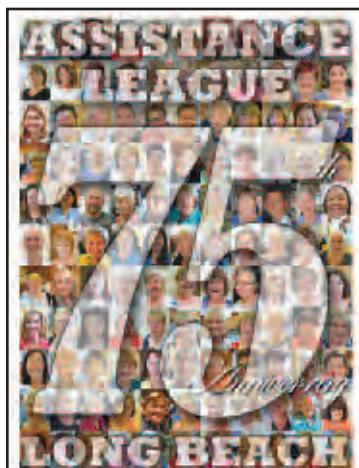
Russ Hill is the chairman and CEO of Halbert Hargrove, a fiduciary investment management firm founded in Long Beach in 1933. (Photograph by the Business Journal's Evan Kelly)

provements, from a lack of a cohesive self-image, to crime and infrastructure issues. Despite these concerns, however, all expressed a positive attitude towards the city where they work and, in many cases, where they also live.

### Long Beach's Strongest Assets

Among responses from 15 business executives from the local oil, health care, retail, engineering, aviation, international trade, automotive, technology and financial services industries, common perspectives about Long Beach's strongest assets emerged. Most frequently cited were an overall business-friendly climate, easy access to local government officials

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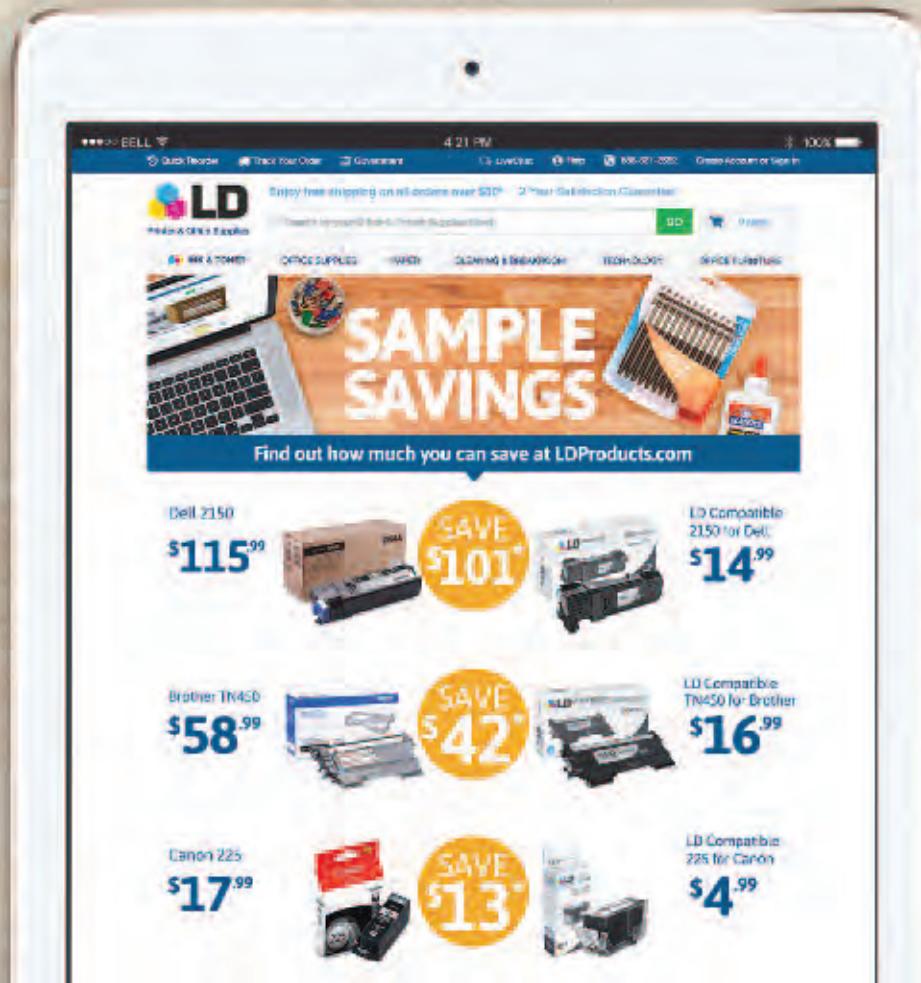
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# Oh, Please Let The Sunshine In On Public Employee Contracts



■ By **GERRIE SCHIPSKE**  
Contributing Writer

Some place in the bowels of the Signal Hill office of the Long Beach Police Officers' Association (POA) is a 2014 videotape of me being interviewed by both the POA and the Long Beach Firefighters' Association as part of the process to be endorsed for mayor of Long Beach.

On that tape is a yelling match between me and the POA and LBFFA presidents about my long-held belief that all public employee contracts need to be "sun shined." I believe that if the process is good enough for teacher unions and school districts then it should be used in city government.

Let me explain. The California Government Code requires that items to be discussed in negotiations regarding teachers and employees of school districts be publicly disclosed ("sun shined") so that the taxpaying public can know what is being discussed in the private, closed negotiating sessions. Additionally, once those



items are put into a new contract, that contract must be placed on a public agenda to give the public time to review and to comment. The best part of the process is that the superintendent of the school district must verify that the school district has the funds to pay for the items in the contract.

Despite my credentials as a strong supporter of appropriately funding law enforcement, firefighters and paramedics, and the fact that I was a labor attorney for many years representing public employees, I was treated with scorn and contempt during the interview. I was told in no uncertain terms that my council agenda item to require Long Beach to adopt the same "sunshine" requirements as Long Beach Unified School District needed to be taken off the agenda.

Of course I wasn't endorsed. No other candidate running for mayor supported opening up the collective bargaining process. And my council colleagues wouldn't go up against these popular unions. So my agenda item died.

The ironic thing is that not only do I think opening up the collective bargaining process is necessary for

good government, but I think it would help lessen the attack on public employees. Right now, much of the public is angry about salaries, benefits and pensions negotiated with public employee unions. I would suggest that if the taxpaying voters were let in on the collective bargaining process before it is "a done deal," there would be more understanding about what is really negotiated. Most importantly, there would be a public dialogue about whether or not our city can fund increases before those increases are given.

The public is entitled to know why each side is taking the position it takes at the bargaining table and its rationale for that position.

Psst! Want to know a secret? The leaders of the public employee unions aren't the only ones in this process who don't want collective bargaining exposed to the public. City management and the city council are perfectly comfortable keeping all of this in closed session. To do differently would mean that both sides would have share their "power" with the public.

Until the public is ready to demand that "power" and is willing to support public officials who agree to share information, the public will continue to be kept in the dark.

Next column: It Is Shocking About Edison

(*Gerrie Schipske is a native of Long Beach, an attorney, registered nurse practitioner and full time instructor at CSULB Department of Health Care Administration. She was elected to both the Long Beach Community College Board of Trustees and the Long Beach City Council. She is the author of several books on Long Beach history and her blog, www.longbeachinside.blogspot.com.*) ■

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# Toyota Extends Title Sponsorship For Grand Prix

■ By SAMANTHA MEHLINGER  
Senior Writer

Toyota Motor Sales, U.S.A. Inc. and the Southern California Toyota Dealers Association (TDA) recently inked a multi-year deal to remain on as the title sponsor of the Toyota Grand Prix of Long Beach. The deal is a continuation of Toyota's historic 41-year relationship with the Grand Prix Association of Long Beach.

"From the Grand Prix Association's perspective, this is one of the most unique relationships that our company has, both in terms of longevity and also in terms of the activation that has taken place around the sponsorship agreement," Grand Prix Association President and CEO Jim Michaelian told the Business Journal. "We are delighted that we will be able to continue on with this relationship in the future, especially taking into consideration the number of years that our two companies have been involved here at the event in Long Beach."

Toyota has been the title sponsor of the famed street race since 1980, but its involvement began in 1975 when it came on as the event's official pace car. It has sponsored the Toyota Pro/Celebrity Race, a fan favorite at the Grand Prix, since 1977. According to the Grand Prix Association, Toyota has donated more than \$2 million to local children's hospitals since starting the celebrity race.

## Christopher Garner Tapped To Lead Long Beach Water Department

The head of the Long Beach Gas & Oil Department, Chris Garner, has been selected by the Long Beach Board of Water Commissioners as the new general manager of the Long Beach Water Department. Garner, a 31-year city employee, nearly all of it in the energy field, replaces Kevin Wattier, who is retiring this month. Wattier has 35 years in the water industry, with the last 14 overseeing the water department. "I know he will maintain our water department's place as a leader in conservation through application of new technologies, while also focusing on customer service," Mayor Robert Garcia stated in a press release. "I commend the members of the water commission for finding a leader who will ensure a smooth

transition and close working relationships with the rest of the city." City Manager Pat West thanked Garner for "all his hard work and dedication to the city, and I look forward to continue working with him in his new position." A replacement for Garner had not been announced as of press time. Above, Garner, left, and Wattier are pictured outside water department headquarters on Wardlow Road. (Photograph by the Business Journal's Evan Patrick Kelly)

"On a personal basis, I have been here from the beginning and to me it is really remarkable how many different executive changes have occurred over these last 41 years, yet Toyota as a company and the Southern California TDA have seen the value in continuing this relationship all these years," Michaelian reflected.

Toyota's title sponsorship "has been one of the crucial factors in terms of determining our success," Michaelian said. "For our event to be aligned with a major



international company of the stature of Toyota certainly has been very beneficial to us in a number of ways, not only in terms of attracting other sponsors to the event, but also in terms of what they have contributed to make the event the success that it is."

Earlier this year, a USA Today poll had the Long Beach race in the Top 10 among motorsports events in the world, with the Baja 1000 ranked #1 and the Indy 500 as #2.

The Grand Prix Association is currently

putting together the schedule for the 2016 Toyota Grand Prix of Long Beach, which will be held April 15-17. "We continue to expand on what we have to offer as far as, not only the weekend event itself is concerned, but also what takes place in the pre-event stages," Michaelian said.

"Long Beach is a tremendous venue in which to host these kinds of events," Michaelian said. "We're looking forward to continuing to add to the attractiveness of the event next year and in the years to come." ■

## CITY OF LONG BEACH BID OPPORTUNITIES

TITLE	BID NUMBER	DUE DATE
Pine Avenue Pier Public Dock	R-6995	9/28/2015
Groundwater Treatment Plant Chemical Tank Replacement Project - Phase III	WD-22-15	9/17/2015
Improvements of Studebaker Road Between Spring Street and Wardlow Road	R-7013	9/16/2015
Bicycle System Gap Closure and Improved Los Angeles River Bike Path Access Project	R-6984	9/9/2015
Request for Proposal for Emergency Preparedness & Planning Services	Contact Water Department	9/4/2015
Hydraulic Cleaning Tools and Miscellaneous Equipment	Contact Water Department	9/4/2015
Purchase and Development Opportunity at 100 East Ocean Boulevard	RFP CM15-163	9/3/2015
Purchase and Development Opportunity at 3rd Street & Pacific Avenue	RFP CM15-162	9/3/2015
Purchase and Development Opportunity at 4800 Long Beach Boulevard	RFP CM15-161	9/3/2015
City of Long Beach Old Court House Demolition	R-7032	9/3/2015

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

### Bidder Registration

Register with the City of Long Beach at [www.longbeach.gov/purchasing](http://www.longbeach.gov/purchasing) to receive notifications of bid opportunities. Additional details on upcoming bids and how to register can be found on the website.

### Small Business Enterprise Program

Take advantage of the City of Long Beach Small Business Enterprise (SBE) Program. To learn more about becoming a part of the SBE Program and certification process, visit the City's Purchasing website.

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# Aerospace Supplier Weber Metals Seeks Property Tax Incentives For Possible Expansion In Long Beach

■ By SEAN BELK  
Staff Writer

Weber Metals, Inc., a commercial aerospace supplier specializing in metal forging, that owns a more-than-22-acre site partially located in Long Beach and Paramount, is seeking economic incentives through a new state property tax sharing program the city wants to establish in order to help the company expand its operation.

The supplier's parent company, German-based Otto Fuchs Company, however, is still considering multiple sites for the estimated \$295 million expansion investment and a decision has yet to be finalized, Justin Owen, financial director for Weber Metals, told the Business Journal.

The Long Beach City Council is expected to vote tonight, September 1, on establishing a capital investment incentive program (CIIP), which was created by the State of California after it eliminated redevelopment and enterprise zones to fix a budget deficit.

The state program works much in the same way as Long Beach's sales tax incentive program, which establishes a property tax base that then must be achieved by a property owner before an economic subsidy can be considered, according to a city staff report.

The base established in the CIIP is the sum of the existing property tax base, plus

the ad valorem value of the next \$150 million in investment.

Under the CIIP, Weber would be able to receive 75 percent of the net property tax revenue received above the base for a 15-year period, estimated to total \$790,000, according to city staff.

The City of Long Beach would receive the remaining 25 percent estimated at \$265,000, plus about \$2.5 million in property tax revenue for the 15-year period for a total of \$2.8 million. According to the staff report, "at the end of the 15-year period, the incentive payments would terminate and the city would receive its entire allocation of property tax."

If approved, the city would enter into a community services agreement with Weber Metals, detailing the terms and conditions of the CIIP.

The County of Los Angeles is also proposing to enter into a CIIP with Weber Metals, and plans to provide assistance of more than \$1 million over the 15-year period while retaining \$350,000 in tax revenue, according to city staff.

Weber Metals, which supplies parts to aerospace companies such as Gulfstream and Boeing, plans to expand its operation to establish a 60,000-ton hydraulic forging press complex to produce forgings of aluminum, titanium and nickel alloys for the commercial aerospace industry.

The company, which currently operates a

33,000-ton press that has been named a historic landmark by the industry, announced an initial investment of \$170 million last year. The expansion is expected to grow the company's workforce by about 75 employees by 2020, according to the city, which adds that jobs created will generally be in engineering, production and support. ■

## MemorialCare And Aetna Unveil Collaborative Health Plan

■ By SAMANTHA MEHLINGER  
Senior Writer

MemorialCare Health System and Aetna recently announced a new partnership, Aetna Whole HealthSM – MemorialCare, offering up to 15 percent in health care savings to employers in the Long Beach, South Bay and Orange County areas.

Aetna is a national health care provider serving about 46.7 million people with health insurance products, workers' compensation and Medicaid management services and more. MemorialCare Health System provides health care throughout Los Angeles and Orange Counties, oper-

ates three hospitals within Long Beach, and has an affiliated health plan and medical foundation.

The new Aetna Whole HealthSM – MemorialCare product is available to self-insured businesses beginning today, September 1, with an effective date of November 1. Plans available through this new partnership will provide members with access to about 2,000 doctors, "seven award-winning hospitals and over 40 urgent care centers," according to a joint press release from Aetna and MemorialCare.

The health plan includes a new payment model meant to incentivize providers who achieve certain standards of care, such as "better management of patients with chronic conditions," and reductions in emergency room visits and "avoidable hospital readmission rates," among other achievements.

"By working with MemorialCare, we will be able to provide a total health solution that will ensure Aetna members receive high-quality, convenient care that will help them live healthier and more productive lives," Rich Lee, Aetna's president for Southern California, said in a joint press release.

"We are proud to team with Aetna to unveil a new health plan option for businesses and their employees that offers easy access to a large comprehensive network," Dr. Barry Arbuckle, MemorialCare Health System president and CEO, stated.

Current Aetna members with fully insured plans who have visited a MemorialCare physician in the past year will be automatically rolled into the new collaborative plan on October 1. ■

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## City Council May See Contract For Minimum Wage Study This Month

■ By SEAN BELK  
Staff Writer

The Long Beach City Council may vote this month on approving a contract with the Los Angeles County Economic Development Corporation (LAEDC) for a study to be conducted on the potential impacts of raising the minimum wage through a city-wide policy to \$15 an hour.

The study, which is being commissioned by the city for \$65,000, is to be conducted by LAEDC's Institute of Applied Economics, which has completed a similar study for the County of Los Angeles. The county's board of supervisors ended up increasing the minimum wage for unincorporated areas and county employees to \$15 an hour.

Michael Conway, director of property and economic development, told the Business Journal in an email that city staff met with LAEDC staff late last month to work out details of the study. He said a contract with LAEDC to carry out the study would likely be on a September agenda and that the Long Beach Economic Development Commission will provide input on the final product. ■

## Alan Lowenthal, Mario Cordero To Discuss Logistics Issues September 3

■ By SAMANTHA MEHLINGER  
Senior Writer

This Thursday (September 3), the California Trucking Association is hosting a "Leadership in Logistics Roundtable" discussion and luncheon with guests Long Beach Congressman Alan Lowenthal and Federal Maritime Commission Chair Mario Cordero, a former member of the Board of Long Beach Harbor Commissioners.

Up for discussion are "critical issues facing the movement of goods, supply chains and other logistical matters," according to an event spokesperson. Another featured guest is former Major League Baseball pitcher Jim Abbott, who will speak about leadership values. Also at the luncheon, a Josh Owen Memorial Leadership In Logistics award will be presented to Fran Inman, a member of the California Transportation Commission. The award is named after Owen, the former president of Ability Tri-Modal and active member of the Long Beach community, who passed away earlier this year.

The roundtable discussion starts at 9 a.m. at the Old Ranch Country Club, 3901 Lampson Ave., in Seal Beach. Lunch begins at 11 a.m. Tickets cost \$75. To purchase a ticket or table, email Alex Cherin at [Alex@ekapr.com](mailto:Alex@ekapr.com). ■

## Airport To Receive \$7 Million In Federal Grants To Beef Up Security

■ By SEAN BELK  
Staff Writer

The Long Beach Airport is expected to receive more than \$7 million in grant funds from the U.S. Federal Aviation Administration (FAA) that will go toward improving security surrounding the perimeter of the airport.

The Long Beach City Council is expected to vote on accepting the airport improvement program (AIP) grant funds for Fiscal Year 2015 from the FAA. The grant will require shared financial participation. The airport's share of \$728,010 will be funded with passenger facility charges, according to a staff report.

The project is expected to include approximately 12,500 linear feet of fence improvements, automatic gates, intrusion detection systems, access control systems, security network infrastructure and deployment of redundant security server equipment.

The U.S. Transportation Security Administration (TSA) has determined that the improvements will be critical to maintain security and will "greatly reduce potential vulnerabilities at the airport," the staff report stated. ■

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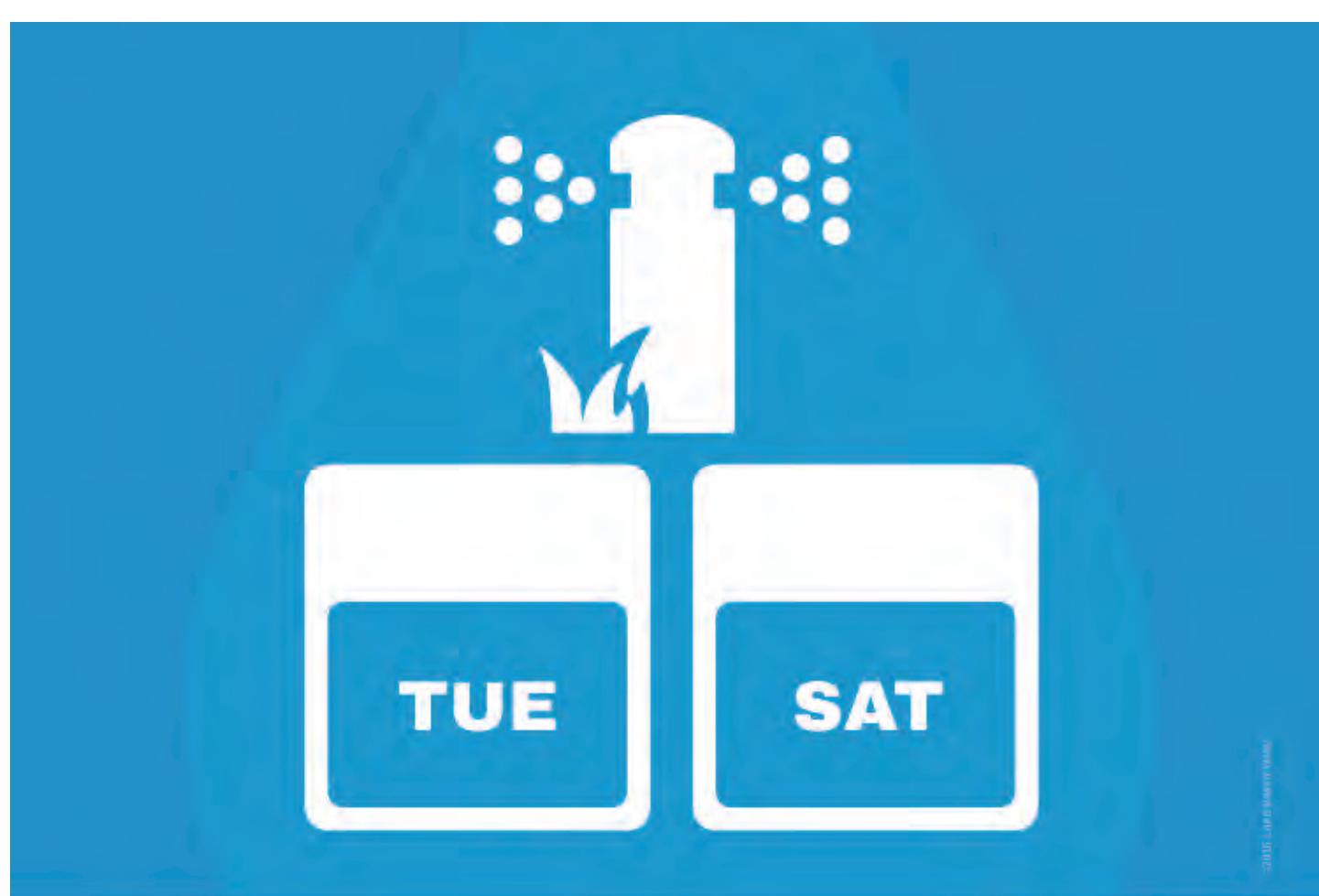
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# New Designs Of Civic Center Show Revisions To City Hall, Port Headquarters And Lincoln Park

■ By SEAN BELK  
Staff Writer

A development team in charge of rebuilding the Long Beach Civic Center has released new designs of the project set to transform the downtown landscape.

The new designs, which were released to the public at two study sessions on August 20, include modernized exterior architecture signed by the same team under the name Plenary Edgemont Justice Partners.

ture of a new city hall and Port of Long Beach headquarters and plans to turn Lincoln Park into an outside art and concert venue. If all goes smoothly, the Long Beach City Council could green light the project before year's end.

Jeffrey Fullerton of Plenary Edgemoor Civic Partners (PECP) told the Business Journal that the latest designs were completed following 75 community outreach meetings over the past several months. Subtle but noticeable differences from previous designs came out of discussions with hundreds of community members and stakeholders.

Still, the designs had to take into account land use restrictions in addition to considerations of public safety and whether civic amenities would appeal to the community as a whole rather than to just a specific demographic, he said.

As shown in previous designs, the 11-story city hall and port headquarters will be

nearly identical in size. However, new renderings show enhanced outside architecture with sleek glass walls and flat overhanging roofs, mirroring the nearby George Deukmejian Courthouse, which was designed by the same team under the name Plenary Edgemoor Justice Partners.

Design changes to the buildings were made after public input called for more "iconic" structures that identify Long Beach and give more of an "architectural statement" rather than a typical look of office buildings, Fullerton said.

"We've heard certainly from the community that this is probably one of the last city halls [the city] will ever have to build . . . so let's make a little bit more of an architectural statement," he said. "Obviously, it was hard to do with a limited budget, but we did make some upgrades."

Another design change to city hall includes moving the council chambers from the second to the first floor with a rectangular shape rather than an elliptical form as previously proposed. He said city council offices would remain on the top floors.

Placement of the two buildings was



This new rendering of the proposed Long Beach Civic Center rebuild project by development team Plenary Edgemoor Civic Partners (PECP) shows enhanced exterior architecture of the envisioned city hall (front) and Port of Long Beach headquarters (right) buildings. (Rendering provided by PECP)

made on purpose, Fullerton noted, adding that setting the port headquarters closest to Ocean Boulevard, a main thoroughfare, gives the port more "prominence" while a civic plaza and steps provide easy access to city hall.

"It will be very easy to find the front door of city hall," he assured. "One of the reasons to put the port building there was to give it a little more presence. It's an important asset not just to the city but to the nation . . . and it gets views down Magnolia.

so [harbor] commissioners can sit on the balcony and show the port."

While the outside of both buildings will look similar, the new port headquarters will be more expensive than the new city hall building, Fullerton confirmed, although he said final costs are still being negotiated.

Fullerton said the port requires a 500-stall underground parking structure that for security purposes will be used only by port staff. In addition, the port requires larger offices and more meeting space

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while city hall requires fewer square feet per employee and more of an "open workplace environment," following federal government trends.

Other design changes involve Lincoln Park, Fullerton said, noting that the new design drew inspiration from Chicago's Millennium Park, which the development team's park designer worked on, and Bryant Park in New York.

Though the team received considerable input on potential park uses, he said the design was confined to a strict land use ordinance. The Bixby family granted 4.8 acres of park space to the city in 1988, with a deed that prohibits commercial uses and allows exceptions only with special permits and licenses. The only regular use permitted other than a park is the main library, he said.

While requests for a roller rink and skate park were considered, such an active use would have catered too much to a specific demographic, Fullerton said. The solution was to make the park more "flexible," accommodating arts, musical concerts and festivals with "event lawns" and pathways incorporating temporary sports uses.

A commercial strip with outside dining areas and trees will be located between residential structures, including a 30-story residential tower. The residential component will include a 200-room hotel and permanent residential units.

A civic plaza will allow the public to host craft fairs and farmers markets on a three-city-block area if a portion of 1st Street is closed off to vehicles and opened up to pedestrians, creating nearly nine acres of open space, Fullerton said.

The new two-story main library would open up to the park with reading areas. However, it won't include a "green roof" like the current library, he said, adding that such architectural features are more of a public safety hazard than a public amenity.

City officials confirmed that the planning commission is tentatively scheduled to vote on final designs in October after which the project and interior designs will be up for approval by the city council and harbor commission in November or early December.

The project, set to break ground next summer and take nearly five years to complete, is being financed through a "lease-leaseback" public-private partnership. Senate Bill 562, recently signed by Gov. Jerry Brown, is expected to clarify state and case law governing the procurement process.

The city has agreed to pay no more than \$12.6 million a year for the duration of construction while the rest of the cost is being covered through various other means of financing via a proposed contract yet to be finalized by the city council.

As part of the deal, PECP is being given a portion of city-owned property worth about \$30 million for commercial development and has agreed to provide maintenance to the city structures in the project, other than the port building, for the next 40 years.

The civic center rebuild comes nearly eight years after reports deemed the current city hall building and main library "seismically deficient" while city staff has called the 15-story city hall building functionally obsolete and energy inefficient. ■



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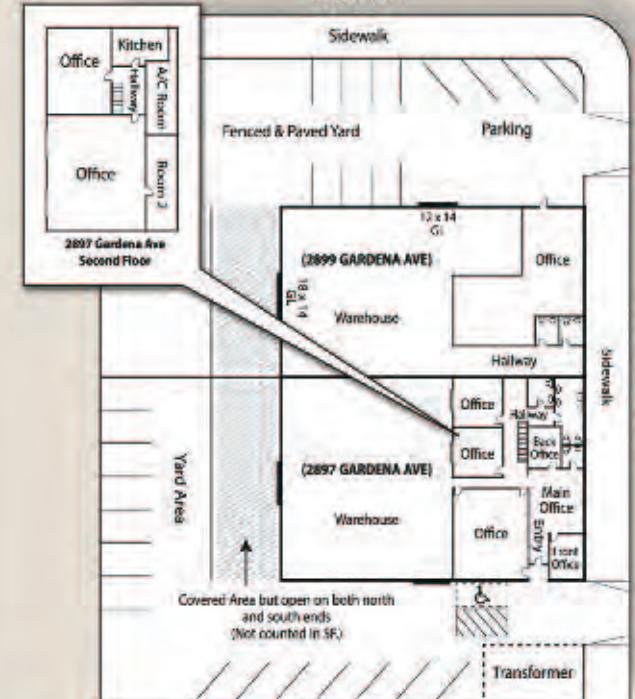
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# Fine Cigar Shops Thrive In Long Beach But May Face Challenges With Proposed State Tobacco Tax Hike

■ By SEAN BELK  
Staff Writer

With a loyal customer base, shops with indoor smoking lounges in Long Beach that sell fine cigars have seen a steady rise in sales in recent years thanks to an improving economy, while a few stores have carried on through a recent change in ownership.

A proposal to increase the state tobacco tax, however, may cut into profits for retailers and make the luxury item, most popular during special occasions and for relaxation, more expensive for consumers, say business owners and industry experts.

Albert Espinoza, owner of Taylor's Cigar Lounge in Northeast Long Beach, said his business has seen a 10 percent increase in sales over the past year.

"It's not been substantial, but it's good," he said, adding that a younger crowd of college-age cigar smokers is now coming into the doors.

Espinoza opened up his cigar lounge a little more than 11 years ago on East Spring Street, replacing a gift shop that once sold cigars and tobacco.

He said his business is the oldest smoking lounge in Long Beach, noting that the shop, which offers two separate smoking lounges and a walk-in, glass-enclosed hu-

midor lined with Spanish cedar wood for keeping cigars fresh, was opened before Long Beach passed new regulations on such businesses.

Out of public health concerns, the city council amended an ordinance in 2009, capping the number of indoor smoking lounges allowed to operate in the city at eight and imposing stricter ventilation requirements.

Two indoor smoking lounge permits are currently available after two lounges with permits closed in recent years, according to city officials.

City staff notes in an email sent to the Business Journal that only one citation was



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issued, in 2012, since the city's new regulations have gone into effect. The city's business license department has issued warning notices when violations have been found, but the violations were resolved in a "timely manner," city officials said.

A major challenge fine cigar shops in California face is the threat of rising taxes on tobacco sales – that is, if proposed state legislation passes.

Senate Bill 591 has been introduced by Sen. Richard Pan (D-Sacramento) as a way to discourage smoking while raising money for Medi-Cal beneficiaries and smoking prevention plans. In a statement, Pan states California's tobacco tax rate is currently among the lowest in the nation, adding that 32 other states have a higher tax rate.

The bill would increase taxes on cigarettes by \$2 a pack. However, it would also indirectly increase the excise tax rate applied to cigars and other non-cigarette tobacco products, known as other tobacco products (OTP), according to an email from the California State Board of Equalization (BOE) sent to the Business Journal.

The current OTP tax rate as of July imposed on cigars is 28.1 percent of the wholesale cost. However, BOE staff "estimates" that, if SB 591 were to become law, the excise tax rate imposed on cigars and other OTPs would increase to 64.72 percent.

BOE officials explain that the tax rate for cigars is based on the wholesale cost at a tax rate equivalent to that imposed on cigarettes. The rate is determined by dividing the tax rate per cigarette by the average wholesale cost per cigarette.

State law requires BOE to determine the rate each year between March 1 and June 30. If SB 591 were to pass, the updated rate would take effect July 2016.

If the measure fails in the state legislature, supporters say they are prepared to take it to the November 2016 ballot, which would require a two-thirds vote and Gov. Jerry Brown's signature. However, the tobacco industry has blocked similar attempts in the past.

Craig Williamson, president of the Cigar Association of America, Inc., a national trade organization advocating primarily for cigar manufacturers, said in a phone interview that such legislation, if passed, would likely negatively impact cigar retailers as cigars will likely become more expensive to buy in California.

"It's so tough to do business now in the State of California and this will really devastate the mom and pop cigar stores that are out there," he said.

In addition, the U.S. Food and Drug Administration (FDA) plans to release a new set of rules and regulations on manufacturers of all new tobacco related products, including fine cigars, that may end up hurting retail shops as well, Williamson said, who added that tobacco is mostly all grown overseas.

He said figures have shown the new regulations may add anywhere from \$150,000 to \$1 million in costs to manufacturers for getting a new tobacco product on the market, which could mean fewer new cigar brands may be available in the future.

Espinoza said such an increase in the excise tax rate would be "detrimental" to his business, especially since he now has to compete with online sellers as some customers are trying to bypass sales and excise taxes by purchasing cigars on the Internet.



Albert Espinoza, owner of Taylor's Cigar Lounge at 5937 E. Spring St., holds one of his premium house-blend cigars at his store, which he said is the oldest smoking lounge in Long Beach having been in business for 11 years. (Photograph by the Business Journal's Evan Patrick Kelly)

A big boost in marketing, Espinoza said, however, has come from local festivals and events, where he has been able to sell his wide assortment of fine cigars as a vendor, even once providing cigars for the Playboy Mansion.

Josue Arauz, manager of Don Lupe Cigar Lounge, the latest establishment to receive an indoor smoking lounge permit when it took over a former cigar lounge on 2nd Street in Belmont Shore about three years ago, said he expects customers

to continue buying cigars regardless if the tax rate increase passes.

"People keep on smoking," he said. "They don't stop. Customers will still put down the money."

While health groups are pushing many of the taxes and regulations as anti-smoking campaigns because of tobacco products' harmful health effects and addictive nature, fine cigar shop owners interviewed by the Business Journal said they don't allow cigarette smoking or e-cigs in their lounges,

adding that fine cigars are in a different class.

"It's a different animal," said Celeste Cummings, who recently took over ownership of Joe R's Cigars on Broadway in Downtown Long Beach. She said fine cigars are hand rolled with quality tobacco and are meant for a brief hour or two of relaxation.

"With cigarettes, you have something that's been chemically treated that you inhale into your lungs and it can be addictive as a result," she said. "With cigars, it's just tobacco. There are no additives. You don't inhale it in your lungs. You really just hold it in your mouth and you blow out, so you don't have the same challenges with lung cancer and some of the things that you have with cigarettes."

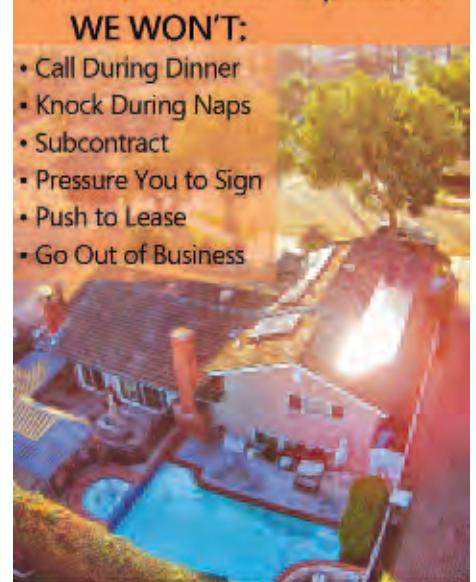
Despite the proposed tax increases and regulations, Diana Choi, who took over ownership of Marquee Cigar Lounge on 2nd Street, said there is still a strong demand for fine cigars in Long Beach, adding that she was compelled to buy the shop because of its location that provides for a built-in clientele along the commercial corridor.

"It's been great so far in the past few years," Choi said. "I think it's great that a lot of people can still grab a cigar and smoke on 2nd Street, which is rare nowadays." ■

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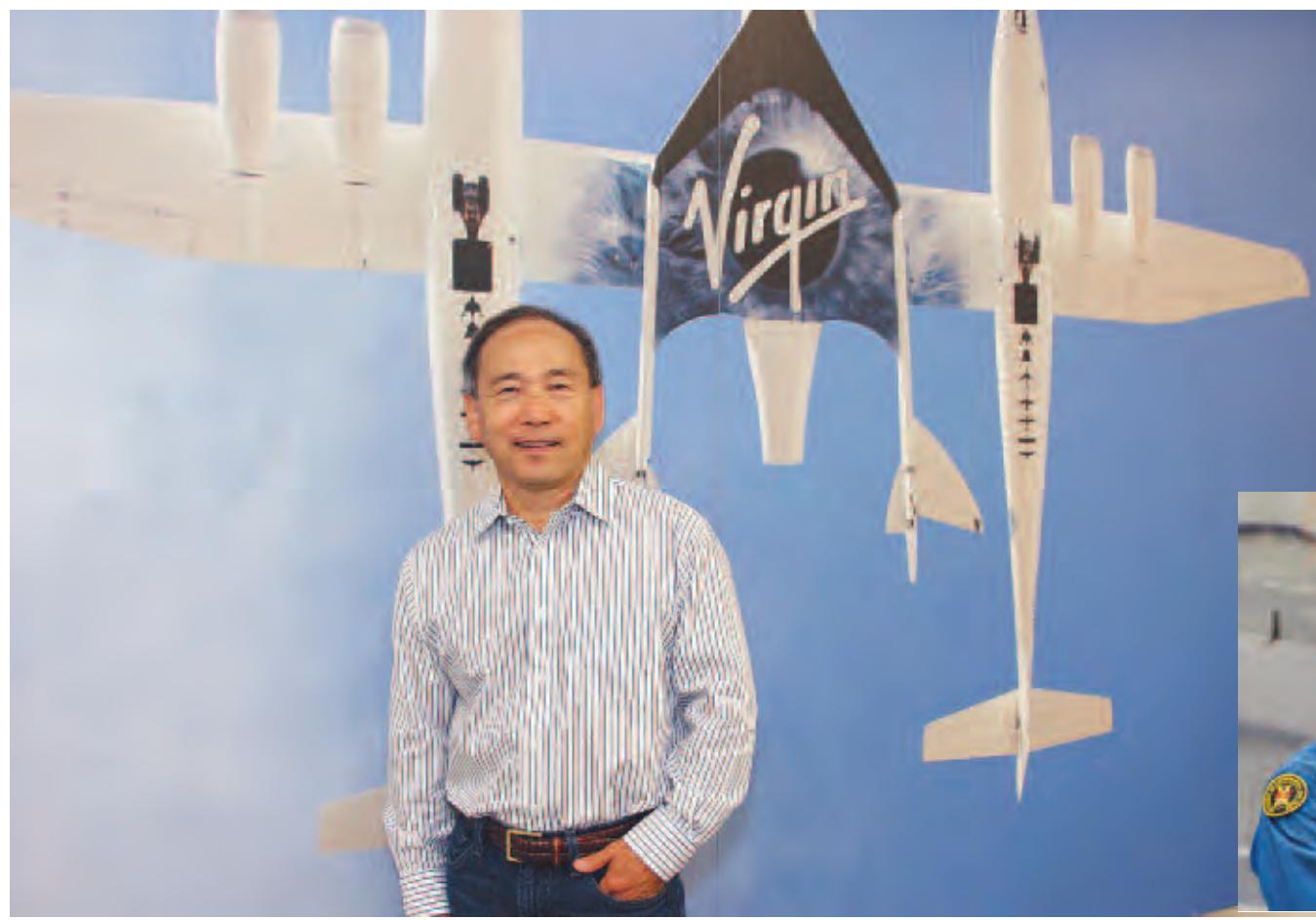
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## Matsumori Joins Virgin Galactic

Marry Matsumori, pictured at left, has been hired as senior vice president of business development and advanced concepts for Virgin Galactic, a spaceflight company owned by Sir Richard Branson's Virgin Group and Abu Dhabi's Aabar Investments PJS. The company earlier this year opened a 150,000-square-foot facility at Douglas Park in Long Beach for the design and manufacturing of its small satellite launch vehicle, LauncherOne. Matsumori brings more than 25 years of experience in technology and development. He previously worked as senior vice president of sales and business development for SpaceX and vice president of wireless connectivity for Qualcomm. He has also held positions at Space Systems Loral and General Dynamics. (Photograph at Virgin Galactic offices in Long Beach by the Business Journal's Evan Patrick Kelly) Virgin Galactic also announced that Nicola Pecile, pictured below, has been hired as a new pilot. Pecile joins the



company after four years at the National Test Pilot School in Mojave, where he served as director of operations and as an experimental test pilot instructor on fixed wing and rotary wing aircraft. He has logged more than 5,400 flight hours in 132 types of aircraft. (Photograph provided by Virgin Galactic)

## Port Of Long Beach Appoints Gutierrez As New Managing Director Of Human Resources



The Long Beach Board of Harbor Commissioners recently named Louis Gutierrez as its new managing director of human resources overseeing a newly created bureau within the city's harbor department focused on recruiting, hiring and training port employees. Gutierrez is leaving his current position as vice president of human resources at the Lewis Group of Companies, a national real estate development firm, where he oversees employee recruitment, benefits and com-

pensation, executive development and other human resources-related matters. Prior to his work for the Lewis Group, he held human resources positions at The Walt Disney Co., Viacom, Time Warner and Cox Enterprises. He holds a bachelors degree in communications and a law degree from the University of California, Los Angeles. "The skills Louis brings are exactly what we need to develop our talent and help the team expand their professional and organization skills," Port of Long Beach Chief Executive Jon Slangerup said in a statement. "I am very pleased to have him join our team."

## The Carson Companies Opens East Coast Office; Hermance To Oversee It

Chris Hermance, who previously served as vice president of investments for KTR Capital Partners prior to its acquisition by Prologis, has been re-



tained by Newport Beach-based The Carson Companies to serve as managing director of the industrial real estate investment development firm's new East Coast office. The new operation will pursue industrial investment opportunities, including land for development and existing buildings in the New Jersey and Pennsylvania markets. The firm has offices in the City of Carson and in Houston, with the East Coast office located in Radnor, Pennsylvania. The company's real estate holdings include the 438-acre Dominguez Technology Center located in Carson, the 172-acre Chino South Business Park located in the Inland Empire, the 22-acre Carson Commerce Center, and the 37-acre Northwest Crossing Industrial Park located in Houston.

## Basquez Hired As Director Of Human Resources For The City Of Long Beach

Alejandrina "Alex" Basquez, who has served as the assistant general manager for the City of Los Angeles Personnel Department, has been appointed as the City of Long Beach's new human resources director. Basquez, who brings 26 years of public sector experience, replaces Long Beach Human Resources Director Debbie Mills, who is retiring on September 11. -



## Kaiser Health Plan Signs Long-Term Lease For New Signal Hill Building

In early August, Kaiser Health Plan Inc. signed a \$6 million, 10-year lease to occupy both floors of this newly constructed medical office building at 845 E. Willow St. in Signal Hill. Jeff Coburn and Sean McCullough, principals at the Long Beach office of Lee & Associates, represented the landlord, 2H Property, whose sister company 2H Construction built the 18,986-square-foot building. Jones Lang LaSalle represented Kaiser in the lease transaction. Construction on the property was completed in July, and interior improvements proposed by Kaiser are in plan check with the city. Coburn expects Kaiser to move in around January of next year. Pictured, from left, are: Sean Hitchcock, president of 2H Construction; Ericka Burton, property manager for 2H Construction, and McCullough and Coburn. (Photograph by the Business Journal's Evan Patrick Kelly)



**Dignity Health  
St. Mary Medical Center  
Promotes Leon Choiniere  
To Chief Financial Officer**



Dignity Health St. Mary Medical Center recently appointed Leon Choiniere, a Long Beach resident, as its new chief financial officer. In his new role, he oversees the finances of the hospital, which has 600 physicians and 1,350 employees. Choiniere has served at the hospital's controller since 2007. He has more than 30 years of experience working at hospitals in accounting, financial and various leadership roles. He holds a bachelors degree in business administration from Walla Walla College, and is a certified public accountant. Choiniere is also a fellow of the Healthcare Financial Management Association. (Photograph provided by Dignity Health St. Mary Medical Center)



**Broadway Glass & Mirror Inc.  
Celebrates 60 Years In Business**

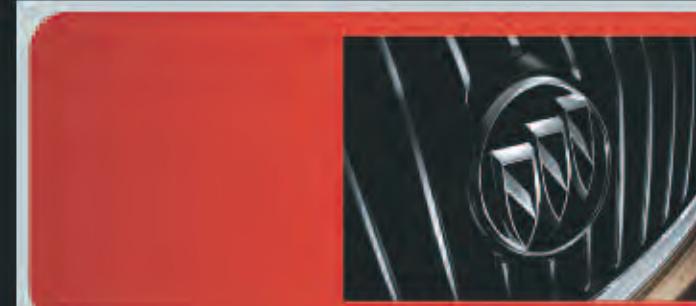
Broadway Glass & Mirror Inc. is celebrating its 60th anniversary today, September 1. The business, known for lighting up Broadway at night with its classic sign, was purchased by owner Ron DeWolf's grandparents in 1955. DeWolf (pictured) started working at the family business about 35 years ago to help out his family, and never left. In 2008, he purchased his sister's share in the business to become sole owner. Since then, DeWolf acquired a San Pedro business, Mac's Glass, and opened a new headquarters in Westside Long Beach. While the business originally focused on glass replacement for residences and autos, over time it grew to include large commercial projects. The diversity of projects Broadway Glass & Mirror is able to accommodate is part of the reason it has been successful, DeWolf told the Business Journal. "Being able to serve all facets of the industry . . . has helped us stay in business as long as we have," he said. Customers range from local residents looking to replace glass in a picture frame to the Long Beach-based national health care provider Molina Healthcare, he noted. A recent local project was installing glass for the Gelson's supermarket near Belmont Shore. "Our biggest thing we believe in, and feel is one of the reasons we have been able to endure for 60 years, is that . . . we really do try to put our customers first," DeWolf said. Broadway Glass & Mirror's showroom and retail store is located at 2523 E. Broadway. Call 562/434-8405 for more information. (Photograph by the Business Journal's Evan Patrick Kelly)



**Flippin' Pizza Brings New York Flavor To East Spring Street**

From left, Trevor Anderson, Mike Lambrakis and Anthony Apostle recently teamed up to open a Long Beach franchise location of Flippin' Pizza on East Spring Street. The business held its official grand opening in August. The three co-owners are all Long Beach natives. "Our goal has always been to bring an authentic New York pizza joint to our hometown," Lambrakis said. "We believe everyone should experience the best pizza, even those of us on the West Coast." Flippin' Pizza was founded in 2007 in San Diego by a native New Yorker who missed the flavor of his home city. Since then, more locations have opened in California, Washington D.C., Florida, Maryland and Virginia. The franchise also expanded abroad to Mexico and Dubai. Flippin' Pizza hand spins its own pizza dough, which is made fresh daily. The menu also features calzones, salads and side dishes. Flippin' Pizza is located at 6269 E. Spring St. For store hours and more information, call 562/421-1111. (Photograph by the Business Journal's Evan Patrick Kelly)

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CATCHING UP WITH THE FORMER MAYOR

# Local Nonprofits Get A Voice On Beverly O'Neill's Show, 'The Heart Of Giving'



Beverly O'Neill served three terms as mayor of Long Beach. She was first elected in 1994 after serving as president and superintendent of the Long Beach Community College District. She won a second term in a landslide in 1998, and in 2002 she ran as a write-in candidate and won despite not having her name on the ballot.

(Business Journal photograph by Erin Kleekamp)

**P**oliticians come and go, but not former Mayor of Long Beach Beverly O'Neill, who has continued devoting her time and energy to her city in the years since she left office. One of the causes nearest to her heart is her work promoting the efforts of the city's diverse community of nonprofit organizations through her television program, "The Heart of Giving," which has been on the air for a little more than two years.

"I just felt that the nonprofits gave our city soul," O'Neill said of what inspired her to start "The Heart of Giving" in 2013. "There are thousands of women and men who work together for something that they are interested in, whether it is abandoned children, abused children, people with disabilities or health problems . . . all of these things that a little niche of society needs."

O'Neill has featured 91 local nonprofit groups on her program, with 122 guests – including a dog. She films two episodes of the show once a month at the studio of PADNET, Long Beach's public access channel. Each half-hour program features two 15-minute segments in which O'Neill chats with guests from local nonprofit organizations. Episodes air Mondays and Wednesdays at 6:30 p.m. on Channel 32 on Charter Communications cable and Channel 41 on Verizon Fios. Episodes are also available online at [www.padnet.tv](http://www.padnet.tv). The series is sponsored by MemorialCare Health System.

"For me, it has been a really joyful experience," O'Neill said. "It has been really revealing. I think more people need to know about what's happening," she said, referring to the work of so many local nonprofits. "I have been tearful on several of them," she recalled of past episodes, adding that some of the most touching discussions were with organizations dedicated to helping survivors of abuse, those in poverty or people with health problems of some kind.

When asked what she hopes to achieve with the program, which airs year-round, O'Neill reflected, "I hope it just gives exposure to this part of the community." People who watch the show have told her that it inspires them to donate their time and volunteer with local nonprofit organizations, she noted. "I say this all the time. I think Long Beach is probably the only big city in California that has this real strong sense of community," she said.

On top of providing a platform for local nonprofits, the show is also just plain fun for O'Neill. "I probably shouldn't tell people this, but it's probably the most delightful job I have ever had, because I don't have to prepare a lot," she said with a laugh. "I just ask questions. They are all glad to be there and I am glad to have them there. And nobody gets mad at me and I don't have to make any big decisions."

Between the show connecting her with so many local nonprofits and her own connections as former mayor of Long Beach, O'Neill's mailbox is now frequently full of invitations to local events. So when she isn't taking in the view of the ocean from her living room, she's out and about in the community.

"Now that I'm doing this, they all have my number and address," she said, laughing as she expressed sympathy for her mailman. "I've got to get a bigger mailbox."

In her free time, O'Neill enjoys tending to her dog and cat, taking in movies and attending local theater performances. "I keep busy," she said.

As an active member of the community and, of course, as former mayor, O'Neill said she feels the City of Long Beach is moving in the right direction. When asked if there was anything she'd like to see the city council prioritize, she was quick to say no. "I wouldn't give them any priorities, because anything to do with change usually includes some kind of financing," she said. "I think we need to get through our own financing things before we look ahead."

Asked to close the interview with the Business Journal with a quote from one of her favorite leading ladies, Mae West, O'Neill settled on this one: "Too much of a good thing is wonderful!" ■

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# With Strong Business And Community Backing, The Long Beach Education Foundation Grows Support For Local Schools

■ By SAMANTHA MEHLINGER  
Senior Writer

Founded in 1989, the Long Beach Education Foundation's (LBEF) contributions to local schools and education programs have grown from thousands of dollars per year to millions. Judy Seal has led this growth as the foundation's executive director since 2003, and in that time the foundation's annual donations have increased from about \$11,000 per year to \$2.5 million.

"From that point on, we did strategic planning and restructured the foundation to make it agile and responsive," Seal said of initial work after she joined the foundation. The Long Beach Education Foundation is the largest single contributor of donated funds to the Long Beach Unified School District (LBUSD).

But Seal is quick to direct the spotlight away from herself, emphasizing in an inter-

view that "it is useful for the school district and makes a positive impact [by] making sure money is managed well, and that parents feel like they're making a difference," Seal said.

The Long Beach Education Foundation functions as the nonprofit, fundraising arm of LBUSD. Through the foundation, individuals, businesses and even other nonprofit organizations can set up accounts to raise funds for a particular school, program, event or cause related to LBUSD education. There are currently about 300 accounts with the foundation, according to Seal.

One hundred percent of every dollar donated through the LBEF is used for its designated purpose, "so the donors are making a full impact with their money," Seal said.

A major donor group to the LBEF includes local businesses and corporations with operations in Long Beach. "When I came on the board in 2004, we had about 500 business partners in the district city-

money to start major programs like Seamless Education."

Ray Sharp, who heads up LBUSD's office of multimedia services, pointed out that Seamless Education eventually became the Long Beach College Promise, which he said has helped to increase the number of college graduates locally. In this way, the LBEF and corporate donors have had a direct impact on improving local education outcomes, he noted.

LBEF also facilitates donations of equipment and supplies. Target, for example, often calls the school district to offer donations, such as backpacks, Seal said. Every year, the Long Beach-based LBS Financial Credit Union identifies a school and donates supplies to all of its students, she pointed out.

"We truly value our partnership with the Long Beach Education Foundation," Heather Summers, senior vice president of marketing for LBS Financial, told the Busi-

Small businesses often help out by donating time and services. Recently, a Long Beach self-defense business volunteered through LBEF at a local high school to teach students how to be aware of their surroundings and walk safely to and from school, Seal said.

The school district relies on the education foundation to apply for grants for its programs and schools, according to Williams. About three years ago, for example, the school board put together an advisory committee with the goal of increasing the number of students of color in advanced placement courses, and LBEF was able to secure grant funding to meet that need. "Now that program has been mainstreamed in the district," Williams said.

James Petri, music curriculum leader for LBUSD, pointed out that the foundation was critical in keeping the arts alive at Long Beach schools when funds were cut back during the Great Recession.

"During the recession, the district saw the value of the arts. We had to scale back, but we never lost music, visual art, dance or theater within LBUSD," he said. "The foundation, seeing that arts were important, helped us set up accounts so we were able to raise funds and deposit money into them to support the different [arts] programs all around the district," he recalled.

According to Williams, LBEF and its network of community donors and supporters have been instrumental in planning for this year's Council of Great City Schools conference, which will be held at the Long Beach Convention Center from October 7 to 11, and will be hosted by LBUSD. Williams is the incoming chair of the organization, which represents the interests of 68 urban school districts around the nation.

"It was mind blowing, the things that they pointed out we needed to do to set up for a conference," Williams said of initial meetings with the Council of Great City Schools about bringing the conference to Long Beach. "We almost ran out of the room. But to Judy's credit, she picked it up and ran with it."

The last conference for the Council of Great City Schools was held in Milwaukee, and the school district there came up with \$120,000 to pay for it. "We brought that budget back to the superintendent [of LBUSD, Chris Steinhauser] and he said, 'We're not going to pay outside people when we have our own brilliant student work and our own brilliant entertainers,'" Seal recalled.

At his suggestion, Christine Whipp, the leader of arts curriculum for LBUSD, and Petri teamed up to organize students to provide art and entertainment for the function. Sharp and seven other LBUSD staffers have come up with the necessary audio and visual components for the conference, while Sharon Lazo-Nakamoto, an LBUSD program specialist, has pooled 375 volunteers to staff the conference's registration area and other needs. "People want to help us. They want Long Beach Unified to look like we should on a national stage," Seal said.

This effort cut LBEF's fundraising goal from the originally suggested budget to

(Please Continue To Page 20)



Long Beach Education Foundation (LBEF) and Long Beach Unified School District (LBUSD) officials have teamed up to host the Council of Great City Schools' annual convention at the Long Beach Convention & Entertainment Center in October. Long Beach students are going to be an integral part of the event, with artwork, such as the centerpieces pictured in the foreground, and entertainment spread throughout the convention. To support the event by sponsoring a centerpiece, call LBEF Executive Director Judy Seal at 562/997-8054. Pictured from left are: Ray Sharp, head of LBUSD's office of multimedia services; Sharon Lazo-Nakamoto, LBUSD program specialist; Dr. Felton Williams, LBUSD Board of Education president; James Petri, LBUSD music curriculum leader; Christine Whipp, LBUSD arts curriculum leader; and Seal. (Photograph by the Business Journal's Evan Patrick Kelly)

view at LBUSD's headquarters with district leaders that it is truly the parents, alumni, school district employees and local businesses that have made all the difference.

"Parents and the community are the big fundraisers, honestly," Seal said. "They get very involved and they designate their donations to a particular school or program at a school." She noted that LBEF does not compete with Parent Teacher Association groups, but acts as an additional outlet for those groups to fundraise for activities or programs beyond their existing budgets.

"We have tried to create something that

wide," Dr. Felton Williams, president of the LBUSD Board of Education, said. "I understand that number is about 5,000 business partners right now. That is a tremendous support base for our district." That support base ranges from major corporations like Verizon and The Boeing Company to small businesses and even production companies that use school district sites for filming.

Verizon and Boeing "have funded almost every major initiative before any other entity," Seal said. "[When] the school district didn't have it in the budget, Boeing and Verizon would step up and give us seed

ness Journal in an email. "LBS Financial Credit Union was founded in 1935 by Long Beach educators and while we can now also serve the entire Long Beach community, we still focus much of our charitable support on our local schools."

Summers continued, "A great public school education benefits our entire community and the economy. Our support for the foundation is a way to globally support Long Beach schools. The foundation also gives us insight into selecting a school with the most need to be the recipient of our annual Adopt-a-School Supplies program."



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## Education Foundation

(Continued From Page 18)

\$44,000. "For fundraising, we are encouraging people to sponsor the different centerpieces," Seal said, referring to hundreds of centerpieces crafted by LBUSD students for the conference's breakfasts, lunches and dinners. "We hope to have those sponsored so we can raise enough money to hold the conference. We are more than halfway there," she added.

Businesses have also pitched in to help cover costs and supplies. "We showed a budget at our community meeting and LBS Financial Credit Union said, 'Okay, we will cover all the costs for the volunteers,'" Seal said. The Huntington Beach-based PMFG

Solar, for which former Long Beach City Manager Jim Hankla works, is donating the cost of badges for volunteers, and Verizon is paying for entertainment costs. Dignity Health St. Mary Medical Center will have its mobile care unit at the conference to attend to the medical needs of attendees.

The collective effort among students, school staff, volunteers and local businesses to put on the conference reflects strong community-wide support for LBUSD, Williams noted. Petri agreed. He reflected, "The teachers and parents know the foundation is there to support their needs, and it is a very valuable resource . . . [for] anything they want to do, whether it is music, art, science, or whatever their needs may be." ■

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## New Technology For CalStateTEACH

■ By SAMANTHA MEHLINGER  
Senior Writer

With the help of a locally grown business, Critique^It, California State University's (CSU) online teaching credential program CalStateTEACH is preparing to launch a time-saving, user-friendly program to facilitate feedback and dialogue between the program's students and instructors any time, anywhere.

Long Beach-based Critique^It launched in 2008 with the goal of creating technology to support a multi-media approach to feedback, allowing users to annotate, comment on and provide feedback on digital documents via text, audio or video.

The original concept was developed by co-founder Alexandra Fleur, who, as a graduate student in an online creative writing program, found sharing her work with peers online to be tedious and time consuming. She approached Ashley Bradford, now CEO, who had similar issues providing feedback on student writing assignments as a city college instructor. "The technology didn't exist," Bradford said. "So we decided to build what wasn't there."

"We decided to create a business, and that I would do all the business end of the house and then he would do the programming," Fleur said. "We pitched it to some people thinking that we would just get a loan for the original amount [to start up]. The people we had pitched sat us down

and said, 'We don't want [to give] a loan. We want shares,'" she recalled. "Next thing you know, we have an attorney, share certificates and a board." W.W. Norton & Company, a global publishing company known for educational texts, is Critique^It's distributor to major universities such as the University of Chicago.

The company is headquartered in Downtown Long Beach and is backed by Long Beach investors, Fleur noted. Also headquartered in Long Beach is the California State University system, which Fleur saw as an ideal client to benefit from Critique^It's technology. So three years ago, she cold-called Dr. John Ittelson, professor emeritus of educational psychology and instructional technology at CSU Monterey Bay.

"I called him up, demo'd the technology, [and] kept in touch for several years," Fleur said, noting that she and Ittelson kept each other in the loop about the CSU system's needs and the development of Critique^It. About a year ago, the company and CSU's CalStateTEACH program, overseen by Systemwide Director Sharon E. Russell, Ph.D., entered into a contract.

While currently users have to upload content to a Critique^It program in order to share it among peers for feedback, at the behest of CalStateTEACH, the company is working on creating a widget to make this process even simpler.

The CalStateTEACH program primarily serves remote and underserved areas

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and puts an emphasis on mobile accessibility. "Candidates do 90 percent of their work on an iPad, and we want to make it 100 percent," Russell said.

A roadblock to this goal is a requirement of the program called an observation event, in which a student-teacher must record a video of himself or herself teaching and upload it online for feedback. "You can't upload video directly onto a website off of an iOS device. You have to take it to a laptop," Russell said, noting that this takes more time. To solve this issue, Cal-StateTEACH is nearly ready to implement a new program to enable students to upload videos straight from their iPads.

Critique^It is developing a widget to allow its annotation tools to function on any document, including video files, without uploading it to another program. Rather than having to type out a lengthy reply to a document, instructors or student peers will be able to provide feedback via text, audio or video, and easily reference a specific point in the document. For instance, if a student-teacher uploads a video of recent classroom instruction, those providing feedback could apply responses to different timestamps or frames of the video.

Critique^It will be able to capture information about how their widget is used and send it back to the users in the form of infographics and other visualizations for review.

The technology is set to be launched dur-

ing this fall semester. "Educators have a lot of roadblocks," Bradford said. "Anything we can do to make it easier to give that feedback is great."

"Moving forward, I see this benefiting our candidates and our faculty because it's going to remove what we call the roots in the path – the root you could trip on," Rus-

sell said. "But the real reason is deeper communication and reflection on the practice of teaching, using this to transform our novice teachers into better teachers." ■



Critique^It, an annotation technology firm based in Downtown Long Beach, is working to develop a widget to help CalStateTEACH students more easily provide feedback on video projects on multiple devices, including iPads. Pictured from left are: Sharon Russell, Ph.D., systemwide director of California State University's CalStateTEACH program; Alexandra Fleur, co-founder of Critique^It; and Ashley Bradford, Critique^It's CEO. For more information, visit the company's website at [www.critiqueit.com](http://www.critiqueit.com). (Photograph by the Business Journal's Evan Patrick Kelly)

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# Port Of Long Beach's First Summer Externship Program Helps Teachers 'Bring Lessons To Life'

■ By SEAN BELK  
Staff Writer

Stepping into the shoes of a major shipping line executive, Jordan High School teacher Jodi Irish had to decide which U.S. West Coast port to bypass in order to get fresh food from Italy to consumers in North America three days faster than a competing supplier.

Her task was to omit one of four ports along a trade route that includes Long Beach, Oakland, Tacoma and Portland, taking into account container volume, terminal limitations, port restrictions, regulations, security, fuel costs and other factors.

While port executives might deal with such complex problems on a daily basis, for Irish, solving the real-life dilemma gave her a newfound perspective on the international trade industry and will serve as the basis for a lesson plan for her students this year.

"I've done projects with business partners, but I have never done anything like this with the Port of Long Beach," Irish told the Business Journal, adding that the lesson plan will help integrate math, geography, history, communications and vocabulary.

Irish and other high school teachers participated in the Port of Long Beach's



Thomas O'Brien, left, director of the Center for International Trade and Transportation at California State University, Long Beach, gave local high school teachers a lecture on global trade during the Port of Long Beach's summer externship program this year. Here he is pictured with Mario Gonzalez, manager of port community relations. (Photography by the Business Journal's Evan Patrick Kelly)

Academy Externship Program, a five-day summer study session and seminar in which international trade professionals connected with teachers, giving them an overview of port operations and helping

them develop lesson plans based on port-related issues.

The lesson plans are part of Long Beach Unified School District's (LBUSD) efforts to incorporate "Linked Learning," a new approach to public education that combines core academics with career pathways by involving private business and real-life situations in education to prepare 9th- to 12th-grade students for college and future careers.

Linked Learning is incorporated through small learning communities (SLCs), also known as a "school within a school," at high schools throughout the district that offer rigorous courses based on specific careers and college studies.

The port came up with the summer externship program about two years ago during outreach with teachers to get feedback on how best to promote port-related careers. The first session for teacher "externs" took place from June 22 to 26.

Port spokesperson Michael Gold said 13 high school teachers participated in the program this summer, adding that all the lesson plans that were developed will be available on the Port's website, [www.academy.polb.com](http://www.academy.polb.com), for future use.

In developing a lesson plan, Irish, who teaches media production, communication and Spanish at Jordan High School, teamed up with David Thuney, who teaches social sciences at St. Anthony High School.

Both teachers then worked with Brandon Lecou, manager of operations for major shipping line Hamburg Süd, who came up with the industry problem to solve.

According to the lesson plan, which will be implemented in late fall or early winter, students will be expected to work collaboratively as a member of a research team to solve the international freight problem by researching certain aspects of U.S. ports of call.

During the summer externship program, the teachers also took tours of the port and attended seminars led by Thomas O'Brien, director of the Center for International Trade and Transportation at California State University, Long Beach.

Topics covered throughout the program included the history and globalization of world trade, the supply chain, logistics, different types of ports, environmental impacts of port operations, jobs and industry trends, among other subjects.

"Our goal is to take what teachers are teaching in the classroom and bring those lessons to life with examples from the port," Gold said.

He added that the ongoing Gerald Desmond Bridge replacement project is a good example of how students interested in a career in engineering can learn about the profession firsthand through a major local infrastructure project.

"We've got this great project where we're building a bridge, which of course requires a lot of engineering," Gold said. "So why not develop a program where the students can learn about something in real life?"

The hope is that, by integrating real-life situations into curriculum, students will become more aware of the jobs and careers offered in the international trade industry, he said, adding that the Port of Long Beach has a vast number of employment opportunities in a variety of fields.

"We cite the statistic that one in eight jobs in Long Beach are attributable to the port," Gold said. "So that's not just the people working on the docks moving the cargo directly . . . You've got the freight brokers, U.S. customs, truck drivers and warehousing people. There is a whole industry of people locally who are involved in moving cargo from the docks to its final destination." ■

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Long Beach Mayor Robert Garcia and his staff at Rainbow Harbor. Pictured left to right are: Devin Cotter, legislative deputy; Abigail Mejia, field representative; Tim Patton, senior administrative deputy; Ryan Murray, innovation deputy; Sharon Weissman, senior advisor; Mayor Garcia; Rhonda Love, scheduler; Daniel Brezenoff, deputy chief of staff; Suzan Al Shammari, social media intern; Mark W. Taylor, chief of staff; and Maria Banegas, administrative services manager. (Photograph by the Business Journal's Evan Patrick Kelly)

(Continued From Page 1)

**LBBJ:** What's your take on the minimum wage?

**Garcia:** The city council has taken the right approach, which is to be thoughtful and take our time, and ensure that we get all the data and research first. What has been important for me is not to accept the L.A. model as the standard, but for us to come up with whatever our own model and process is going to be, and that we do this in our own way. While I appreciate the work that has happened in other places, Long Beach is different. We have our own unique challenges. We have a lot of small businesses [and] we have a lot of nonprofits. And so we have got to be very thoughtful and inclusive. For the last few weeks and months I have been meeting with business owners, with our business improvement districts, with the chamber. I have been meeting with the DLBA [Downtown Long Beach Associates] as

well as our nonprofit community, the Long Beach Nonprofit Partnership, and workers of course, in trying to just let everyone know what the process is going to be like and how it will roll out. My position is that we are going to have an inclusive process and it's going to be open. A few months down the road, when we have data, I think we will be able to have a more informed conversation about what the next step is.

**LBBJ:** Do you personally support raising the minimum wage?

**Garcia:** I personally believe that wages have not grown at the same pace as the economy. What I am not going to do is come out and say, 'I think we should do X,' because I don't know what we should do. I am a person who believes in data and information, and having people at the table, we have to do that part first.

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(Continued From Page 23)

**LBBJ:** As you know, in L.A., after the minimum wage passed, the unions asked for an exemption. Has there been any discussion from unions about asking for an exemption here?

**Garcia:** There has not. As far as I am concerned, if the council ends up voting to do some type of increase to the minimum wage or studying a citywide minimum wage, I would imagine and I would expect that that would be for everyone, that there are not going to be exceptions.

**LBBJ:** Another recent issue is JetBlue's request for a custom's facility. How do you feel about having a customs facility at the Long Beach Airport?

**Garcia:** The single most important thing is that we protect our flight ordinance. I have been saying that all along, and I think that the council is there. Right now we, as a city, are doing our research as well and figuring out whether or not having an international terminal would actually cause damage to our current ordinance or whether it wouldn't. I think that's a very important question.

I think everyone agrees that if the data comes back that any type of proposed international facility would in fact cause us damage or put us in a legal predicament that could cause damage to the ordinance, I don't think anyone is interested in moving forward. I'm certainly not. But, I think you have to respect the process. I agree with those that believe that we should do the research, get the information and then come back and have a thoughtful conversation and go about what the next step is.

**LBBJ:** Who is doing the research?

**Garcia:** We will bring in consultants. The RFQ [request for qualifications] has yet to be released. [Publisher's note: The RFQ was released about a week after the interview.] The larger question, and the one that we are not talking about now but I think is important, is a lot of folks think that our ordinance is tied to a number of flights. At the end of the day, what the ordinance is really tied to is noise. We have to understand that as airplanes get less noisy and become more quiet, the number of flights is going to change. I think that's a conversation we need to start having in the community, because that's really what our ordinance is based on.

**LBBJ:** Many people don't know that.

**Garcia:** And that's important. It's a big difference.

**LBBJ:** Have you or any of your staff asked the city attorney's office what would happen if a study had not moved forward – as far as the possibility of the FAA saying, 'Wait a minute, you're being unreasonable?'

**Garcia:** I have had conversations with the city attorney about that topic. I think it is important for us to remember that our ordinance can be challenged from a variety of different sources for a variety of different reasons. It can be challenged by folks who think it is too restrictive. It can be challenged by folks who think it is being abused. We have had this delicate balance for so many years that we want to keep when it comes to the ordinance. We're aware that those are concerns.

**LBBJ:** When are you going to announce the members of the Queen Mary Land Development Task Force?

**Garcia:** Very soon. In fact, I would expect we will do something in the next few weeks. We have had a lot of interest and we have been having conversations with Garrison [Investment Group], the leaseholder to the ship. I think it's going to be a really stellar combination of local folks, some respected leaders in the community as well as some respected names in the architecture community, people who are residents who live and have a stake in the downtown.

**LBBJ:** How many members on the task force?

**Garcia:** It's 12 members. It's going to be a great group, and I think this new group is going to work well with Garrison as we look at developing all the acreage around the Queen Mary.

**LBBJ:** How long is Garrison's lease?

**Garcia:** There are 46 years remaining on the Queen Mary lease.

**LBBJ:** Does Garrison have a say-so on what is developed on the property or is it the city's decision?

**Garcia:** Garrison is our partner on the ship, as well as the controlling partner on the acreage of land.

**LBBJ:** So they have to sign off on it?

**Garcia:** Correct. But Garrison also has options of bringing in development partners if they want. It's not like there is only one way of doing this. There are a variety of ways of developing the land.



"I think it is important for us to remember that our [airport noise] ordinance can be challenged from a variety of different sources for a variety of different reasons."

**LBBJ:** So if the task force comes back with a recommendation to build something, Garrison can say, 'No, we don't want to.'

**Garcia:** Well, I think it's going to be much more collaborative than that. We're not forming this task force in some sort of bubble. This has been a process that we are working with Garrison on. So we already know – the only reason this task force is being formed now is because Garrison is now ready to develop the site. I wouldn't have proposed this task force at the beginning of my term because they weren't ready to move forward with development. Now they're ready. And they understand that an important component of development is community input. So they are going to come forward and say . . . "We would like to see X, Y and Z." And the task force is going to say, "Well we would like to see A, B, and C. We like X." And over time, we will end up with a project that Garrison supports and that has had community input.

**LBBJ:** Do you visualize a town hall type meeting afterwards?

**Garcia:** When you have a big development project like this, absolutely. And you're talking about planning commission hearings, community meetings, all of those levels will happen in that process.

**LBBJ:** Are task force meetings going to be open to the public?

**Garcia:** I don't see why they wouldn't be.

## The Proposed City Budget And Employee Pay

**LBBJ:** The city is looking at budget deficits two years down the road – Fiscal Years 2017 and 2018 – for an estimated \$7.9 million and \$7.5 million, respectively. How do you plan to address this? Are there going to be more fees, such as the first responder fee that was added recently?

**Garcia:** First, the city is in a much stronger financial position today than it has been in a really long time. . . . These deficits are small. We are talking about a little over 1 percent of the General Fund budget. These aren't enormous deficits. Very manageable. But the deficit has a direct relationship to the amount of money that we are now paying into our unfunded liability pension fund. So while you never want to have a deficit, we are going to manage our deficit every year because, unlike Congress, we balance our budget every single year. That deficit is essentially us paying down our long term pension obligation, which is really an investment in the long term financial future of this city.

When we did pension reform, and when the state came in and then did its own version of pension reform, we then began also making a larger pension payment. So, sure, if we weren't paying a larger pension payment and being irresponsible like we were a decade ago, maybe there wouldn't be a deficit. The truth is, is that the deficit is related to our future investments. It's a really good financial strategy that we have, and so that will be managed.

On the other end of it, there are a lot of exciting things happening. The truth is that we budget conservatively, as we should. We do know that there are a large number of residential units, particularly in downtown, being built that will bring in property tax revenue for the city. We do know that we have some incredibly great tax sharing agreements coming down the pipeline in the next few months. We know that we have [former] redevelopment agency properties that we will be selling off. . . . So, we think that we [are managing] our financial future.

**LBBJ:** But you also have the unknown of the MOUs (memorandums of understanding) that have to be decided with nine unions . . .

**Garcia:** Absolutely.

**LBBJ:** And those are not accounted for in this or future budgets.

**Garcia:** Well, it's not in this [fiscal] year. This next year, the budget we are working on for FY 2016 does not include an increase for the IAM [International Association of Mechanics and Aerospace Workers].

**LBBJ:** But in FY 17 and 18, the \$7.9 million and \$7.5 million [budget deficits] also do not account for any increases.

**Garcia:** That's correct.

**LBBJ:** There may not be any pay raises, but at the same time we would expect the unions to argue for pay raises. So it's not really \$7.5 million or \$7.9 million. You could be looking at double that, easy, if you agree to increases.



# Neighbors

Neighbors help neighbors. It's our social responsibility to be engaged in our community, supporting the unique groups and events that make Long Beach such a special place to live and work.

The Port of Long Beach is a proud sponsor of the 75th Anniversary Celebration of the Assistance League of Long Beach, whose philanthropic programs enrich our community.



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*The Green Port*

[www.POLB.com](http://www.POLB.com)

# Welcome

In September of 1940 Winifred Campbell and 50 other Long Beach women set forth to provide services to those in need in our community. Assistance League® of Long Beach was born. As we celebrate 75 years of continuous service to Long Beach residents, we pay special tribute to our member volunteers, the heart and soul of this organization. Our chapter members along with our four auxiliaries of Las Hermanas, Rick Rackers, CAMEO, and Assisteens® strive to make a difference in the lives of others.

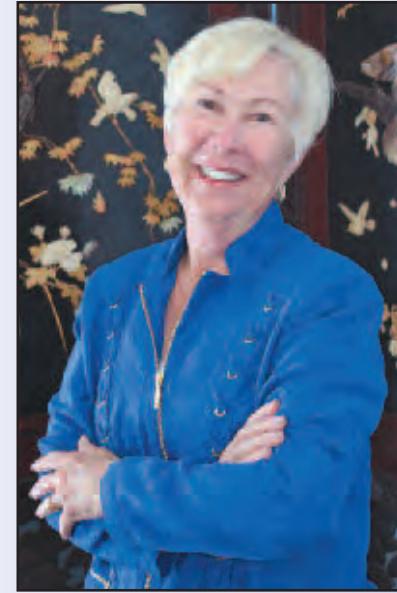
Over the years our philanthropic programs have evolved to meet the changing needs of the community. At present we manage 10 philanthropic programs serving more than 20,000 people in the greater Long Beach region each year. From an annual budget of \$1,300 in 1940 to our current annual operating budget of nearly \$2 million and with \$7 million in assets, we have grown into a much larger organization than our founders ever imagined, and yet we have stayed true to their vision of helping those in need.

In June of this year we began a new era of leadership as we welcomed Annette Kashiwabara as our first Executive Director. It is my pleasure to serve as 75th President of Assistance League of Long Beach and work alongside Annette as we continue to provide services essential to young people in need.

In addition to our member volunteers, I'd like to thank all our individual donors, foundation friends, corporate partners, and community volunteers who provide us with financial support and their time to help make our programs effective. We want to thank our three corporate sponsors, Port of Long Beach, TABC, and Long Beach Convention and Visitors Bureau, and the Adams Legacy Foundation for generously sponsoring this 75th anniversary publication, allowing us to share our story with the community.



Suzanne Powell, President  
Assistance League of Long Beach



## Past Presidents Of Assistance League Of Long Beach



Winifred Campbell	1940-41
Cassietta Walker	1941-42, 1942-43
Emily Persons	1943-44
Josephine Paap	1944-45
Hart Davis	1945-46
Dorothy Greer	1946-47
Ola Conklin	1947-48
Florence Mead	1948-49
Florence Newton	1949-50
Ann Settle	1950-51
Marjorie Van Dyke	1951-52
Irene Malone	1952-53
Doris Wood	1953-54
Carol Leggett	1954-55
Grace Rowe	1955-56
Tess Heusel	1956-57
Midred Wing	1957-58
Ann Yunker	1958-59
Marion Ritner	1959-60
Jerry Green	1960-61
Ann Exley	1961-62
Ola Murphy	1962-63
Agnes Kuffel	1963-64
Helen Keipp	1964-65
Florence Brooks	1965-66
Betty Grant	1966-67
Aimee Walker	1967-68
Lorraine Fulton	1968-69
Merretta Potthast	1969-70



Front row left to right: Norma Marter, Melva Miller, Eline Fudge, Barbara Smith, Sandra Leafstedt, Barbara Newton, Sandra McCarthy, Anne Cook. Back row left to right: Jane Jackson, Mary Crane, Sue Foat, Bev Cook, Shelly Sandler, Sandy French, Nanci Gee, Faye Alperin, Cindy Summers, Kathy Wade, Bonnie Dorrans, Linda Drummond.

Virginia Eagleson	1970-71	Virginia Todd	1973-74	Bea Scott	1976-77	Willa Gilmore	1979-80	Melva Miller	1982-83
Ruby Kean	1971-72	Thelnore Nichols	1974-75	Norma Marter	1977-78	Marilyn Brock	1980-81	Shirlee Bouch	1983-84
Kay Nesbitt	1972-73	Ora Mae Webb	1975-76	Lou Palmer	1978-79	Joan Nickerson	1981-82	Lillian McDowell	1984-85
								Joan Lucas	1985-86
								Eline Fudge	1986-87
								Ellie Schaffner	1987-88
								Harriett Ibbetson	1988-89
								Suzanne Nosworthy	1989-90
								Margaret "Peggy" Reep	1990-91
								Eileen McCafferty	1991-92
								Barbara Smith	1992-93
								Sandra Leafstedt	1993-94
								Barbara Newton	1994-95
								Claudia Langner	1995-96
								Sandra F. McCarthy	1996-97
								Anne Cook	1997-98
								Nancy Higginson	1998-99
								Joan Taylor	1999-00
								Joyce Krauss	2000-01
								Jane Jackson	2001-02
								Mary Crane	2002-03
								Erlene Minton	2003-04
								Susan Foat	2004-05
								Beverly Cook	2005-06
								Shelly Sandler	2006-07
								Sandra French	2007-08
								Nanci Gee	2008-09
								Patricia Reep	2009-10
								Annette "Faye" Alperin	2010-11
								Cindy Summers	2011-12
								Kathryn Wade	2012-13
								Bonnie Dorrans	2013-14
								Linda Drummond	2014-15

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- Assistance League
- Of Long Beach Staff

Published September 1, 2015 by the  
Long Beach Business Journal  
[www.lbbj.com](http://www.lbbj.com)

We celebrate 75 years of continuous service to Long Beach residents.

# Milestones In Our History

Several of the photographs on these two pages are courtesy of the Press-Telegram.

## 1940 – 1942

Assistance League of Long Beach became the fifth chapter of Assistance League of Southern California (later National Assistance League®) on September 24, 1940. Who would have thought back then that we would become the largest chapter of an organization with 122 chapters nationwide? In the summer of 1940, 50 women met in the home of Mrs. Winifred Campbell (pictured left) to lay the chapter's foundation, the motto being "All for Service and Service for All." The roster of early members reads like a "who's who" of Long Beach at the time, including women with the last names of Walter, Thomas, Miller, Bixby, Harriman and Davis.

World War II had already begun in Europe, so working three hours a week for the Red Cross was the first member service requirement. Other agencies also received contributions of time and effort, including the Day Nursery, Girl Scouts, Campfire Girls, the Press-Telegram Cheer Fund and the Community Chest. The members worked hard to raise funds by having rummage sales and operating a Tea Room on Saturdays located in the Jones Cafeteria in downtown Long Beach. By the end of the first year, they had \$1,806 in the bank.



Seated left to right, Mrs. Donald Lane and Mrs. Roy Campbell, standing, Mrs. W. A. Lower.

## 1942 – 1945

Once the United States entered the war, Assistance League volunteers increasingly worked to support the war effort, rolling bandages and organizing a blood bank at Seaside Hospital. Creative ways of raising money included holding a holiday bazaar, installing gum ball machines around the city and selling the first Assistance League cookbook, which included recipes such as "Shredded Wheat Meatballs, Liver Loaf, and Hacamole."

In 1942 Mrs. Campbell established a Junior Auxiliary made up of 25 young



Gumball machines were installed around Long Beach to help raise money to support activities.

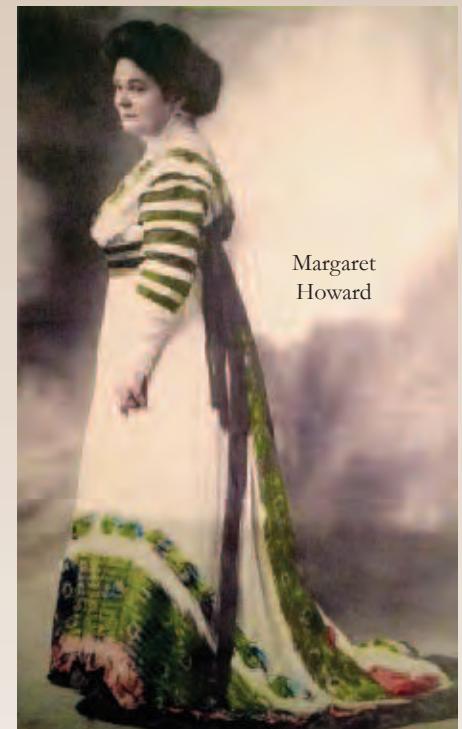
civic-minded women who staffed a Servicemen's Canteen and library on Terminal Island. Because of the white aprons trimmed with red rick rack the women wore, they became known as Rick Rackers, a name that has continued to today.

## 1945 – 1950

With the war's end in 1945, members turned their attention to meeting local needs. The first Girls Club was established at MacArthur Park to provide activities for junior high school age girls "whose mothers are employed and who

need a homelike atmosphere in which to spend their leisure hours profitably." Girls Clubs were the main philanthropic program of Assistance League for many years, and the clubs were praised for contributing to the decrease in juvenile crime in the area.

In 1947, Assistance League had the opportunity to acquire the Howard Collection, a museum-quality collection of Asian artifacts collected by Mr. and Mrs. Walter Howard during their many trips to Asia in the early years of the 20th century. Members felt that this collection should be put on display for the community to enjoy, but for lack of a permanent home, it was temporarily put in storage.



Margaret Howard



Docent Loraine Miller Collins shares items from the Howard Collection with elementary school children.

By 1948, members realized they needed a clubhouse for meetings and displaying the Howard Collection. The former Belmont Branch Library at 394 Roswell Avenue was purchased for \$17,500 and remodeled. The Roswell "chapter house," along with other property purchased on Roswell would serve as office, meeting place, home to the Howard Collection and philanthropic programs and one of the city's premier gathering places for parties, weddings, and fundraisers until 2004.



Members at a meeting at their new club house.





Rick Rackers Auxiliary members give advice to Mrs. Earl Burns Miller on the subject of children's books.

In 1949, the first Thrift Shop was established at 414 Locust Avenue. It soon became a major source of funding for all the programs. Staffed by member volunteers, it offered donated, "gently used" items for sale, providing a source of inexpensive clothing and household goods for residents in downtown Long Beach.

In the late '70s fundraising was accomplished through a variety of activities: the Presentation Ball, a Big Band Night at Bullock's Department Store, gumball machines, a Gift Shop in the Chapter House on Roswell, antique seminars, Cookbook Luncheons, and yet another cookbook. The Thrift Shop continued to be a "cash cow," bringing in \$57,000 in 1979. In 1979 the Thrift Shop moved to 845 Pacific Avenue. It was a propitious move – profit was \$78,000.



Rick Rackers members Barbara Gaylord and Suzanne Nosworthy outfitting a child with new clothes through Operation School Bell.

## 1950 – 1960

In 1955 Rick Rackers began its tradition of recognizing a Woman of the Year by honoring Mrs. Everett M. Findlay. Since then, the auxiliary has honored 59 additional women for their outstanding service to the Long Beach community.

By 1959 Assistance League had grown to include two more auxiliaries: Las Hermanas and Assisteens®. Las Hermanas members volunteered with existing philanthropic programs and worked one day a week at the Thrift Shop. Assisteens members were high school age young women who were encouraged to develop a sense of community responsibility, self-reliance, personal responsibility, poise, public speaking and leadership skills.

## 1960 – 1970

Assistance League of Long Beach began a long-standing program of awarding academic scholarships in the early 1960s. Rick Rackers celebrated its 20th year as an auxiliary by establishing the Rick Racker Scholarship Trust Fund at Long Beach City College (LBCC).

Our commitment to providing orthodontic services to students from low income families began in 1968 with nine local orthodontists volunteering to provide care. In 1971 we established an Orthodontic Clinic using space at the



Dr. William V. Ridgeway checking a patient's progress with member volunteer Lois Wright.

Children's Dental Health Clinic, and by 1976 there were 52 patients in treatment. A generous gift to the program by Loraine Miller Collins ensured its financial health. By 1978 there were 75 patients in braces under the care of hard-working orthodontist Dr. William Candy. In 1993 the program re-located to Community Hospital's Adult Day Care Annex, and Dr. Nelson Gatov became our orthodontist. The clinic was open 2 1/2 days a week with 169 patients.

## 1970 – 1980

In 1970 the Service to Youth Program, established in 13 junior high schools, provided special services including camperships to Arrowbear Music Camp and lessons for talented musicians who couldn't afford private lessons. The A La Carte Program was started at Miller Children's Hospital. Volunteers brought crafts and games on a cart to children's bedsides.

By the early '70s, busloads of 4th and 6th grade students from Long Beach schools were being toured through the Howard Collection in a newly remodeled League House, fulfilling a promise to exhibit the collection to the public.

Operation School Bell, one of our signature programs, began in 1974 as a Rick Rackers program called "Klothes for Kids." It provided emergency clothing for children in 8 elementary schools. The successful program was approved by National Assistance League and re-named Operation School Bell®.

Girls Clubs, which had always been the main philanthropic program of ALLB, came to an end in 1976, victim to changing times and diminution of need for the services provided.

## 1980 – 2000

The Kids on the Block™ program began in 1982. Puppeteers were trained to present programs to elementary school children to gain a better understanding and acceptance of disabled children and adults. After two years in operation, 26 puppeteers were performing for 11,000 children and 1,000 adults. In later years program would add puppet programs dealing with bullying, gang avoidance, and teen pregnancy.

In 1986 Assistance League again expanded its membership base with the formation of CAMEO Professional Auxiliary. Members chose to mentor promising high school students and re-entry women at LBCC as their philanthropic program. Together with chapter and the other auxiliaries, membership in Assistance League of Long Beach was now 794.

Finally, in 1990, after years of leasing we bought a building at 2100 E. 4th St. to house our Thrift Shop! Immediately a committee was formed to handle the capital campaign to pay off the mortgage, which we managed to do in five years.

## 2000 – 2015

Many changes were ushered in with the new century. We developed our first website [www.ALLB.org](http://www.ALLB.org) and began using email. In 2000 the Long Beach Unified School District (LBUSD) asked us to extend Operation School Bell to middle schools and we responded. Other old programs were retired and existing ones modified. Boys could join Assisteens!

We knew we needed a new location for our Orthodontic Center and we had outgrown our Chapter House on Roswell Avenue. After much investigation and discussion we voted to buy an old Verizon property at 6220 E. Spring Street to house our office, meeting space and all our philanthropic programs (excluding the Thrift Shop). After an extensive period of renovation, we moved into the new Philanthropic Center in July 2006, with a formal ribbon cutting on September 25, 2006 and Grand Opening in February 2007. A Capital Campaign was begun to pay for the building and expand our philanthropic programs. Amazingly, \$3.6 million was raised by the beginning of 2008.

By 2014 the corporation had grown in size and complexity to the point where it wasn't prudent to rely solely on volunteer management. The Board of Directors decided we needed a full-time Executive Director to manage the day-to-day running of the organization. The happy choice for the new position was Annette Kashiwabara, who had been serving as Assistance League's Director of Development since 2009. In the coming years, she and the President, who serves only for one year, will lead Assistance League of Long Beach into the future.



Ribbon cutting ceremony for the new Philanthropic Center. Front row: Sue Foat, Sandra McCarthy, Suzanne Nosworthy, Anne Cook, Barbara Newton, Claudia Langner, Melva Miller, Elynna Schaffner, Joyce Krause, Harriett Ibbetson. Back row: Jane Jackson, Beverly Cook, Erlene Minton, and building architect Frederick Fisher.

# Operation School Bell®



Back row: Blair Carty, Mary Lee Freeman, Charlene Ebright, Susan Rivard, Karin Jenkins, Operation School Bell Chairman, Marge Cammack and Pam Karam. Front row: Students from Bixby Elementary School

Operation School Bell® has provided 41 years of service to LBUSD students whose families cannot afford new school clothes. Started by Rick Rackers Auxiliary in 1974, it was originally called "Klothes for Kids." Rick Rackers members then provided elementary school children with clean, used clothing. Children came to the Rick Rackers House on Roswell Avenue and were outfitted by member volunteers.

In 1994, LBUSD began a mandated school uniform policy in response to youth crime and student achievement problems. In order to implement the uniform policy, students whose families could not afford uniforms would receive a new uniform at no cost. LBUSD officials met with Assistance League of Long Beach leadership to discuss the possibility of expanding Operation School Bell's program services. Since that time, Operation School Bell is the only community program providing this "safety-net" of free school uniforms and it is committed to the vision that no child should fail to attend or perform in school due to the lack of adequate clothing.

Operation School Bell has clothed more than 75,000 children in LBUSD in grades K-12. Since 2013 more than 10,000 students annually (approximately 7,000 elementary school and 3,000 middle and high school students) have received free, new school uniforms each school year.

So how do Assistance League of Long Beach members clothe 10,000 students per year? Superb leadership and organization, lots of hard work and a generous amount of help from our Corporate Partners, that's how. At the end of each summer, member volunteers go to middle schools that have re-



quested our help and measure incoming 6th graders. Then those members and volunteers from our Corporate Partners fill several thousand special bags with uniforms and school supplies. Middle school students receive three uniform shirts, two pairs of pants, and a sweatshirt.

Elementary schools with children needing uniforms send student names and sizes to Assistance League and volunteers pack backpacks with uniforms and school supplies. Elementary school children are provided with two complete uniforms, including two polo shirts and two pairs of pants or skirts, three pairs of socks and underwear, and a jacket.

According to Pilar Perosso, Principal at Franklin Classical Middle School, "...school uniforms help students focus on academic achievement. Students in

uniform with all of their materials are coming to school ready to learn... middle schoolers dressed like students act like students. School uniforms also help us maintain a safe campus. When all students are in uniform we are able to identify any unwanted visitors right away. In addition, school uniforms prevent any type of gang attire and promote a safe learning environment."



# The Orthodontic Program

The Orthodontic Program provides quality orthodontic treatment for children from families with limited financial resources. Founded in 1969 by Assistance League of Long Beach, the operation has moved several times before locating in the Earl B. And Loraine H. Miller Foundation Orthodontic Center in the Philanthropic Center of Assistance League of Long Beach in 2006.

Children accepted into the program must live in Long Beach, Lakewood, or Signal Hill or attend Long Beach schools and must be between the ages of 11 and 16. They most often are referred by school nurses, members of the local dental community, or family and friends of patients. Prospective students are screened several times a year. Volunteer orthodontists help to evaluate need for orthodontia. Member volunteers conduct financial screening to determine eligibility into the program. Fees are based upon the patient's family's ability to pay; the average fee is \$53 a month of a \$75 monthly cost. Sliding scale fees that are charged cover only a portion of the expenses incurred during treatment and ALLB subsidizes the difference through fundraising activities.

Under the current leadership of Dr. Joshua Schneider, along with his staff of two Registered Dental Assistants and two receptionists, the program continues to grow and change. As our full-time orthodontist, he has worked to increase the efficiency of the program by using more in-house procedures and current technology. A busy place, the Ortho Center accommodates anywhere from 50 to 60 patients a day. According to Dr. Schneider, the total number of patients seen over the last year was nearly 1,000.

The sixty loyal member volunteers of the Orthodontic Committee have dedicated many hours of service running the orthodontic screenings and handling mailings and patient chart preparations. A big help to our program are a number of local orthodontists who volunteer their time to help screen new patients several times per year. Over many years the Earl B. and Loraine H. Miller Foundation has been most generous with its continued ongoing support of the Orthodontic program. In addition, the S. Mark Taper Foundation and The Rudolph J. and Daphne A. Munzer Foundation are major foundation partners in helping us serve the orthodontic needs of the children of Long Beach. We are extremely thankful for their commitment along with that of our volunteers and donors.

**Success story:** One young man came to us in 2012 with malocclusions, severe crowding of teeth, jaw pain, cross bites and an asymmetrical lower jaw. Extremely self-conscious of his smile, he hesitated to socialize or take on leadership positions at school or in his church. After three years of treatment, Dr. Schneider removed his braces and his confidence soared. When asked what he was going to do next, he replied he was going to "go out and break some hearts."



Managing orthodontist Dr. Joshua Schneider explaining treatment plans to a patient.



Registered Dental Assistant Diane Johnson with orthodontic patient Tevi.

Orthodontic staff checking patient progress.



## Dr. Fouy Chau – Paying It Forward

Paying it forward is the goal of a past orthodontic patient, Fouy Chau. As a child, he had a mouth full of crooked teeth. When he was referred to Dr. Nelson Gatov at the Orthodontic Center of Assistance League of Long Beach, his life began to change, and when his braces finally came off, he discovered that he not only had a perfect smile but was filled with newfound self-confidence. Instead of heading to medical school as he had planned, Fouy changed to a dental career, attending UC Berkeley, UCLA, and finally the University of Nebraska Medical Center for his master's degree and orthodontic specialty training. Dr. Chau now sees both children and adults in his Encino practice and his passion is to provide the very best care to all his patients—the same care he was given as a child. "Being able to give back this way is a life fulfillment of mine."



Former orthodontic patient Dr. Fouy Chau and retired orthodontist Dr. Nelson Gatov.

# Philanthropic Programs



Left to right: ALA Carte member volunteers Susan Westphal and Kathy Green brightening a patient's day at Miller's Children Hospital in Long Beach.



Left to right: Diane Gleason, Susan Westphal, Kathy Green delivering crafts to a child's bedside.

## ALa Carte

**S**ince 1970 Assistance League volunteers have wheeled a cart loaded with crafts, puzzles, books and magazines to pediatric patients at Miller Children's Hospital Long Beach. Young bedridden patients and their parents are grateful for the diversion offered by cheerful and caring volunteers. In addition, ALA Carte volunteers assemble and prepare decorations and work at the popular Beach Day, Neonatal Intensive Care and Cardiac Reunion Days. Recently ALA Carte has expanded its services to the infusion center, providing entertainment for patients enduring long hours of chemotherapy. ALA Carte chairman Diana Wade says, "Our ALA Carte Program provides a fun distraction and puts a smile on the faces of the children as they assemble a craft project or puzzle, draw or color, read a story or play a game. These activities keep them busy and take their minds off the reasons they are there for a while. The children and their parents are very appreciative of the items we bring along."

## Assault Survivor Kits®

**M**anaged by Las Hermanas Auxiliary, the Assault Survivor Kits program works through Forensic Nurses at Community Hospital Long Beach. The kits, containing wear-home clothing, underwear, socks and hygiene items, are given to women, children, and men who have survived sexual assault. These kits provide an essential service because the police department routinely collects the clothing of the survivors as evidence.

The program recently expanded its support to two local organizations that also help members of the community in need of services, WomenShelter of Long Beach and Interval House. Many individuals seeking out these agencies leave their volatile family situations with only the clothing on their backs, and they often arrive children. The agencies provide help, shelter, and assistance to those in need. Las Hermanas provides hygiene kits and other necessary items to be distributed as needed. "We care about our community and the people who make Long Beach great," says chairman Diawn Stanley. "We would prefer there was no need for our efforts, but as long as there is, we want community victims to realize there are people who care about them."



Las Hermanas member volunteers Diawn Stanley, Assault Survivor Kits Committee Chairman, Joyce Dockery, and Pat Pinckney with Malinda Wheeler (center).



Forensic Nurse Specialist Malinda Wheeler inspecting Assault Survivor Kits provided by Las Hermanas Auxiliary at Community Hospital Long Beach.

# Assisteens Programs

Each grade level (9-12) in Assisteens manages its own philanthropic program. Freshmen collect a variety of comfort items as part of their Operation Shoebox program to send to servicemen overseas. Sophomores provide dog biscuits and blankets to a local animal shelter through their Adopt a Pet program. Residents of a local assisted living facility are provided by the juniors with a Senior Prom, an evening of games, music and dancing. At the holidays, seniors shop for and wrap presents for families in need. This past year, Adopt a Family provided basic necessities for two local families. During the course of the year, Assisteens raise funds in a variety of ways to support these programs.



Assisteens members wrap holiday gifts for their annual Adopt a Family program.



Assisteens sponsor a Senior Prom at a local assisted living facility every year.

## Howard And Asian Art Collection

The Howard and Asian Art Collection, a museum-quality collection of Asian artifacts originally owned by Margaret and Walter Howard, was given in trust to Assistance League of Long Beach in 1948. Member docents dressed in colorful embroidered Chinese robes and kimonos lead Long Beach Unified School District seventh graders on tours through the collection, which is housed in our Philanthropic Center on Spring Street. Assistance League of Long Beach provides bus transportation and docents for children to view this collection during the school year.

The tours correlate with the seventh grade world history curriculum, providing students with an opportunity to experience a museum and learn about Asian history, culture, and art. Perennial favorites of the students are the samurai warrior, cricket cages, and a collection of tiny slippers worn by Chinese women with bound feet. "Seeing beautiful Asian art and listening to Howard docents weave stories brings history alive for the students," says docent Kathy De Silva. "Actually touching a slipper for a bound foot and learning the good and bad consequences for this custom is something these kids will never forget!" A LBUSD teacher praises the program, saying "Docents are well prepared, know LBUSD history curriculum and are kind and respectful to my students."



Docent Ann Robertson leading a discussion about traditional Chinese cricket cages.



Howard and Asian Art Collection docent Joanne Levin describing the process of creating Japanese woodblock prints to seventh graders from Long Beach Unified School District.

# Philanthropic Programs



Leslie Lopez receiving a \$500 CAMEO scholarship from Peggy Anatol, CAMEO Professional Auxiliary Chairman. (Photograph by Ralph Giron)



Former CAMEO student Ashley Davis is currently a registered nurse at Community Hospital Long Beach. She credits the mentoring program as a major factor in reaching her goals.



Graduating high school senior, Jesse Ramos-Shyman, speaks at the CAMEO graduation luncheon. (Photograph by Ralph Giron)

## Mentoring

**C**AMEO Professional Auxiliary's members have provided one-on-one mentoring to promising high school students and re-entry women at Long Beach City College for twenty-eight years. The program is designed to open doors for the students so they can realize their potential. Selected high school students from all six high schools in Long Beach participate in a three-year program that includes ed-

ucational and career-oriented workshops, cultural activities and paid summer internships with local business partners. Graduating students receive a computer and printer and are eligible for college scholarships. Re-entry women at LBCC are mentored for two years, enabling them to complete their degrees and go on to four-year universities, graduate school and careers.

Thirteen students graduated from the program last June. Their comments were testimony to the value of the program: "CAMEO changed my perspective of the world" and "It gave me a sneak peak at adulthood." One re-entry woman said, "My mentor was supportive of me during my academic journey."

## Scholarships

**T**he Scholarship Committee has awarded scholarships to Long Beach City College and California State University, Long Beach students since 1961. This year 28 deserving students received financial help, allowing them to pursue their education. The benefit of receiving scholarships to attend college can make all the difference in the dreams of young person or the mature adult who is going to college for the first time. Dreams become a reality for deserving students who are awarded an Assistance League of Long Beach academic scholarship.

The instrumental and vocal music programs in Long Beach Unified School District middle and high schools also receive funding to support instrumental and/or accompanist coaches for the programs. Additional awards were approved for the Cabrillo Fall Band Spectacular and the Millikan Spring Jazz Festival. The total amount of academic and music scholarships awarded this year was \$75,000.



Assistance League of Long Beach President (2013-2014) Bonnie Dorrans, with Scholarship Committee members Ann Robertson, and Cynthia Terry (far right) with scholarship recipients from California State University, Long Beach. (Photograph provided by the CSULB Foundation)



Puppeteers Rosemarie Cartwright, Annette Groen, and Diane Reed, The Kids on the Block Chairman, posing with "The Kids" and students at Bixby Elementary School after a performance.



Bixby Elementary School student and puppet Jason Robinson share a confidence.

## The Kids On The Block

**T**he Kids on the Block is an educational puppet program designed to develop positive attitudes about issues of social concern. A national program, it began in 1977 as a response to the law requiring children with disabilities to be educated in the least restrictive environment possible. As children with disabilities were mainstreamed into classrooms, puppets like Mark Riley, who represents a child with cerebral palsy, were created to help children understand their classmates with disabilities.

Long Beach has had the Kids since 1981. Currently our most requested programs are "Bullies" and "Alternatives to Violence." Programs dealing with drug abuse, teenage pregnancy, mental and physical disabilities, divorce and the problems of aging are also available.

Assistance League puppeteers hold performances in local elementary schools where children view, learn and enjoy the programs that help them cope with problems in their lives. Puppeteer Rosemarie Cartwright says, "Our puppets are life-size, and like real children they experience cultural and emotional difficulties. School children identify with the problems our 'kids' are experiencing. They ask questions and gain a new and positive way of behaving and understanding. They relate to our puppets as they would to a friend in school."

## Vocational Training

**O**ur newest philanthropic program, Vocational Training, began in the fall of 2013. Students (ages 18-22) with exceptional needs who are part of Long Beach Unified School District's Adult Community Transition program are provided supervised training two days a week at our Thrift & Vintage Shop on 4th Street so they can develop job and social skills. Learning job skills, practicing how to communicate and interact with others, and working with customers while under the direction of a job coach and the Thrift & Vintage Shop chairman and manager, these young people gain confidence in their abilities and take pride in their work.

Program Chairman Dolores Kuper says, "Our goal is to be role models and to assist these students with exceptional needs to transition into a vocational setting by giving them the hands-on experience of working, doing directive tasks, associating with adults, and learning these transferable skills which will lead to a meaningful, productive, and enjoyable life."



Vocational training students with their coach learning cashiering skills at the Thrift & Vintage Shop.

# Membership

Assistance League of Long Beach is a nonprofit corporation whose purpose is to create a community of volunteers to identify and deliver philanthropic services. Our auxiliaries (Rick Rackers, Las Hermanas, CAMEO, and Assisteens®) combine with chapter members to create the dynamic “community of volunteers” that is the lifeblood of the organization. We are one of 122 national chapters and are recognized as having the largest number of members (more than 900). We focus on serving children in need in the greater Long Beach region. For more information, call 562/627-5650.

## Members Reflect On The Impact And Value Of Assistance League Of Long Beach

■ By SAMANTHA MEHLINGER  
Long Beach Business Journal

**F**or the chapter and auxiliary member volunteers of Assistance League of Long Beach (ALLB), being involved with the organization represents the opportunity to give back to their community alongside like-minded, hard-working and caring individuals, and forging friendships along the way.

“I love Assistance League because of the dedication and hands-on giving of the members who roll up their sleeves and work so hard,” Suzanne Nosworthy, chapter member and past president of both ALLB and the national Assistance League, reflected.

“With Assistance League, the focus is on hands-on giving. We don’t just raise money and give it away; we support our own programs and own and operate them ourselves,” Nosworthy said. “In other words, as a member, you can feel the pride of doing something to make a difference.”

Daphne Ching-Jackson found out about Assistance League in 1983, while she was working for St. Mary Medical Center in Long Beach. A year later, she helped found one of

### About Assistance League

#### Chapter

Chapter, the largest of the five groups in the corporation, manages the Orthodontic Program, The Kids on the Block™, the Howard and Asian Art Collection, A La Carte, Scholarships, Vocational Training Program and the Thrift & Vintage Shop on 4th Street’s Retro Row. In addition, its members serve on a variety of committees, including fundraising, finance, fund development, strategic planning, press and public relations, and membership recruitment.

#### Rick Rackers Auxiliary

Rick Rackers Auxiliary attracts younger members busy with families and careers. Its members manage Operation School Bell®, which provided more than 10,000 children with school uniforms in 2014-2015. Rick Rackers also gives Long Beach City College nursing students scholarships from its Winifred Campbell Nursing Scholarship Fund. Each year Rick Rackers celebrates an outstanding community volunteer at its Woman of the Year event, a Long Beach tradition.

#### Las Hermanas Auxiliary

Las Hermanas members administer the Assault Survivors Kits program and provide assistance to WomenShelter of Long Beach and Interval House. They assist chapter members and other auxiliaries in various philanthropic programs and fundraising. Members staff the Thrift & Vintage Shop every Monday.

#### Assisteens Auxiliary

Assisteens Auxiliary is composed of young women and men who attend local high schools. Its members learn leadership skills by administering and fundraising for their philanthropic programs: Adopt a Family, Adopt a Pet, Operation Shoebox and Senior Prom. In addition they volunteer for many community events. Last year Assisteens members devoted an amazing 4,000 hours to community service.

#### CAMEO Professional Auxiliary

CAMEO Professional Auxiliary members mentor high school students who excel academically and Long Beach City College re-entry women. Members provide one-on-one mentoring support to enhance each student’s educational and personal development. Its comprehensive curriculum includes career-oriented workshops and cultural activities, paid summer internships with local business partners, and financial aid for educational scholarships, computer equipment and school supplies. Financial support for mentoring comes from an annual auction and fashion show extravaganza.

ALLB’s auxiliaries, CAMEO, which is a group of professional women dedicated to mentoring local youth. “It was an opportunity to do something good for the community, meet new people and develop friendships,” Ching-Jackson said.

After 27 years of giving back to the community through CAMEO’s mentorship program, Ching-Jackson said she feels she is part of “a sisterhood of women whose main mission is to do what is good for the community.” She continued, “I get to work with wonderful, like-minded women who are generous of heart, and generous with their time and financial resources to bring about change in the community.”

Gloria Deukmejian, former first lady of California, is a Life member of ALLB. She began volunteering with the organization about 25 years ago in an effort to make a difference in her community of Long Beach. Most appealing to her were the organization’s programs involving local school children, such as Kids On The Block™, an educational puppet program that teaches students about their differences and how to cope with issues such as bullying.

“Children will ask puppets quicker than they will ask adults,” Deukmejian said. “Young people are our future, and the more we can do to help them achieve their goal, I think they will be better citizens,” she said.

Blair Carty, a former administrator and principal for the Long Beach Unified School District, was inspired to join ALLB’s Rick Rackers Auxiliary, which she currently chairs, when she saw firsthand how the group’s work benefited local students in need. She knew many students who couldn’t afford uniforms, and she personally brought them to the Assistance League’s offices to be measured and provided with clothes as part of the Operation School Bell® program.

“Through Operation School Bell, we, in each of the last couple of years, have clothed over 10,000 kids,” Carty said. “Long Beach Unified School District couldn’t have a mandated uniforms policy without a partner providing uniforms to students who can’t afford them,” she explained, adding that the policy has proven to improve safety at schools.

Assistance League of Long Beach also helps students through its scholarship program for Long Beach City College and California State University, Long Beach students, as well as students in music programs at Long Beach Unified School District schools. Cynthia Terry, a chapter member of ALLB, has been closely involved with this program. “The most . . . inspirational thing for me has been interviewing these candidates who are struggling to complete their education purely because of financial need,” she said.

Diane Reed, a member of Las Hermanas Auxiliary who is also involved in The Kids On The Block program, recently witnessed the impact of the scholarship program firsthand.

“One day we did a puppet show and a young teacher came up to us,” Reed recalled. “She said, ‘I want you to know that Assistance League totally saved my life. When I was a young girl, I was living in a car – I was destitute – and I got a scholarship from Assistance League.’ And here she was, a teacher, and here we were with The Kids On The Block giving a show to her students,” Reed said. “It brought tears to our eyes.”

ALLB’s message of giving back to its local community is instilled not only in local students through its outreach programs, but also through its Assisteens Auxiliary, which provides high school students with opportunities to volunteer. Seventeen-year-old Josie Pearce, a senior at Los Alamitos High School, is chair of the auxiliary and intends to remain involved with ALLB even after graduation.

“The program itself provides you with several opportunities to volunteer throughout the community, and the most rewarding part is seeing all the people you impact,” Pearce said. “Whenever we get a letter back from a soldier that we wrote to and sent a care package to, or whenever we hear back from families from Adopt a Family, it is really rewarding to see how much they appreciate everything we have done for them,” she reflected. “I will definitely be a member of the Assistance League when I am done with the Assisteens program.”

Many members cherish their involvement with the organization, not only for its volunteer opportunities, but also because of the friendships they develop. “The people involved in the Assistance League are givers,” Nosworthy said. “They give from their hearts, and are caring people. Probably my best friends in life are people I met through Assistance League.”



Front row: JoAnn McDonald, Vickie Sullos, Suzanne Powell, Patti Brown, Joyce Ricci. Center row: Betty Wohlgezogen, JoAnn Cheroske, Peggy Anatol, Barbara Kedwards. Back row: Annette Kashiwabara, Linda Drummond, Sharon Denham, Cynthia Terry, Judie Lecesne. Not pictured: Blair Carty, Valerie Hayward, Donna Lenihan, and Joan Twedell.

## Assistance League Of Long Beach Board Of Directors 2015-2016

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### Las Hermanas

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Parliamentarian .....	Darlene Lunde
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### Assistance League Of Long Beach Staff

Executive Director .....	Annette Kashiwabara
Bookkeeper .....	Marilyn Gale
Fund Development Assistant .....	Oscar Reyes
Administrative Assistant .....	Melinda Jacquier
Building Maintenance Supervisor .....	Patrick Wilson
Managing Orthodontist .....	Joshua Schneider, D.D.S.
Registered Dental Assistant .....	Diane Johnson
Registered Dental Assistant .....	Suzie Zamora
Receptionist .....	Marisol Thomas
Receptionist .....	Daisy Ramirez
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"Probably my best friends in life are people I met through Assistance League."



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Special thanks to our Foundation Friends and Corporate Partners for helping Assistance League of Long Beach provide 10,000 Long Beach Unified School District children in need with new sets of school uniforms, backpacks, and school supplies during the past school year. In addition to financial support, our corporate partners and their employees have volunteered hundreds of hours to help pack backpacks filled with new school uniforms and school supplies to distribute at our local schools. Since 1974 more than 75,000 children have been provided with new school clothing.

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- ★ Long Beach Lifeguard Association
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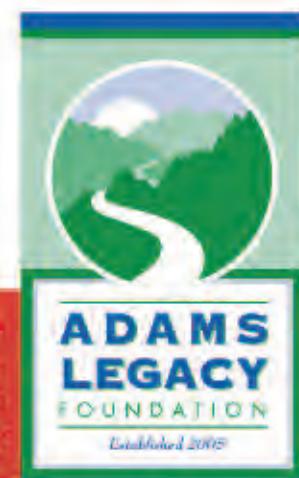
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The Adams Legacy Foundation  
Congratulates Assistance League of Long Beach on their 75th Anniversary with best wishes for continued success.



What was the most successful campaign in Washington recently? It was the one where we persuaded association leaders to consider Long Beach for their next big meeting, conference, or convention. Mayor Garcia enthusiastically shared our city's world-class services, facilities and hotels, with over 300 meeting planners representing over \$100 million in business. In fact, no other mayor from the top 50 U.S. cities has met with as many DC-based clients. He definitely got their nod of approval – making this trip a resounding success.



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(Continued From Page 24)

**Garcia:** I think the city has been responsible financially. And I think our not including an increase that we can't afford in next year's budget shows a continuation of that responsibility.

**LBBJ:** Do you think the city council understands that . . .

**Garcia:** I do . . .

**LBBJ:** Because you have a majority of councilmembers who side with unions and the unions are going to try to sway that majority to give them pay raises.

**Garcia:** When this council votes this [proposed FY 16] budget in, which does not include an increase, that will reaffirm that position [that they understand the city's financial situation].

**LBBJ:** But none of the contracts have been negotiated yet.

**Garcia:** Remember, we can't negotiate contracts that are not in front of us.

**LBBJ:** Let's forget this budget, because like you said, it's a strong budget, we're talking a year and two years down the road and negotiations are starting now I would assume for next year.

**Garcia:** Not yet. We have one union right now we are negotiating with.

**LBBJ:** One big one – IAM – which is the majority of employees.

[Publisher's note: The interview with the mayor occurred on August 19; on August 24, the city announced that it had reached an agreement with the IAM. The union's nearly 3,500 members were scheduled to vote on the agreement yesterday, August 31. If approved by IAM members, the city council would vote on it the following day, tonight, September 1. The agreement calls for a one-time payment – a bonus – to each IAM employee, equating to 3 percent of their July 1, 2015, salary. So, if an employee's base salary was \$60,000 as of July 1, that person would receive a "bonus" of \$2,000, subject to taxes. That bonus money would total approximately \$1.9 million for General Fund employees – to be paid from a General Fund surplus resulting from higher revenues than projected – and \$3.8 million for employees who work for special fund departments such as the airport, harbor, water, gas and oil, etc., for a total bonus of \$5.7 million to city employees under IAM. Just under two-thirds of IAM members work in special fund departments. It's important to stress that the tentative agreement with IAM is for the current fiscal year – a retroactive bonus – not the new fiscal year beginning October 1. While it's too early to tell, this arrangement could set a trend for future negotiations with all nine unions. Bonuses do not impact pension costs.]

**LBBJ:** So the concern, again, is we are already looking at deficits in FY 17 and 18, and even though they may be manageable, the deficits could increase if five members of the council approve pay raises.

**Garcia:** On any given Tuesday, the council can come in and five members could vote, or a super majority against my veto could vote, to do all sorts of things.

**LBBJ:** If you felt the council was unreasonable in pushing for pay raises, would you use your veto?

**Garcia:** Absolutely. I would use my veto on anything I felt was unreasonable.

## Tax Increase

**LBBJ:** Have there been any thoughts or discussions on tax increases going on the ballot?

**Garcia:** There have always been conversations in the past that have come up now and again about revenue, that's no surprise. But we're not actively pursuing that as an option. Right now our focus is on trying to manage what we have. However, let's be realistic. Do we have an incredibly large capital and infrastructure need? Absolutely, there's no question. Do we have enough revenue to fix the streets and capital projects and increase police? No, we don't. So, in the future, we will have a conversation about that, but right now we are concentrating on what we have.

## Crime

**LBBJ:** It was announced earlier this year that crime was down in Long Beach, but there seem to be more violent crimes than usual this summer. What is being done to curtail that?

**Garcia:** The chief [Long Beach Police Chief Robert Luna] gave an update on this last night at the council meeting. First, when you look at our five-year average, there's no question this city is experiencing some of the lowest levels of crime it has ever seen. As of last night, the five-year average, we're still at a period of extremely low crime. Now, some years and some communities are going to see a spike. That is the ebb and flow of crime statistics. What we have to make sure of is that we are remaining within these historically

low numbers and we retain these averages moving forward. As we sit here today, the number of murders we had this year is essentially identical to the number we had last year – give or take one or two. Obviously, every single one of these is serious, they matter to us, it's a real person, but last year was the lowest number of murders recorded ever and this year will likely end up being something similar. I think that overall, not just the police department, but our parks programs and library systems are doing a great job of policing in the City of Long Beach.

## The Mayor On The Job

**LBBJ:** Are you surprised with the number of hours you spend on the job?

**Garcia:** I can't say that I'm surprised. I think that one of the benefits for having served as both vice mayor and on the council is that I knew what I was getting myself into. I'm energized by the job. I love Long Beach and I love being able to help improve the city. This is not a 9-5 type of job, but I enjoy it and I know what I got myself into and that's what I'm committed to.

**LBBJ:** Do you get a lot of calls in the middle of the night?

**Garcia:** I get a lot of calls often, and sometimes in the middle of the night. You're never not working; there's always something happening. Just when you think you're going to spend a few hours on a Sunday having a family lunch, you're going to get a call you'll have to pick up. That's just part of the job.

**LBBJ:** What would you say is your most challenging responsibility as mayor?

**Garcia:** The single item that keeps me up at night, and really is the most frustrating, is when you see a crime or something horrific and disturbing and it's happening in your city. I think that is what is difficult, because as mayor, you feel you are responsible for everyone in your community. I want everyone to be safe. I don't want anyone in any neighborhood to feel that his or her neighborhood isn't safe. I also know that we live in a big urban city of almost half a million people, and it's going to have all the urban challenges any big city does. I think a vast majority of people feel safe, but I also think there are communities in Long Beach that don't feel safe all the time and don't feel comfortable walking their dog at night like I can. That's problematic. We still have a lot of work to do.

**LBBJ:** Is there a moment in the last 13 months that stood out to you as a major challenge?

**Garcia:** [The work stoppage at the port.] There were moments during, particularly towards the end of that resolution, where I was having daily conversations with Secretary Tom Perez from the White House. We were talking to PMA [Pacific Maritime Association] folks and ILWU [International Longshore and Warehouse Union] folks, and I was working with all of the West Coast mayors who have ports. So I think that during the height of that work stoppage and of that slowdown . . .

**LBBJ:** You had just begun serving as mayor . . .

**Garcia:** Yeah. It was a few months in. That was probably the most challenging. Particularly that last week, because we were getting incredible pressure and interest, of course, from national retailers, elected officials, all sorts of people. Everyone was involved. So just trying to manage people's expectations as well as trying to push for resolution was challenging. Fortunately it got done. And look at those port numbers. Our numbers and our volumes have never been better. We're breaking records, and the Port of Long Beach is proving once again it's the best place to do business anywhere in the world.

**LBBJ:** Do you consider filling vacant commission seats to be your top achievement in the past 13 months?

**Garcia:** I don't. I consider it to be something I am very proud of and an achievement. I don't know that it's the top achievement, but it's something that I am very proud of.

**LBBJ:** What do you consider your top achievement?

**Garcia:** There are two, but one that stands out is, I think I've been very clear in setting a course that we are going to continue being fiscally responsible in the City of Long Beach. Mayor [Bob] Foster did a great job of keeping the belt tight, and it is something I saw up close for four or five years. We have kept those same fiscal policies that have continued into this last year, plus. The reserves have never been stronger. We're not . . . [going to] all of the sudden have a surplus and spend all of this money on all these positions. We're keeping the belt tight, [and] we're being fiscally responsible. We're not shrinking from our responsibility of a conservative budget. We're not doing increases as part of our budget next year to our employee group, because we just can't afford it . . . When you're a coun-

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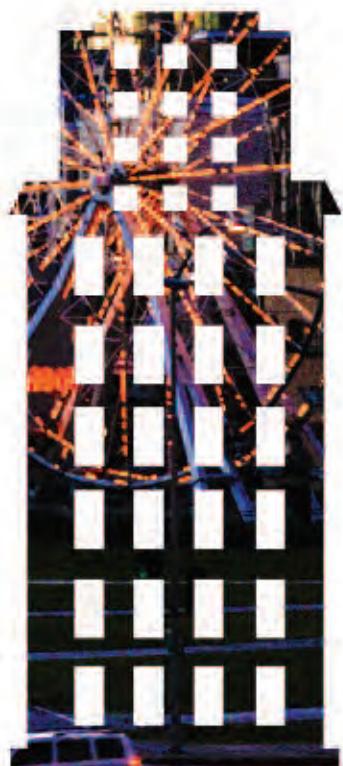


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cilmember and you come in for the first time, most folks don't run and say, 'What am I going to start cutting?' Most folks come and want to do stuff. They can be responsible about it, but they want to improve their parks system, open the libraries for more hours, provide services, fix roads. To the council's credit, we have all kind of agreed that that is the best course. That has been something I am most proud of.

The second is renewing our city's commitment to education as a top priority, and the top priority for us as a community. The fact that we're now an equal partner in the Long Beach College Promise, the fact that we're promoting and expanding preschool seats actively, is very exciting. That we are focused on internships for young people and committing to doubling those internships, I am also extremely proud of that.

**LBBJ:** How is your relationship with other elected officials, city council, city staff and so forth?

**Garcia:** To be honest, I think it's great. The one I have a great relationship with is the council. All of them. I talk to them regularly. I think that's important.

**LBBJ:** Do they ever come into your office unannounced?

**Garcia:** Absolutely. I was with one of them earlier today. They just came in and we talked for 20 or 30 minutes. That happens all the time. And that's important. I also have a very strong relationship with both our federal and our state delegation, which is critical. That is something I brought to the table before I was mayor, and I think it is even stronger now. You have to have this relationship in Sacramento, in D.C. and, of course, with city staff. I think I work very well with [City Manager] Pat [West] and the whole department head team as well as all of our rank and file employees.

**LBBJ:** You said you wanted to be 100 percent transparent. Do you feel you have been?

**Garcia:** I feel like we are being very transparent. One thing I've tried to do is ensure that the process we go through in projects large and small is open and transparent. You should look at the civic center as an example. When the civic center project came forward, that was going to be one and done, right when I was coming into office. I purposefully slowed it down and began planning community meetings across the city. We got the public involved. It was open, it was transparent. I think there have been something close to 60 or 70 community forums about the civic center. That's my style. We're stronger when we bring people in and get diverse points of view. I don't think that's something we should be afraid of . . . I am also very active, as you know, on social media, and people know what I am doing all the time because I tell them.

## Revisiting Last Year's Goals, And City Commissions

**LBBJ:** During last year's interview, you discussed several goals. We've already discussed two of them: passing a responsible budget and focusing on education and internships. Others included economic development, ensuring the future of the port and technology-related items. Do you feel you have met these goals, or do you feel that you are on the way to meeting them?

**Garcia:** Any initiative is always in progress. You never finish something as long as you are moving forward. But absolutely. On economic development, you see it happening. You have a commission, you have an economic development department now that you didn't have before. We're actually talking about economic development programs. We have an eight-member Innovation Team that is focused on economic development. We're out there trying to look at small business incentives and other ways of spurring economic development. That continues to be very active. And we're doing big projects now. We're actually selling off our parcels that we can develop. I would argue that the port has been incredibly responsible and folks that had concerns about what was going on at the port, that is just not happening any more. There has been a deliberate effort to ensure that the port and the city work together. There is no question that's been happening.

I'll touch on a few other things. I've been incredibly focused on technology and civic innovation. I think we have done a lot, whether it has been launching our website or launching our Bloomberg Innovation Team that is working on those issues. We have been focused on restructuring our technology and innovation department with our new director. We're incredibly focused on those issues, and people are talking about technology now. We're talking about innovation. We're attracting and working with companies like Virgin Galactic and others that are in that area. I want to make sure that our government is a 24-hour government available on your smart phone. That's the future of government.

**LBBJ:** We realize the economic development and technology and innovation commissions

held their first meetings this year, but when are you going to be able to tell the public, "These two commissions have been a success because . . . ?"

**Garcia:** You have already seen some success. Take the economic development commission, for example. They are going to be working on the minimum wage issue. They are going to be working on trying to streamline our process when it comes to business licensing. They have already been working on implementing Open Counter, which is this great new tracking system for businesses. Same thing with the tech and innovation commission. They are right now evaluating all of our smart phone apps and trying to make them smarter.

**LBBJ:** Is there a timeline for them to complete certain things that you or the council have given them, or is this just sort of open-ended?

**Garcia:** It's like any commission – it goes on indefinitely. You are always working. But there are certainly projects that have a timeline. The economic development commission is going to contract with someone to write an economic blueprint for the next 10 years for the city. That is something that is going to be completed and done and presented at the council at some point within the next year.

**LBBJ:** By the time you have your second State of the City Address in January, would you expect these commissions to have some results that you can share?

**Garcia:** Absolutely. They're producing results now. We're always going to report at

State of the City and other opportunities what work is being done. And this goes not just for those commissions, by the way. Any commission that is active should produce.

**LBBJ:** Is the airport commission going to be involved in the customs study?

**Garcia:** Of course. I don't see why they wouldn't be. I would absolutely expect that the commission would be involved.

**LBBJ:** What kind of chore or charge do you have for the innovation and technology commission right now?

**Garcia:** They have been charged, first and foremost, to work with this new structured department that we have. They have been charged with looking at our smartphone applications. They will be looking at municipal broadband and municipal fiber. They're working on an open data policy right now.

**LBBJ:** What about the Innovation Team?

**Garcia:** They are there every single day. They're working on a long-term plan and evaluating where the city is in collecting information and data. So what they're doing hasn't been done in this city maybe ever. We're talking about real research on how we operate as a community, where there are opportunities for economic development in the future, workforce trends, they're interviewing and getting to know the entire community, meeting with business people particularly in technology sectors and

trade, transportation, energy sectors. I would imagine that the innovation team, at some point in the near future, is going to begin the first public rollout of what they're doing.

**LBBJ:** Have you thought about your goals and priorities for year two?

**Garcia:** One thing I've been focused on a lot lately is how to keep the community clean, the appropriate amount of infrastructure investment and our business corridors. I'm looking at ways of restructuring the way we currently do things for better results. For example, as part of the budget, we're creating "Clean Teams" within the city that take a page out of the Bixby Knolls or the Downtown Clean Team programs so that we can have people out there taking care of problems quicker, particularly in neighborhoods that have more litter or more needs for trash pickup or more dumped items.

**LBBJ:** So you feel pretty good about where you're at right now and where we're headed?

**Garcia:** I do. One thing we haven't talked about is that the city has been doing a great job of making the community more livable. You look at water conservation – the city has been meeting and exceeding all of the governor's goals. The city's water quality – our beaches and our lagoons – have never been better. The council passed an urban agriculture ordinance; park projects are moving forward, particularly projects like Gumbiner Park, or our beach pedestrian path.

## The Future And The Role Of Education

**LBBJ:** Are there any major challenges for the future? What do you consider the most pressing?

**Garcia:** Managing the budget within our means will be a challenge every single year. Long-term, one of our challenges is going to be how we, as a community, adjust to the changing economy. We know that high-paying jobs are different jobs today. They are jobs

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"I feel like we are being very transparent."

One thing I've tried to do is ensure that the process we go through in projects large and small is open and transparent."

# CELEBRATING THE SUCCESS OF THE CITY OF LONG BEACH



⌘ CALIFORNIA RESOURCES CORP. ⌘

(Continued From Page 28)

in the technology and energy sector, so how do we attract those high-paying jobs long-term? You're beginning to see some of those jobs at Douglas Park and other places. The other long-term challenge is that we can't forget that we still have what could be up to 20 percent of our neighbors who live in poverty. That is, one in five Long Beach residents are living close to the poverty line. We should all be concerned about that, whether we're business owners or residents; whether we live in East Long Beach or North Long Beach or downtown, we all need to be concerned about the welfare of these members of our community. They need our help.

**LBBJ:** It's also important to business, because those are customers. And retail stores especially could use more business. What is the answer to getting low-income people to move up? A lot of people think it's raising the minimum wage. We think it's education and people working hard to move up.

**Garcia:** I think it's a lot of things. I personally believe that the single most important thing is education. I think education is an economic development driver. Education helped my family and I out of a tough situation. So having access to a quality education, being able to go to school, succeed, get on a career track, or get on a college track, I think is something that we want everyone in our community to have. And not everyone is able to go through that because along the way there are other factors. Along the way, if you're going to school but you know that your parents aren't home because either they're working or it's a single-family household, or you have to worry about food on the table, or worry about your mother being sick and she can't afford healthcare, all of that affects your educational experience. So, while education is by far the single most important thing, there are other factors in someone's life that impact their ability to succeed.

**LBBJ:** Is there an initiative that could be developed that helps low-income people in Long Beach get an education or learn a trade but they do not now have the means to do so?

**Garcia:** There are. One, not everyone starts at the same place. That's why a preschool initiative is so important, because we know the research says that once a young person is at the first or second grade, there are already students who are behind. So it doesn't matter where they're at by the time they get to high school or college because they are already behind in their ability to learn. We know that, from an investment point of view, when you get and equalize education for students or a community, and that starts in preschool, then everyone is prepared when they start kindergarten to hopefully be around the same place. That's why we're focused on that as an initiative. That's the same reason why we're focused on internships. We know that when students are at the high school or college level, we give them an opportunity to work, to make a little money, to help their family out, or to learn a trade or skill, then they're better prepared to make choices. I hear so many stories about interns who never really had a job, came from a low-income family, got an internship, and then got hired by the business. And they've been there for five, six, seven years, because that business owner or nonprofit gave them a shot. And maybe they wouldn't have gotten that shot if they would have just walked in to the door without any experience.

**LBBJ:** Seems that education is the answer to a lot of issues.

**Garcia:** It is the answer. Of course.

## Questions From Readers

**LBBJ:** It seems city council meetings often run very long and people have to wait a long time to testify on an issue. What can be done about this?

**Garcia:** My job at council meetings is to manage the agenda.

**LBBJ:** And we congratulate you. You're doing a great job.

**Garcia:** Thank you. I think it varies. Having been on the council prior to being mayor, I don't know it's much different. I think that some nights go long because the issues are big. Other nights are shorter because the issues are not as big. Right now we're in budget season so we're attaching budget hearings to council meetings, so of course they're going to go longer. Last night [August 18], sure we could have been out of there by 8:30 p.m. or 9 p.m., but we also had the budget so we went an hour and a half, two hours longer.

The system we have right now works. We're meeting three times a month as a body – every week except the last Tuesday of the month. I also think there is a new council that has new ideas and so, sure, they're going to want to bring forward their ideas and they have a right as an elected member to agendize items. At the start of every large new council, you're going to have additional items because they are interested and they are making commitments to their community. You're always going to have a little bit of that, but generally I think everything is running pretty smoothly.



"I love Long Beach."

This has been a good 13 months.

We have a lot of work to do still,  
but I think things are going really well."

**LBBJ:** Maybe at the beginning of a council meeting you can ask for a show of hands on who's here on a particular issue. Whichever issue has the most "hands" goes first?

**Garcia:** Everyone has a right to his or her three minutes.

**LBBJ:** How about when you know it's a heavy agenda, the council meeting begins earlier, say 4 p.m., get public testimony out of the way, license issues, consent calendar, etc.?

**Garcia:** Well, I just want to remind you that we have a part-time city council.

**LBBJ:** What is the City of Long Beach currently doing to attract and support startups in tech industry jobs?

**Garcia:** That's why we have the Bloomberg Innovation Team. Part of this budget also creates a tech innovation center downtown. We're meeting with tons of startups right now. I would think more activity has happened in this area in the last six months than has ever happened in the city.

**LBBJ:** It cost \$792.66 in business license fees to start a single-employee tech startup in Downtown Long Beach. That includes the business district assessment. Culver City, Santa Monica and Downtown L.A. are all around \$300 for similar businesses with \$100,000 or less in gross receipts. Downtown Long Beach is one of the most expensive places in Southern California to start a business. Are there any plans to reduce the fee structure for new tech startups?

**Garcia:** We are looking at addressing that. It's concerning and I get that. We are having conversations about that.

**LBBJ:** The per employee fee [\$17.95 for the startup], seems high. There's also the annual increase based on the Consumer Price Index that adds up. Another incentive is to waive the business license fee the first two years for certain startup businesses.

**Garcia:** We're talking about all those things.

**LBBJ:** What is the city doing about the large-scale power outages? I remember reading that Garcia wanted to attract tech companies to Long Beach, but it's kind of hard to attract tech companies when you have several large power outages in such a short time span.

**Garcia:** We asked the public utilities commission, which regulates utilities, to investigate, which they're doing. This week we're having a pretty large town hall with legislative delegation. As you know, we don't regulate the utilities. I have been meeting with them, they know how frustrating and unacceptable this situation is that they put us in, particularly the larger downtown outage. It's a serious issue, we're taking it very seriously, we're taking our time with it, and we're working with them. We'll have some answers within the next few weeks or months.

**LBBJ:** When is the "convenience fee" of \$4 per payment [to pay city invoices, including utility bills] going to be eliminated? I can pay all of my other bills online without any charge. There's an automatic pay, but I won't give permission for it to be taken out of my account.

**Garcia:** I'm absolutely aware of this. It's being discussed, and I don't think it's a good business practice. You have to pay a fee to pay online. The city is charging folks to go through the process that is the easiest and the most simple – which is online. So we shouldn't be charging people to pay their bills online. That's something we're discussing.

**LBBJ:** Have all rape case DNA kits been tested, or do we have a backlog?

**Garcia:** I would have to check. [Later, a police department spokesman told the Business Journal that all kits had been tested.]

**LBBJ:** What are your plans to deal with the mentally ill in downtown?

**Garcia:** First, one of our drop-in centers for a lot of folks who have mental health challenges and mental illnesses is actually moving from its current location to Mental Health America, which is on Long Beach Boulevard. That will have an impact, at least in some of those downtown communities, but the bigger issue is how are we getting them help and how is the city interacting with those with mental illness? It's incredibly sad and it's also frustrating for a lot of people. I get that. But our police officers are going through mental health training, the D.A. has this whole mental health initiative that we're involved with in how to work with the mentally ill, and deal with the mentally ill and try to get them housing and support. As you know, when you look at our homeless population, there's a direct relationship with them also being mentally ill. It is a sickness and we have to be able to treat it and get these people help.

**LBBJ:** What about homeless veterans?

**Garcia:** Our goal is to end veteran homelessness by Christmas, and we are doing a very good job of that. We will probably give a report on that around Veteran's Day, and then see where we're at.

**LBBJ:** Thank you for your time. Anything else you'd like to share?

**Garcia:** I love Long Beach. This has been a good 13 months. We have a lot of work to do still, but I think things are going really well. ■

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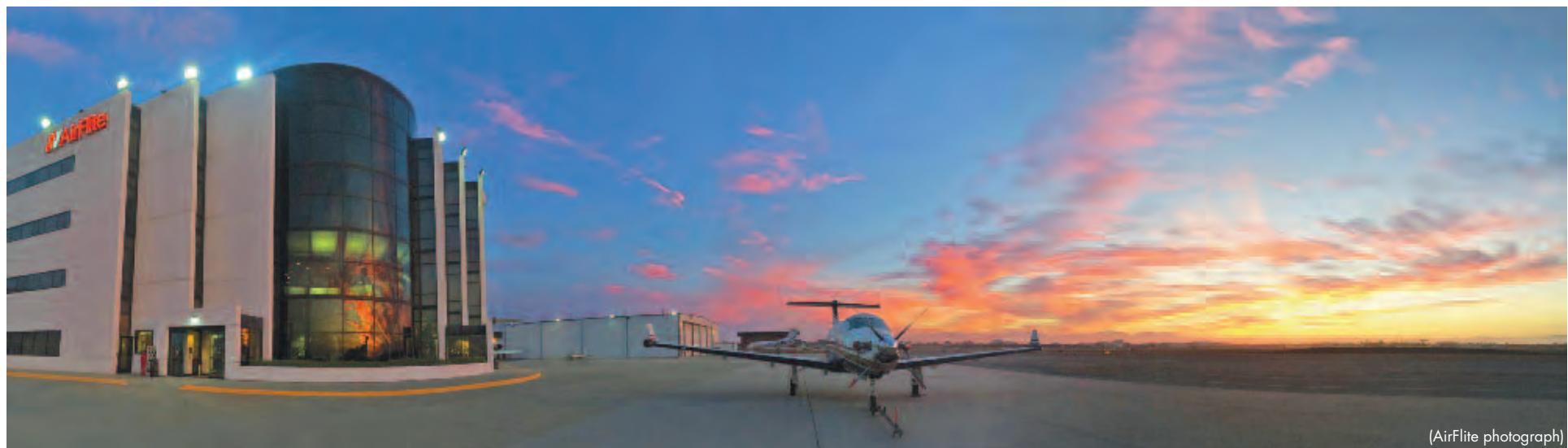
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(AirFlite photograph)

# AirFlite, One Of Toyota's First Forays Into Aviation, Remains At The Top Of Its Class

■ By **SEAN BELK**  
Staff Writer

**A**s one of its first ventures into aviation, Toyota Motor Sales, USA, Inc. purchased a fixed base operation (FBO) – akin to a gas station with hotel concierge service for private aircraft travelers – at Long Beach Airport in 1989.

The FBO known as AirFlite, first developed by World War II test pilot John Myers, today is ranked among the highest in the industry for customer service and continues to outshine its competitors across the United States and beyond.

This year, for instance, is the second in a row that a survey by Aviation International News (AIN) has ranked the facility the No. 1 FBO in the Western Hemisphere, beating thousands of other facilities in the United States in customer service.

"We are the 'air elite,'" said John Tary, a seasoned pilot who has worked as AirFlite's general manager for six years. "That's our service brand . . . When you come in here, what you're going to get is all the amenities. We are always trying to go the extra mile."

Toyota purchased the FBO just as the Japanese automaker had formed its own flight department in hopes of breaking into the aviation industry.

In 1991, Toyota built AirFlite's four-story terminal building, where pilots, crew and passengers of all kinds walk through on a daily basis. Today, the building offers a computerized flight planning room, food catering, courtesy transportation, five executive conference rooms, showers and other amenities.

Toyota originally envisioned that AirFlite would serve as the corporate headquarters to a series of FBO facilities around the world. The automaker even eventually built its own small aircraft – the single piston TAA-1 prototype – as well as an aircraft engine.

Facing a tough industry, Toyota's foray into aviation dithered, but the corporation diversified its aviation interests. Toyota kept its one FBO facility in Long Beach that would support the corporation's local flight department while also serving as the landlord for other aviation businesses.

Being a global company, Toyota quickly learned the benefit of

business aviation and grew its fleet of corporate jets, many of which are housed in AirFlite's vast hangar space.

Despite some negative perceptions of corporate aviation, Tary said such aircraft are necessary "business tools," especially for international corporations such as Toyota.

"In Toyota's case, specifically, these airplanes are business tools," he said. "They allow executives to meet face to face and do business. The airplanes are used 100 percent for business. They allow a global company to really get out and see the industries, be at the facilities, be with the people, take care of problems and create new businesses."

AirFlite's facility employs 70 people, from customer service representatives (trained in Ritz Carlton service standards) to staff for Toyota's corporate flight department and flight maintenance operations, Tary said.

The 16-acre complex has two large 29,000-square-foot community hangars, one of which houses Toyota's own corporate aircraft along with a mixture of other private jets for clients seeking temporary stays.

The other community hangar was converted from Cessna's former Citation service center that moved to Arizona in 2009. The structure, which includes office space, also houses Aircare Facts, an industry leader in providing crew member emergency training using specialized flight simulators.

AirFlite also has 19 individual private hangars totaling about 55,000 square feet for clients seeking a more permanent home for their aircraft, he said.

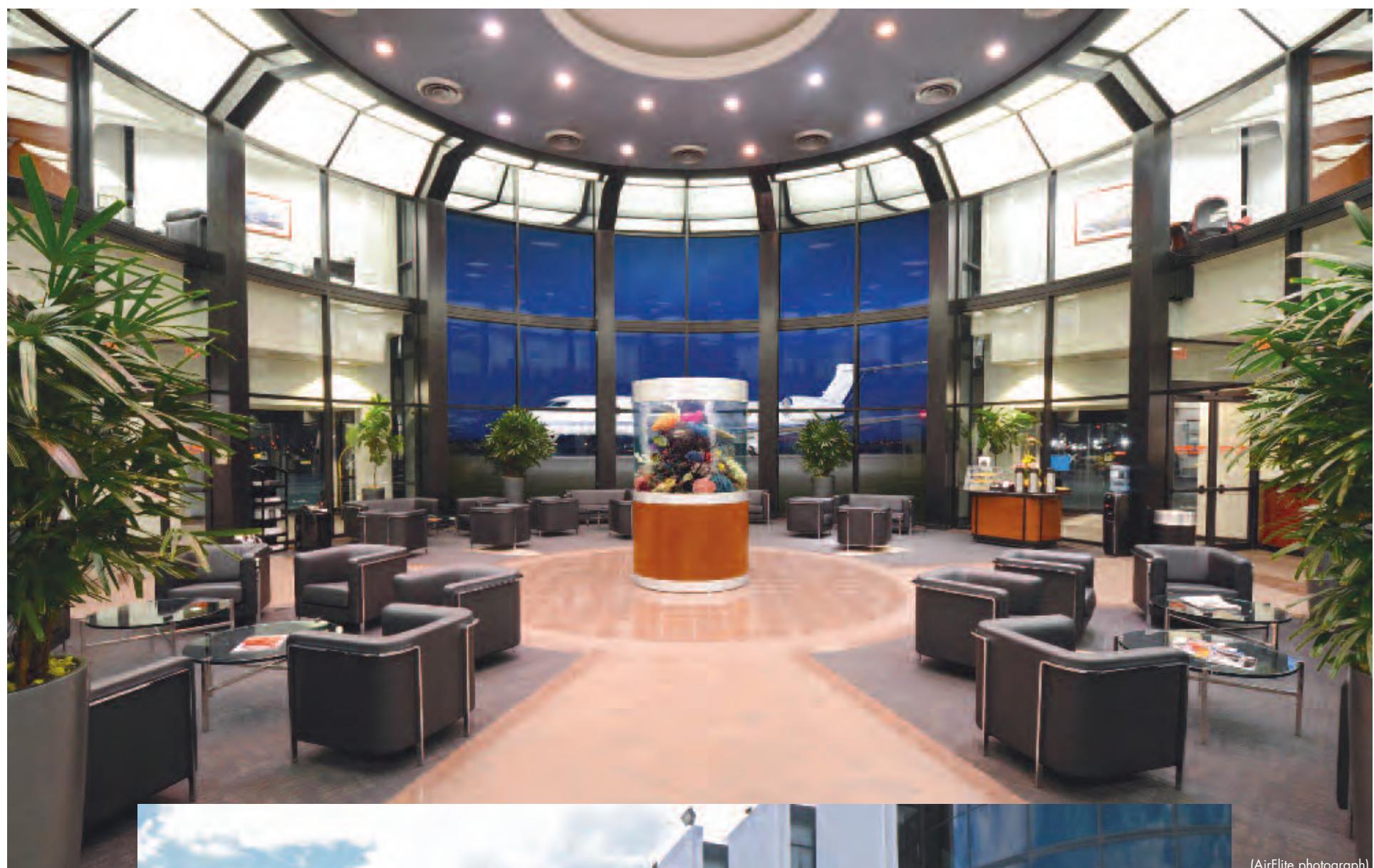
In addition, the complex operates a state-of-the-art fuel farm, which sells jet fuel and Avgas (for piston engine aircraft) as well as unleaded and diesel fuel to service its own vehicles.

As for the more than 20-year-old terminal building, Toyota has recently invested about \$100,000 into the facility, redesigning the customer service desk and adding audio-visual equipment to the conference rooms.

AirFlite's high marks come from its superior customer service, said Tary, who knows firsthand the needs of pilots and crews, as he once flew corporate jets fulltime for Toyota for 10 years before being hired as AirFlite's general manager.

"We refer to Long Beach Airport as 'the easy-in, easy-out airport.' It's a pilot's dream because there are no delays, the taxi times are very short and to get from the airport onto a freeway takes minutes, where other airports have their challenges."

**John Tary**  
**General Manager**  
**AirFlite**



(AirFlite photograph)



John Tary has served as AirFlite's general manager for the past six years. (Photograph by the Business Journal's Evan Patrick Kelly)

He added that the FBO goes out of its way to accommodate clients, explaining that all staff members wear cards with Toyota's philosophy of high quality standards on their security badges.

"The key to everything, to me, is consistency; to have good customer service programs and be able to execute them consistently," Tary said. "That's the bottom line. We do small things, such as put cold water bottles in the rental cars that we provide without asking, but we make sure it's there every time."

Part of AirFlite's attractiveness is Long Beach Airport itself, he said, adding that the airport provides a large 10,000-foot long runway to accommodate aircraft as large as the Russian Antonov.

Tary explained that, U.S. Customs and Border Protection was once accepted for private international flights at AirFlite's facilities. He said agents would come to the facility to clear crew and passengers, including Toyota executives.

However, the practice was discontinued in 2006, Tary said. Today, there are some "very

rare exceptions" where international flights can be done but would be a "satellite delivery, not a normal non-governmental passenger flight," he said.

Long Beach Airport is currently studying the option of establishing a U.S. Customs facility at the airport at the request of the airport's primary air carrier JetBlue Airways.

Tary added that international clients are still able to utilize the FBO by checking in at other airports in the United States and then flying in, noting that Long Beach Airport has quick freeway access and is centrally located between Los Angeles and Orange counties. He said the airport's prime Southern California location attracts a diverse client base, ranging from movie stars and U.S. presidents to families and business executives.

"Everybody walks through the doors somehow, some way," Tary said. "We refer to Long Beach Airport as 'the easy-in, easy-out airport.' It's a pilot's dream because there are no delays, the taxi times are very short and to get from the airport onto a freeway takes minutes, where other airports have their challenges." ■

## City's Strongest Assets, Weaknesses

(Continued From Page 1)

and staff, the city's built-in trade and transportation infrastructure in the form of its port and airport, as well as the city's educated and diverse talent pool.

"I consider Long Beach's greatest asset from a business standpoint to be that it is a business-friendly city with an entrepreneurial spirit," James Callahan, chairman, president and CEO of Nautilus International Holding Corporation, told the Business Journal in an email. Callahan's company is building its new headquarters at Douglas Park, where it will relocate early next year from its current headquarters in Wilmington.

"There is a definite buzz about Long Beach from a business lens, and having been born and raised in the city, I'm proud to see it," Callahan wrote. "That is a major reason why I suggested to my board of directors that it would be good for the corporation to relocate to Long Beach from its current location in Los Angeles [County], where the company has been since 1923," he explained.

"Long Beach is a business-friendly environment with a long history of support for the energy industry." Frank Komin, executive vice president of southern operations for California Resources Corporation, a spin-off company of Occidental Petroleum, said in an email. He also pointed to the accessibility of city staff, the mayor and city council and other government officials as one of Long Beach's strongest points from a business perspective.

Ralph Combs, manager of corporate de-



"Long Beach is blessed with many tremendous assets but perhaps the greatest of all is our citizens and the pride we take in knowing what a wonderful community this is in which to live, work and raise a family." Chris Wing, CEO of Long Beach-based SCAN Health Plan. (Photograph by the Business Journal's Evan Patrick Kelly)

velopment for The Termo Company, a Long Beach-based oil and gas business, also highlighted the accessibility of public officials and city government as a whole as one of Long Beach's strongest assets. Also of importance to Combs is Long Beach's location, which he noted is "central to many areas in Southern California."

Long Beach's central location between Orange and Los Angeles counties is helpful in that it enables businesses to reach out to more potential employees, according to Paul Lin, CFO of United Pacific Industries Inc., which has its headquarters at Douglas Park. The company manufactures automotive parts. "This helps human resources in recruiting from a larger pool of candidates," he said.

United Pacific's location in Douglas Park has also proven to be helpful. "[The] high corporate image of Douglas Park allows my company to be associated with Virgin Galactic, Boeing and Mercedes-Benz," he said, referring to prominent tenants in the business park. Douglas Park's location next to the Long Beach Airport and near multiple hotels also "makes hosting corporate events easier," he pointed out.

Lin also cited the Port of Long Beach as one of the city's strongest assets that is key for his business. "Close proximity to the port helps reduce trucking fees per containers and [facilitates] faster delivery of containers," he explained.

Headquartered in the Westside Long Beach industrial area, SnugTop, a global supplier and manufacturer of camper shells for autos, also benefits from quick access to the port. "We are an exporter," explained Hartmut Schroeder, president and CEO of SnugTop. "I have always felt that the proximity here to the port for our container shipments was a big asset," he said, noting that SnugTop ships its products all over the world. With its headquarters just blocks from the port, SnugTop has an advantage over its competitors, most of whom are landlocked further inland, Schroeder noted.

Executives identified Long Beach's academic institutions as a vital asset for recruiting educated employees.

"For me, the best part of having our business in Long Beach is the quality of talent in Long Beach and close proximity to talent from Long Beach State, Long Beach City College and other Cal State [Universities] and UCs down the road," Aaron

Leon, founder and CEO of LD Products, Inc., wrote via email. LD Products, which sells printer supplies online, is headquartered at Douglas Park. "Our talent pool is great." Leon added that, in comparison to other nearby beach cities like Santa Monica, Long Beach is more affordable.

"We have a growing economy complemented by outstanding educational resources, including a state university, a community college and numerous technical training institutes," Chris Wing, CEO of Long Beach-based SCAN Health Plan, wrote to the Business Journal. Wing is also a Long Beach native and resident. "Long Beach is blessed with many tremendous assets, but perhaps greatest of all is our citizens and the pride we take in knowing what a wonderful community this is in which to live, work and raise a family," he reflected.

Although The Boeing Company is approaching the closure of its C-17 Globemaster III manufacturing program in Long Beach, the company retains operations here, and recently added about 1,000 jobs spread across Long Beach and Seal Beach. Tom Croslin, vice president of the Southern California Engineering Design Center, pointed to the city's long history as a hub for the aviation and aerospace industry as a valuable resource for his company.

"California's highly skilled workforce and availability of future talent is a strong asset not only for the City of Long Beach, but also for our company and the industry as a whole," Croslin said in an email. "Tapping into the talent pipeline, here at Boeing, enables access to a competitive and adaptive workforce that will carry us through another century of innovation and success." He continued, "Long Beach has a rich aerospace history and much of the talent and supply base has remained."

A defining positive aspect of Long Beach's community and workforce is that they are diverse, many executives pointed out. Long Beach is known as "the international city," after all.

"Long Beach's strongest asset is its diversity . . . the people, food, arts, neighborhoods and industries in this city are amazingly vibrant and unique, yet come together to create a rich community fabric," John Molina, CFO for Long Beach-based Molina Healthcare, told the Business Journal.

This characteristic was key in attracting Forever 21, a major international retailer, to recently open its first location in Long Beach at the Pike Outlets. The store is a new concept by Forever 21 called F21 RED, which offers a deeper inventory of the company's basic fashion staples such as camisoles, leggings and shirts.

"Long Beach is one of the largest cities in Southern California. From students to young adults to mothers, Long Beach is home to a diverse community," Linda Chang, vice president of merchandising for Forever 21, said in an email to the Business Journal. "This is part of what makes the city a prime location for our new F21 RED store."

The diversity of Long Beach is an asset for fiduciary investment management firm Halbert Hargrove, which was founded in Long Beach in 1933, according to Chairman and CEO Russ Hill. "One of the greatest strengths of Long Beach is that we do have such great diversity and we have a way to channel it because of the education compact that takes kids through high

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school, city college and Cal State Long Beach," he said, referring to the Long Beach College Promise. "We have a very active internship program, with usually as many as seven [students] at a time from Cal State," he added.

"Working with California State University, Long Beach to hire interns "has been extremely effective for us in recruiting a broad ranges of ethnicities, but also a lot of women into the business, which is very difficult otherwise to find," Hill said.

Nancy Froom, vice president and director of Wells Fargo's California Trust Center, located in Downtown Long Beach, also said Long Beach's diversity is valuable to her company. "The diversity that the Long Beach business community offers is of the upmost importance to remain competitive," she said. "Wells Fargo specifically encourages a diverse culture and Long Beach is the perfect location to foster that type of culture."

Michael Miller, president and CEO of International City Bank, headquartered in Downtown Long Beach, explained that Long Beach is diverse in many ways – not just because of its inhabitants. The city's strongest asset, he said, is "The diversity that the city as a whole represents, not only in terms of culture but [also] business and the attractions like the Queen Mary and the Aquarium and the coastline itself."

Being on the coast is a big selling point for the city's hospitality and tourism industry, according to Steve Goodling, president and CEO of the Long Beach Convention & Visitors Bureau (CVB). According to Goodling, "Long Beach's waterfront location and being central to both L.A. and Or-

ange County," are the city's most appealing assets. Also crucial to the hospitality and tourism industry is quick access to local airports. "We have great lift, both international and domestic, between LAX, John Wayne and Long Beach Airport," Goodling said.

The City of Long Beach's staff and elected officials also wield a positive influence, Goodling pointed out. "The other big component beside the physical components [of the city] is the cooperation and the desire to help others establish themselves in Long Beach by both elected officials and city management," he said. "There is a strong desire to help people succeed here, because as they succeed, the city succeeds. And it is a very genuine desire."

Joel Yuhas, a Long Beach resident and president and CEO of Dignity Health St. Mary Medical Center, took a bird's-eye view when expressing what he finds to be Long Beach's strongest asset.

"Long Beach has most of the resources of a large world-class city to support its progressive business climate: active chamber of commerce, organized business community, excellent higher education systems that build a rich and diverse workforce to draw upon, diversified and evolving economy, and relatively affordable market compared to other cities in California," he stated in an email to the Business Journal.

Joel Farrier, senior vice president and Los Angeles metro area leader for the international engineering firm AECOM, also responded with a broad perspective. The firm has a branch in Long Beach. "With its global maritime port, natural resources,

(Please Continue To Page 36)



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## City's Strongest Assets, Weaknesses

(Continued From Page 35)

manufacturing and commercial strengths, Long Beach's economic basis is among the nation's top echelon of cities," he said.

### Long Beach's Greatest Weaknesses

Discussion about Long Beach's greatest weaknesses varied among local business executives, but a few were united in the opinion that the city needs to have a more cohesive self-image and should be more well-known nationally, given its merits.

"I really think it is our self image, or lack thereof," Hill of Halbert Hargrove said when asked to identify Long Beach's greatest weakness. "We don't know if we are [identified by] the Queen Mary or oil wells or tourism, and we're kind of sandwiched between Orange County and Los Angeles," he said.

While Long Beach's central local between Orange and Los Angeles counties is considered an asset by many businesses, it also causes Long Beach to be overshadowed, Hill pointed out.

"If we were almost any place else in the country, we would be a standalone city . . . considered of greater significance," he said. "When you think about the port and all the other things that actually come out of Long Beach, we ought to think more of ourselves than we do," he explained. "When I go around the country and I say this is where we're headquartered, I frequently have to explain what that means."

Leon of LD Products had a similar per-

"One of the greatest strengths of Long Beach is that we do have such great diversity . . ."

Russ Hill, chair and CEO  
Halbert Hargrove

(Photograph by the Business Journal's Evan Patrick Kelly)



spective on Long Beach's self image. "The biggest weakness for Long Beach might be its branding in the general L.A. area," he wrote. "If you aren't from the local area, the most you usually know about Long Beach is the port and Queen Mary. It doesn't say much for a city that its claim to fame is an 80-year old ship."

Leon also pointed out that Downtown Long Beach is "off the beaten track" from other cities due to its location at the end of the 710 Freeway. "Possible talent we could hire that is unfamiliar with Long Beach in the Greater L.A. area and might choose a company in Santa Monica or Irvine before digging deeper into who we are and what a great development we are in at Douglas Park," Leon said.

If candidates make it far along in the interview process to visit LD Products onsite,

"they are often wowed after exiting the 405, passing the new airport facilities, seeing the huge Mercedes facility and then Virgin Galactic on their way to our new LEED Platinum headquarters," Leon noted.

AECOM's Farrier pointed out that, while the city has strong diversity, cultural traditions and environmental assets, those qualities are "less known" than perhaps they should be. "Long Beach has become such an attractive city with a great waterfront experience, that its livability qualities merit more attention," he wrote.

While the city's recognition outside of the area may need improvement, Hill said that Mayor Robert Garcia is moving in the right direction through positive messaging and outreach.

Long Beach's size – about 52 square miles – is also a challenge for some busi-

nesses, as pointed out by Chang of Forever 21. "Given the magnitude of Long Beach, business owners are also presented with the challenge of identifying the best real estate location . . . and whether a secondary location is needed to ensure they are touching the whole city," she said in an email.

Other weaknesses identified ranged from issues related to the cost of doing business to aging infrastructure to community issues, such as crime.

For Lin of United Pacific, Long Beach's greatest weaknesses revolve around costs, including the high cost of real estate, quarterly association fees for Douglas Park and a "higher business license tax than other cities." He also cited "an inability to get other telephone carriers except Verizon" as an issue.

Yuhas of Dignity Health St. Mary Medical center touched on a hot topic in Long Beach at the moment – whether or not to add a customs facility to the Long Beach Airport.

"One opportunity for the city to leverage its many assets would be to expand its accessibility at the Long Beach Airport," he said. "The airport is definitely an asset but underutilized for its capacity. International and increased commercial flights would help support business, increase tourism and trade, and showcase our great city."

California Resources Corporation's Komin and Termo's Combs both identified maintenance as a citywide issue. "[The] aging infrastructure that led to the recent power problems affecting the downtown area" is one area of weakness for the city, Komin said.

According to Combs, Long Beach's great-

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est weakness is, "Not keeping up with public maintenance of our parks, libraries and other public spaces, and not building out more across a wide range of neighborhoods." He also wrote that "not appreciating/taking advantage of its natural resources such as the waterfront, our oil reserves, [and] our beach" is another area of weakness for the city.

"Correcting these weaknesses would contribute to public well-being and happiness, and in turn create a better business environment," Combs concluded.

Callahan's concerns were related to public safety and well-being. "I consider Long Beach's greatest weakness at this point to be crime and its visible homeless situation," he told the Business Journal. "With the exciting redevelopment of the civic center . . . it will be important for the city to solve effectively the difficult problem of homelessness in the civic center area."

An issue of public health was of particular concern to SnugTop's Schroeder. "The city has been good to us over the years. My biggest issue is with the air quality. That has more to do with the port than with the city itself," he said. "Air quality issues are a problem here."

Schroeder also lamented the loss of the Enterprise Zone and redevelopment agency, both of which provided incentives for business growth and development, but he emphasized that these programs were lost due to decisions made at the state level.

Croslin of Boeing didn't identify an area of weakness of concern in Long Beach, but he did point to pressures at the national level that are making things uncertain for the company's future. ■

"The future of the defense and aerospace industry is in a constant state of flux," Croslin wrote. "It is difficult to predict the outcome of the FY16 defense budget and the future of the U.S. Export-Import Bank Reauthorization, and how the ripple effect will impact programs and jobs in the region." In August, Boeing announced layoffs at an El Segundo satellite manufacturing facility due to business lost as a consequence of the shutdown of the U.S. Export-Import Bank.

While Wing didn't identify a weak point for Long Beach, he did have a few words of caution for the city.

"Long Beach owes its roots and heritage to our deep water port," he said. "While that will always be our foundation, we need to be careful not to become too dependent on that, which is why it is so marvelous for longtime residents like me to see the leadership role Long Beach has developed in technology, aerospace, trade engineering, telecommunications and health care."

Moving forward, Miller of International City Bank said he hopes the city remains focused on attracting more businesses. "Going out and trying to attract and seek new businesses that are not a part of the landscape right now, I think is critical," he said.

"For me, the yellow flag is the constant vigilance to ensure that the communication lines remain open between elected officials, the city and the businesses so that we don't become like other cities," the CVB's Goodling said. "I don't think we should ever forget that, because that is what really separates us from others." ■

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Through one-on-one consultations, CSULB's Corporate Education division develops flexible learning solutions to ensure business-training needs are addressed and met. Developed to meet the specific needs of companies and organizations, these customized training programs can be delivered through a variety of formats. Clients have included Long Beach Transit, California Department of Corrections and Rehabilitation, Goodwill SOLAC, Disney, Boeing, and more.

Recently, Caliber Collision, the nation's largest collision repair company, sought a customized HR program. With rapid expansion, and much of their growth coming from acquisitions, the need to employ effective team training was vital to ensure management personnel were on the same page. Working with local California managers and Caliber Collision executives, CSULB developed a customized, 36-hour, HR certificate training program.

"I use the material weekly," said Kay Wendeborn, Caliber Collision's Inland Empire Regional Office Manager. "We gained much from the six days. The instructors were fun and upbeat. And, being able to have more education in a short time, with a certificate in HR training, is a great thing."

In addition to customized programming, CSULB helps identify funding sources available to qualified companies. CSULB's partnerships with a variety of state agencies looking to fund workforce development training presents opportunities for companies to receive capital for re-training current employees, new hires, and special employment training. Contact Tracy Palacios at CorpEd@csulb.edu or call (562) 985-2640 to learn more about leveraging these training dollars.

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## Coldwell Banker Commercial BLAIR WESTMAC

California Split Tax Roll Update



Becky Blair  
President/CEO

**T**here has been a lot of activity on Split Roll Property Tax in California this year. The proponents of removing Proposition 13 protections from commercial property have opened up several paths of attack, including an effort to gather signatures for a proposition, introducing a bill in the State Legislature, funding of a full media effort, and aggressive efforts to get city councils and school boards to endorse these efforts.

Along with other commercial real estate organizations, the International Council of Shopping Centers (ICSC) through the California Business Properties Association (CBPA) is doing everything they can to track all of these efforts and push back.

As leaders of our industry, we simply ask that you be aware of what is happening so you can educate colleagues, clients, landlords, tenants, and policy-makers of the negative impacts that a split roll property tax would have on property values, leasing rates, jobs, and economic activity. For more information, please contact ICSC through the California Business Properties Association.

## Downtown Long Beach Associates



Kraig Kojian  
President/CEO

**T**here's an aura of change in Downtown Long Beach, or what locals and businesses alike are beginning to call DTLB. Some are even referring to it as a renaissance of sorts and we at the Downtown Long Beach Associates (DLBA) couldn't agree more.

This is why – beyond DLBAs focus on events that draw 50,000 people annual and provides an economic impact of \$1.88M a year to our community; beyond our placemaking efforts that create a more beautiful and safer Downtown and beyond our advocacy efforts – we harness

an earnest amount of attention on economic development defined as business recruitment, retention, expansion and job creation. Our economic development team goes beyond advertising DTLB's prime location; it acts as a cog in assuring that businesses, both small and big, understand that DTLB is more than just a place but a home to envision greatness and a road to success.

DLBA acts as conduits between businesses and the City, helping maintain a healthy relationship while guiding new businesses through all phases from site selection to permitting to grand openings. For those not quite sure of where they stand on the entrepreneurial spectrum, questioning whether they wish to jump into the realm of owning a business, we offer training and education with courses geared toward business essentials—loans to social media, permitting to outreach.

This advocacy role DLBA plays is helping shift and shape the economic façade of the DTLB and stems from an authentic belief that our community is striving to be more business friendly and better connect our community.

We are in a renaissance, not just approaching one. Progress and development proves what residents and business owners have known all along: DTLB where business comes to grow.

## Halbert Hargrove Global Advisors

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On the California side, there are two significant pools of tax benefits:

**Enterprise Zone and New Hiring Programs:** While the program began winding down at the end of 2013, most Long Beach businesses can still generate credits on "qualifying" employees hired by December 31, 2013 and are still earning wages. Refunds for prior years may also still be available.

EZ businesses that have a net increase in employee headcount from year-to-year may also benefit from a new hiring credit available after 2013.

**California Credits Program (CCP):** Adopted in 2014, the CCP offers negotiated income tax credits to businesses wanting to stay and grow, or relocate to California. For the current state fiscal year, there are \$200,000,000 of available credits – 25% allocated to small businesses.

Phase I involves a **quantitative evaluation** of the cost-benefit ratio to the state of the credit amount requested relative to the size of the applicant's investment. Applications that produce the highest return on CCP's investment moves to Phase II.

Phase II involves a **qualitative evaluation** and documentation of factors including but not limited to overall economic impact, strategic importance of business to the state, region, or locality, unemployment in business area, and type of benefits provided to employees.

Tax credit agreements will be negotiated by GO-Biz and approved by a newly created five-person "California Competes Tax Credit Committee." Credits awarded have a carry-forward provision of up to 6 years.

Go-Biz is looking to provide tax benefits to fund businesses with higher than average wages, strategic industries and/or a high-growth business plan.

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## LD Products



Aaron Leon  
Founder/President

**O**riginally established by then 21-year-old USC undergrad and Southern California native Aaron Leon in 1999 as an ink and toner supplier, LD Products has quietly grown into one of the largest U.S. online retailers for all office supplies – and the absolute largest for aftermarket ink and toner. Also the 20th largest private, minority-owned company in Los Angeles, LD ships more than 6 million cartridges nationwide every year. Its primary competitors are Staples and Amazon.com.

Priding itself as an environmentally conscious business, LD Products' call center, fulfillment center, retail store and headquarters operate from a 110,000-square-foot Platinum LEED-certified building in Long Beach, California -- the first new construction commercial building in the United States to receive this certification.

While LD Products provides both name brand products as well as aftermarket (remanufactured and compatible) ink toners and cartridges these days, it remains true to its roots of keeping quality office supplies affordable without sacrifice. In fact, the company touts savings for customers of up to 70 percent over name brand printer supplies.

Now in its sixteenth year, LD Products continues to maintain its start-up vibe, which allows the company to be flexible and responsive. Providing large business capabilities with small business dedication, LD Products has been recognized by Bizrate with its platinum circle of excellence award (for customer service and on-site experience) nine times since the awards began in 2000. This is no accident, as LD Products places a high priority on customer satisfaction – even going so far as to back up all of its products with a lifetime 100 percent satisfaction guarantee. Additionally, the company offers live customer service from its California-based call center seven days a week.

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## Port Of Long Beach

**T**he Port of Long Beach is the premier U.S. gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety, environmental stewardship and sustainability. As the second-business container seaport in the United States, the Port handles trade valued at more than \$180 billion annually and supports 1.5 million trade-related jobs across the nation, including 300,000 in Southern California.

As the industry enters the "Big Ship Era," the Port of Long Beach is one of the few U.S. ports that can welcome today's largest vessels.

Founded in 1911, the Port serves 175 shipping lines with connections to 217 seaports around the world. Goods moving through the Port reach every U.S. congressional district.

The Port encompasses 3,200 acres with 31 miles of waterfront, 10 piers, 80 berths and 66 post-Panamax gantry cranes. In 2014, the Port handled more than six million container units and is on track to reach seven million in FY 2015.

Led by the five-member Board of Harbor Commissioners and Chief Executive

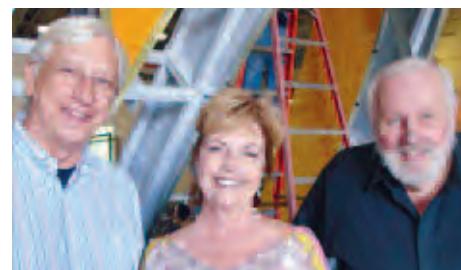
Officer Jon Slangerup, the Port began its second century of service with a capital improvements program topping \$4 billion, the largest in the nation. It is building some of the most modern, efficient and sustainable marine facilities in the world to accommodate bigger and bigger ships, while generating tens of thousands of new jobs in the region.

The two largest projects are the replacement of the aging Gerald Desmond Bridge, budgeted at nearly \$1.5 billion, and the Middle Harbor Terminal Redevelopment Project at \$1.3 billion. Middle Harbor will be the most technologically advanced container terminal in North America, capable of moving more than 3 million container units annually while cutting air pollution by half from previous levels. The new landmark, cable-stayed bridge will be safer and provide better Port access than the current span.

The Port of Long Beach prides itself on its culture of customer service and the strong relationships it maintains with industry, community, environmental advocates and partner agencies. It has received many accolades from government and industry for its landmark green initiatives, and industry leaders have named it "The Best Seaport in North America" in 17 of the past 20 years.

## Superior Electric Advertising, Inc.

**E**ven if you haven't heard of Superior, chances are you've seen their work. The company has created some of the most iconic and recognizable



From left: Chief Operating Officer San Janocha, President Patti Skoglund-Adams, CEO Jim Sterk signs in Southern California including the Mickey Mouse face at the center of the California Adventure Ferris Wheel, the

40-foot tall Shaquille O'Neal and climbing King Kong at Universal City Walk, the "Grove" sign, anchored to Pacific Theatres in The Grove shopping center and the Dodger Dog sign at Dodger Stadium. Superior also just completed a 68-foot sign in the shape of a guitar neck for a Rock and Brews franchise in Buena Park.

Superior is one of the largest, privately-owned, custom signage fabricators in the western region of the United States. They design, manufacture, install, repair and even arrange for the permitting of outdoor signage. "We do it all, from cradle to grave," said Jim Sterk, Chief Executive Officer and co-owner of Superior. "We create highly customized one-of-a-kind pieces, as well as mass-produce others for some of the best known franchises in the country, including Starbucks, McDonald's, Denny's, and CVS."

Superior was founded in 1962 by Conrad Escalante. Shortly thereafter, Escalante asked Sterk if he wanted to "...travel around the country and sell signs." Sterk accepted and never looked back. Sterk, along with co-owner and Chief Operating Officer Stan Janocha, get help managing the business from President Patti Skoglund-Adams and Chief Financial Officer Doug Tokeshi, as well as about 125 loyal employees, many of whom have been with Superior for decades, including families with more than one generation working at the company. In turn, Superior is loyal to its employees. Superior enjoys its home of 53 years in Long Beach. Located in a former Coca Cola bottling plant, Superior remains committed to Long Beach with over 30% of its employees as Long Beach residents.

The quality workmanship and excellent customer service they provide have made Superior a leader in the design and fabrication of signage. Superior has received numerous awards and recognition for its work from Signs of the Times, the sign-industry's leading publication.

Superior's motto: "A business without a sign... is a sign of no business." ■



# HealthWise

## Know Your Body. Own Your Health. Learn More About Ovarian Cancer.



By Kristine  
Penner, MD

In the United States, more than 20,000 women are diagnosed with ovarian cancer each year. While it is relatively rare, ovarian cancer causes more deaths than any other gynecologic cancer.

**Types of Ovarian Cancer** – There are three types of ovarian cancer: epithelial ovarian cancer, germ cell cancer and stromal cell cancer. Epithelial ovarian cancer is the most common, accounting for nearly 90 percent of ovarian cancers. It forms in the epithelial cells on the ovary's surface.

The second type of ovarian cancer is germ cell cancer. This cancer starts in the egg-forming cells in the ovaries. These account for about five percent of ovarian cancers and are more common in younger women.

Stromal cell cancer starts in the cells that produce female hormones.

**Symptoms of Ovarian Cancer** – It is important to understand that the symptoms associated with ovarian cancer are common and often times are the result of other causes. Symptoms of ovarian cancer include: Extreme, sudden onset bloating/swelling; Pelvic pressure or abdominal pain; Difficulty eating or feeling full quickly; Urinary symptoms (urgency or frequency)

However, women with ovarian cancer reported that these symptoms were persistent and a change from their body's normal behavior.

**Risk Factors of Ovarian Cancer** – A cancer risk factor is something that changes your chance of getting cancer. Risk factors do not mean that you will have cancer, but are a tool for helping you understand your body's health. Risk factors for ovarian cancer:

- Age – A woman's risk of developing ovarian cancer increases with age.
- Obesity – Women with a body mass index (BMI) of at least 30 have an increased risk of ovarian cancer.

• Reproductive History – Women who have been pregnant and carried a baby to full-term before the age of 26 have a lower risk for ovarian cancer. The risk decreases with each full-term pregnancy, but women who have their first full-term pregnancy after 25 have a higher risk. Breastfeeding may lower a woman's risk.

• Birth Control – Oral contraceptives decrease a woman's risk for ovarian cancer as long as she has used it for 3 to 6 months. The longer a woman uses them, the lower her risk.

• Family History of Ovarian, Breast Uterine or Colorectal Cancers – If a woman's mother, sister, or daughter has had ovarian cancer, she may have a higher risk. Increased risk also can come from the father's side of the family.

Lifestyle choices, like diet and smoking, also can have an effect on a woman's risk of ovarian cancer. These are not all of the risks for ovarian cancer, but they are important ones to be aware of.

### Know Your Body. Own Your Health.

Although many of the symptoms associated with ovarian cancer seem common and often times are due to other causes, it is important for a woman to be in tune with her body and pay attention to any changes. If a woman notices new symptoms that are occurring almost daily for more than a few weeks this can be a sign of cancer. Don't hesitate - seek medical attention promptly.

(Kristine Penner, M.D., is a gynecologic oncologist at the MemorialCare Todd Cancer Institute at Long Beach Memorial)

# Effective Leadership

## Six Ways To Overcome Our Irrational Judgements



By Mick  
Ukleja

The political storm clouds are building! Along with this comes a landslide of judgments. Have you stopped to consider the part irrationality plays in those diatribes? There have been numerous books and articles that expose our irrational thinking.

What does this have to do with judging?

Plenty. It's easy to disguise our own opinions and impressions as though there were some judge in the wings holding court.

We can use these judgments –sometimes unknowingly, for our own personal opinions and preferences, which are legitimate when left in those categories.

We can say: "That dress is ugly," instead of saying, "I don't like the way that dress looks." "That speaker is wrong," instead of saying, "I don't agree with that speaker."

What is the distinction? The first statements keep the

real judge anonymous. It's playing it safe. It's irrational. We discover we are the judge.

It's so easy to judge a person's capabilities based solely on the way they look. It's irrational. We even compare ourselves to others which leads to judging ourselves. It's irrational. We say, you can't judge a book by its cover, but we do it anyway. It's irrational.

So how do you overcome this human tendency? Try these thought practices:

1. Be Aware. When I acknowledge my tendency to make snap judgments, I begin to see when it's about to happen, or that it just happened. By being aware, I am now in a position to control my behavior. Self-awareness leads to self-management.

2. Take Ownership. It's my inner judge that has its own preferences and opinions. There are numerous reasons why I might be doing this. It could be anything from insecurity to a need to win, or both. It might be based on faulty assumptions about the person or issue. Ask, "What is the opinion or preference I'm basing this on?"

3. Avoid Self-fulfilling Prophecies. They cause us to take actions that "prove" the prediction is true. This has been the path to failing friendships and deeper relationships. "My relationships never last," leads to the person pulling away emotionally, which in turn proves the assumption that her/his relationships don't last. Or it can lead to injustice collecting, where we selectively pile up the proof for our judgment with no redeeming quality in sight.

# Small Business Dollars & Sense

## Three Money 'Musts' For Families Sending A Child To College This Fall



By BEN  
ALVARADO

After purchasing a home, paying for college is, for the majority of family's the second largest expense. This column varies slightly from my usual small business topic because I feel it is very important. Following are a few financial tips for small business owners and parents with kids on their way to college.

Until now, your summers have been filled with family vacations, swimming, cookouts, and more. But if you have a college-bound high school graduate in your household, this summer probably feels different as you consider computers, bedding, school supplies, etc.

Whether your child will be a Bruin, a Trojan, a Titan, or will be driving down the street to Cal State Long Beach to be a Prospector Pete like me, this is an exciting time for your child to take the next steps in becoming a successful adult. Finances play a big part of that.

While it's important to make sure your child has the creature comforts of home, it is also vital to help your student start their adult life on firm financial footing with tools and good personal finance habits that will serve them well throughout their lives. As a parent and someone who has worked in the banking industry for almost 25 years, I offer three steps that can help your family get financially ready for college:

1. Paying for College: There are many options for paying for college, including tuition payment plans, scholarships, grants, federal and private student loans. Before you apply for a student loan, you should consider other financial means you plan on using to cover costs. It's important to understand the features of student loans and consider a loan option that best fits your child's personal and academic needs. Any time you consider taking out a loan, have a plan for how you'll pay it off. Work with your banker to find the best plan for your financial situation.

2. Managing Money: For many young adults, going away to college is the first time they will manage a budget or use other financial products such as checking and saving accounts, debit cards, credit cards or insurance. Families can help their students make sure they have the right accounts and services as well as an understanding for how to manage them responsibly. When helping them create their budgets, don't forget to include expenses other than tuition such as rent, health insurance, gas, etc.

3. Building Credit: Helping students understand the responsible use of credit and how it works can set them up for more financial freedom and choices down the road. Help them understand credit basics and how, with smart planning, they can get on the right path for financial success. Your banker is a great resource, and can help them understand how to make those key decisions.

As summer comes to an end, you and your child will begin a new life chapter. By taking the time to build a thoughtful financial plan, you'll be able to spend more time with your family and truly make this summer season the most memorable summer of them all.

(Ben Alvarado, a 24-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.)

4. Simplify Your Communication. Speak with more graciousness about differences of opinion. It's easy to draw verbal lines in the sand the moment a discussion begins. This leads to unneeded conflict. In more extreme cases it leads to violence. We all have had the experience of someone's differing opinion turning into an emotional Hulk – fighting in defense of an overgeneralized judgment. Opinions are one thing. But when they mutate into judgments, then hostility often becomes the mode of communication. Just watch the news.

5. Don't See Danger Where There Is Only Difference. Know the distinction between the two. There is often a fine line. Opinions and differences always exist. If we fail to see the other person or issue, then danger becomes the dominant motivator.

6. Let Go Of At Least One Judgment Today. Convert it to opinion or preference. You will discover a peaceful feeling deep within.

One of the healthiest habits we can develop is the practice of pinpointing destructive thinking patterns. As we own and expose our mental and emotional irrationalities, our potential for deep friendships and well-being will increase.

It's working for me! :)

(Mick Ukleja keynotes on topics related to leadership and personal productivity. He's president of Leadership-Traq, and author of several books. His clients have included Fortune 500 corporations and nonprofit organizations. Check his weekly blog at [www.leadership-traq.com](http://www.leadership-traq.com).)

# Realty Views

## New Loan Program Hasn't Caught Fire



**W**hen it was announced in December that Fannie Mae would be offering a 3-percent-down mortgage for homebuyers, it was hailed as a possible breakthrough in releasing the logjam that has plagued most real estate lending since the housing bubble and credit crash of 2007.

By TERRY ROSS Not only was this move designed to clear some of the stringent lending hurdles that had gone up because of the number of foreclosed properties during the Great Recession with the resulting government bailout of banks and the two major purchasers of home mortgages on the secondary market – Fannie Mae and Freddie Mac – it was also a move to give relief to homebuyers who did not have a large down payment.

Considering the Federal Housing Administration (FHA) had become the go-to choice for borrowers who needed the most liberal underwriting standards and low-down program (3.5 percent), it was rightfully assumed that a Fannie Mae program with even lower down payment requirements and lower fees would be wildly popular.

But, in the eight months since the introduction of the Fannie Mae 3-percent-down payment program, industry observers are pointing to tepid response from the borrowing marketplace and the originating lenders, who also seem to not be pushing the program as heavily as predicted.

According to regulatory filings, Fannie Mae acquired only 9,000 mortgages with loan-to-value ratios between 95.01 and 97 percent from 600 lenders during the first half of 2015, representing less than 1 percent of all loans Fannie purchased during that period.

"We have seen some pickup there but, overall, it [interest] has been pretty modest," Fannie Mae CEO Timothy Mayopoulos said. He noted that Fannie rolled out its 97 percent loan-to-value (LTV) product to encourage borrow-

ers to take advantage of low interest rates to refinance or buy a home, and suspects borrowers are still learning about the government-sponsored enterprise's new low down payment products.

"One of the reasons we came out with the 97 percent LTV product was to try and send a clear message to the market is that we are open for business for folks who need access to credit," he added.

Although Freddie Mac instituted a similar program in March with more strings attached, neither agency has received the response that they expected.

One of the other theories as to why the response has been what it has, is an aggressive move by the FHA to cut its annual mortgage insurance premium – that took effect in late January – a move that's resulted in a significant increase in loan volume and has helped the FHA's bottom line.

Although Fannie Mae reported its total net income was up to \$4.6 billion for the second quarter of 2015, up 27 percent from \$3.67 billion one year ago and up 46 percent from \$1.89 billion in the first quarter of 2015, its purchase-mortgage volume accounted for 40.3 percent of total volume, down from 54.4 percent a year ago, but up from 36.8 percent in the first quarter.

The lack of interest for the new program could be attributed to a lack of sales volume overall as opposed to not getting the market share from other lenders when you look at these figures, but the reasons are really not clear. In acquiring loans from institutions, Fannie Mae purchased \$128.1 billion in single-family mortgages in the second quarter, up from \$85.2 billion one year ago, and \$113.2 billion in the first quarter of 2015.

As usual, the company expects to hand over most of its profits to the U.S. Treasury under its conservatorship agreement. Fannie will pay \$4.4 billion in dividends to Treasury in September as part of the bailout during the recession.

Although this new low-down program seems to be just what the housing market needs, it might take some additional loosening of underwriting guidelines and some general economic improvement to see the results that regulators envisioned when they first rolled out the program.

(Terry Ross, the broker-owner of TR Properties, will answer any questions about today's real estate market. E-mail questions to Realty Views at [terryross1@cs.com](mailto:terryross1@cs.com) or call 949/457-4922.)

# Third Sector Report

## Nonprofit Executive Transitions: A Glimpse At My Life's Work



By JEFFREY R.  
WILCOX

**A**t some point, a job is going to end. It's a harsh reality that is likely to consider one's own death, but can occur several times over a lifetime. For anyone who faces transition, whether voluntary or not, a complex, emotional, and consuming situation unfolds.

Executive transition in the nonprofit sector is an especially difficult subject. Many leaders of community causes are drawn to their work more for purpose than profit. Their liberal and fine arts educations find unique homes to pursue their interests with the additional reward of having a hand in advancing society. Many speak of their work more as a calling than as a career.

That's not to negate or diminish the same high levels of commitment, accomplishment, and sacrifice that leaders in business, industry and government also contribute to their jobs. However, the fate

of a nonprofit leader's career rests in a few more hands.

Being cross-wise with a boardmember, contributor, employee or community member, if not managed well, can ignite a continuum of visible results ranging from passive-aggressive relationships and public displays of displeasure or disparaging remarks, to a witch-hunt that can haunt an executive for the rest of his or her career. "Behind closed doors" is a dangerously naïve leadership assumption in any nonprofit organization.

In my experience, most mid- to late-career nonprofit executives rarely lose their positions for technical deficiency or blatant wrongdoing. It's usually the result of not seeing the severity of a political situation, procrastination with retirement planning, or not recognizing it's time to move on.

The departure of an executive through retirement or involuntary release has natural stages for both the leader and the organization. For the people involved, the journey can

resemble a process introduced by Dr. Elisabeth Kubler-Ross to describe the phases of living with terminal illness: Denial, bargaining, anger, sorrow and acceptance. The bargaining phase is often an Achilles' heel in the nonprofit sector as "keeping the leader on in some capacity" is the natural conciliation that stops and mutates effective transitions.

For some transitions, the situation can closely resemble addiction recovery as some executives can become addicted to their jobs. The notion of making someone go "cold turkey" without some thoughtful help is neither a matter nor a sentence to be taken lightly. Some leaders of causes are unable to contemplate life without the deep professional satisfaction, personal identity, notoriety, and daily routine their jobs have afforded them. It can be equally challenging for the co-dependents and enablers in their organizations that fed the addiction over a course of many years.

These examples of the complexities of nonprofit executive transitions aren't unique only to the executive. Boardmembers without term limits, senior managers in their positions for decades at the same cause, or volunteers involved in a process for many years are destined to go through similar stages with the same high potential for organization mayhem.

Bringing any kind of a relationship to a conclusion is not an easy task. For a nonprofit organization, the focus during retirement or involuntary transition, if not

## Long Beach Business Journal

Vol. XXVIII No. 17  
September 1-14, 2015

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The Long Beach Business Journal is a publication of South Coast Publishing, Inc., incorporated in the State of California in July 1985. It is published every other Tuesday (except between Christmas and mid-January) – 25 copies annually. The Business Journal premiered March 1987 as the Long Beach Airport Business Journal. **Reproduction in whole or in part without written permission is strictly prohibited unless otherwise stated.** Opinions expressed by perspective writers and guest columnists are their views and not necessarily those of the Business Journal. Press releases should be sent to the address shown below.

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**Advertising and Editorial Deadlines**

Wednesday prior to publication date. Note: Press releases should be faxed or mailed. No follow up calls, please. For a copy of the 2015 advertising and editorial calendar, please fax request to 562/988-1239. Include your name, company and address and a copy will be sent to you. Distribution: Minimum 22,000.

**Regular Office Hours**

Monday-Friday 8:30 a.m.-5:30 p.m.

**Business Journal Subscriptions**

Standard Bulk Rate: \$28.00

1st Class: \$70.00

(25 issues-1 year)

managed well, can easily migrate to managing the drama of severing rather than fueling the passion for serving.

Executive transitions that seem to go as well as could be expected appear to have four practices that were put into place long before the separation occurred.

The first is a commitment to an annual executive performance review with at least a mid-term performance discussion to avoid fatal surprises. The second is a continuing discussion about succession planning for all key leadership positions. The third is supporting a coach or mentor for the nonprofit executive so that a professional relationship has developed over time to promote success while in the job as well as success in leaving it. The fourth is a board culture that focuses on leading the organization as opposed to managing it.

Having witnessed too many badly managed transitions, and seeing the casualties and catastrophes each has created, it was clear to me something needed to be done. Reducing the emotional costs for the people involved, preventing avoidable attrition, reducing organizational set-backs during leadership change, and protecting the community equity that an organization has built over years not only became my job, it became my calling.

(Jeffrey R. Wilcox, CFRE, is president and CEO of The Third Sector Company, Inc. Join in on the conversation about this article at the Long Beach Business Journal website: [www.lbbizjournal.com](http://www.lbbizjournal.com).)

# Arts And Economic Development Go Hand In Hand

■ By CYRUS PARKER-JEANNETTE

Dean of the College of the Arts, CSULB

**A**s Dean of the College of the Arts (COTA) at CSULB, member of the Long Beach Economic Development Commission, choreographic artist, and board liaison of the Arts Council for Long Beach, I write this article to describe and

This economic activity supports 4.13 million full-time jobs. In a study by the US Bureau of Economic Analysis and the National Endowment for the Arts, published in December 2013, the arts and cultural production, both nonprofit and for-profit, account for an average of 3.2 percent of the Gross Domestic Product with growth expected.

In addition to this data snapshot of the economic side of arts and entertainment, there

is a personal side. Last year, Mayor Garcia and I engaged in an intensive discourse on the intersection of the arts and the economy. With my service as a commissioner, to the Arts Council and my position at the university, I am discovering that many individuals from the political realm and the business arena are interested in proposing

collaborative projects, business and development opportunities, internship programs and more. It is humbling, it is an honor, and it is inspiring to discover that so many individuals in the Long Beach community are seeing the opportunities in the arts and want to utilize an artistic perspective in their pursuits.

Many arts students will struggle to make a full-time living as professional artists, but few of them will struggle with the skills they build as a result of studying the arts. What they learn applies to any field and certainly the process of creative and critical thinking and problem solving, the ability to start from nothing and give form to ideas, along with remarkable commitment and discipline will equip them for life, just as it has for me. This is the artist as entrepreneur; this is the artist as a vehicle for innovative endeavors.

With the economic considerations, with a respect for the arts and with the linking of community and university, this is truly a city worth celebrating! ■



celebrate the arts and arts education as a vital component of the economics and culture of this vibrant city.

CSULB houses one of the largest College of the Arts in the nation and is home to about 3,800 students majoring in Art, Dance, Design, Film/Electronic Arts, Music and Theatre. The Carpenter Performing Arts Center and University Art Museum are also part of the COTA. Last year, approximately 160,000 people attended campus arts events, and more than 550 separate performances, lectures, exhibitions, screenings, plays and arts panels were presented.

Cultural and arts events bring people to nearby businesses such as restaurants and shops, and ticket sales to exhibits, films and performances spur the economy of a community. This is evident in a recent study by Americans for the Arts, a national nonprofit organization designed to advance the arts.

In recent years, non-profit creative industries generated \$61.1 billion in addition to \$74.1 billion in event-related expenditures by their audiences for a total of \$135.2 billion.

## Gallery Corner

The Long Beach City College Art Gallery has two thought-provoking exhibitions opening on Thursday, September 3: Tam Van Tran's *Breathing*, and Dewey Ambrosino's *Los Psychogeographies*. Van Tran regularly employs traditional mediums, such as acrylic paint, mixed with unexpected manmade and natural elements like Cool Whip and saffron. These unconventional materials highlight the transient nature of the tangible and intangible world. Ambrosino's *Psychogeographies* installation is inspired by the Situationist movement that took place in Paris during the Late 1960s. Like the Situationists Ambrosino explores and documents the fringes of Los Angeles and Long Beach and examines the geography of the city as a form of mind control. Both exhibitions are on view through October 1, 2015. The gallery is located at 4901 East Carson St. building K100 on the City College campus and is open Monday and Thursday 9 a.m. to 3 p.m. and Tuesday and Wednesday 12-8 p.m.



# Retro Row Boutique Uses Artistic Collaborations to Fuel Brand

■ By SARAH BENNETT

Arts Council for Long Beach Contributor

**J**im Leatherman, as his name might imply, makes leather goods. His shoe brand, Broken Homme, manufacturers its stylish-yet-functional boots at a San Pedro factory; it is just one of the dozens of like-minded brands Leatherman stocks at his clothing and lifestyle boutique, Port.

Tucked away on St. Louis Street in the heart of Retro Row, Port is more than a store. It's a clothing brand (you've likely seen its cursive logo on everything from T-shirts to hats to bathing suits), a social media presence (its Instagram alone has 12,000 followers) and an instigator for all kinds of fantastic artist collaborations that set it apart from other lifestyle companies in the same realm.

"I want to be progressive even though I think of the logo as a pretty iconic piece," Leatherman said. "We're always looking to collaborate with other artists to keep the freshness of the brand and put our own spin on what's happening out there."

After spending nearly a decade working on the surf and skate side of the apparel industry, Leatherman knew he wanted to open a store that spoke to fashion-driven men that were growing out of the action sports mentality.

He enlisted a former artist for Matix, Quicksilver and Element to design the current logo, which he first silkscreened on comfy shirts. Then he found other sophisticated alternative brands to do custom, one-off designs for Port. Soon, he was collaborating with Seattle-based Ebbets Field, a company that specializes in vintage hat designs, making cross-branded soft navy baseball hats with "LB" sewn on the front in old felt letters. A few years ago, they made a classy "Sink



the Wall" shirt with proceeds benefitting the Surfrider Foundation.

"We like to put our creative vision behind topics that are important to us – be it sports or local politics," Leatherman said.

Port has made these kinds of selective artistic collaborations part of its very existence, with more than a few of the results being sold in the store at any given time.

Earlier this month, when The Social List, the restaurant and bar next to Port, hosted an art show from Long Beach's Hely Gonzalez, Port sold 20 original tees made by the artist. Another upcoming Social List show will feature work from artists at Outer Limits Tattoo in downtown. Port plans on doing a series of shirts for that as well.

The holidays will bring Port's most expansive collaboration yet: a mid-century modern art show and installation in partnership with real estate agent Nate Cole, who is working on restoring and framing some classic prints from local architects Edward Killingsworth and Cliff May. Leatherman says the project allows Port to take elements from Long Beach history that are already in a global spotlight and create a collection that will speak to people everywhere. He's planning to put some of the architectural designs onto Hawaiian shirts.

"We like to have some type of story behind every piece we do," he says. "Something always has some sort of tie-in. There's always a reason we did something. We're not just trying to pump out graphic tees and make money." ■

## Long Beach – A Caring Community



**Dr. Francine Tognari,  
Behavioral Health  
Services Director,  
ChildNet Youth &  
Family Services**

It has been said that you can tell the emotional health of a society by how the citizens treat the most vulnerable and disenfranchised members of their community. Generally, this refers to children, animals and the elderly. I would also include the chronically mentally ill and the homeless. Too often we marginalize and stigmatize people confronted with these issues, creating challenges and barriers which interfere with seeking the assistance they need to stabilize their life situation. The City of Long Beach has made great strides bringing together various stakeholders within our community to ensure that our citizens are treated with compassion and respect. A common theme throughout our community's efforts is a need for us to create emotional and physical safety for all.

It is well known that catastrophic life events starting at an early age, often combined with chronic punitive interactions with caregivers, sexual and physical abuse and/or neglect sow the seeds for mental illness to flourish. For example, many of the homeless people living on the streets report growing up in homes where they were severely neg-

lected, witnessed repeated domestic violence, were exposed to adults using illegal drugs, etc. The emotional and psychological devastation results when the adult who is responsible for protecting the child from harm is the perpetrator of that harm. Perhaps the most detrimental element of their life experience was the failure of a parental figure to provide physical and emotional safety from chronic exposure to these traumatic events. It is well known that chronic exposure to trauma and severe neglect impacts brain development. Timely mental health interventions can decrease the destructive consequences of these early childhood experiences. However, many times the parent's failure to seek necessary services is caused by their own history of unresolved childhood trauma. Consequently, the parents' unresolved traumatic past becomes the legacy of the next generation...and the cycle continues.

These early childhood experiences can develop into debilitating psychiatric disorders when left untreated. Many self-medicate by using drugs and alcohol in failed attempts to cope with their symptoms. These co-occurring disorders become such a challenge that most of the homeless in our community often report feel-

ing lost and helpless.

Fortunately, Long Beach is a city that cares about its disenfranchised citizens. For example, the Multi Service Center (MSC) is the main hub for a vast array of services available to our City's homeless population. The program has been recognized as a national 'best practice model', providing comprehensive services for at risk and homeless individuals and families. MSC staff complete a thorough assessment to determine the needs of the client, along with their readiness to participate in treatment. Services include referrals for mental health services, affordable health care, substance abuse treatment, temporary shelter, permanent or long-term housing, job training, employment referral services, etc. Homeless clients can visit their office in west Long Beach or they can be evaluated in the community. MSC has a 'street outreach team' which goes into the community each day, identifying homeless people

### Fortunately, Long Beach is a city that cares about its disenfranchised citizens.

their community – often directing them to MSC for needed services.

Business owners also play an integral role as we work together to address the issue. Many often become familiar with the homeless people staying in their area and develop a friendly rapport. Some business owners help by passing on literature about the MSC delineating their services or call the police department to facilitate timely interventions. The compassionate, dedicated efforts made by our nonprofit mental health providers, the businesses community, the police department and the City's MSC are vital for the continued health and safety of our community.

Nonprofit mental health agencies in the Long Beach community work diligently to address these challenges. For example, ChildNet's Behavioral Health Services program provides numerous evidence-based practices to thousands of children and their families each year. Specialized services are provided to children who have a history of multi-complex trauma – symptoms which many of our adult homeless population reported experiencing when they were children. We must all continue to work together to break the cycle!

It is a gratifying experience being a part of a community that is so committed to improving the quality of life for all of its residents. Together, we are making a difference!

**...chronic exposure to trauma  
and severe neglect impacts  
brain development.  
Timely mental health  
interventions can decrease  
the destructive consequences  
of these early...experiences.**

who would benefit from their services. Elsa Ramos, the Multi-Service Center Coordinator, reported that over 26,000 clients use the MSC services each year.

A goal of the MSC is to provide "a hand up" rather than "a hand out." While MSC recognizes the need for providing a meal, a shower or temporary shelter, the goal is to stabilize the client's life situation.

MSC works collaboratively with the Long Beach Police Department. The Quality of Life Unit has officers assigned to work with the homeless, along with a mental health specialist who works as part of the team. The officers have been educated about the possible antecedents to the person's behaviors and are trained to respond in a non-threatening manner, all serving to humanize the situation. They are also encouraged to get to know the homeless people in

## Homelessness In Long Beach

According to the biennial survey conducted by the City of Long Beach Department of Health and Human Services in January 2015, we have seen decreases in our homeless population since 2013:

- 24% reduction in the number of homeless children
- 18% overall reduction in the total number of persons experiencing homelessness.
- 13% reduction in chronically homeless persons

## Capacity Corner: Upcoming Calendar of Events

### From the Nonprofit Partnership

#### The ABC's of a High Functioning Board

Thursday, September 3, 2015, 1:00-4:00pm

This training is designed to deepen the understanding of the role of board members in organizational success and to provide a toolkit for board development. We encourage board/staff teams to attend to strengthen their boards as well as individuals who are considering board service in order to learn what is involved in board leadership.

#### Supervising Skills for Success

Wednesday, September 16, 2015, 9:00am-4:00pm

This workshop will help you learn tips and tools to excel in supervising others. Learning takeaways include: role exploration; identifying factors that lead to success; addressing challenges; communication and motivation methods.

#### Evaluating the Executive Director

Thursday, September 17, 2015, 1:00-4:00pm

This interactive workshop will explore the steps to create an effective performance review tool and process, develop performance standards, and ensure a value add feedback system.

### From our Partners

#### Overcoming the Overhead Myth

Wednesday, September 2, 2015, 11:00am WEBINAR

A dangerous myth prevails among funders that overhead can be used as a proxy for efficiency. In fact, research shows that under-investing in administrative overhead is often linked with poor performance by nonprofits. Stanford Social Innovation Review webinar. For more info, visit: calnonprofits.org.

#### Leading Change Summit

September 13-26, 2015

The Leading Change Summit is for nonprofit leaders and changemakers who are invested in their work and their mission. It is designed to help form ideas and create a real path forward. For more info, visit: nten.org.

#### Save the Date: CalNonprofits 2015 Policy Convention

November 3-4, 2015—Oakland, CA

Focusing on the economic and political forecast for California's nonprofit sector. For more info, visit: calnonprofits.org.



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