



Michael Levy has been a part of the Long Beach arts scene for more than 25 years. Pictured behind Levy at his gallery are works by the famed artist Picasso. At lower right is a 1972 Picasso lithograph entitled "Luncheon on the Grass." (Photograph by the Business Journal's Erin Kleekamp)

Michael Levy: Bringing Art To Long Beach Homes And Beyond

By SAMANTHA MEHLINGER
Senior Writer

With more than 35 years in the Long Beach arts community and a gallery full of works by the likes of Picasso, Salvador Dali and Marc Chagall, it may come as a surprise to some that Michael Levy found his niche in the art world by happenstance. "I came out to Long Beach from New York City and went to work for Charley Brown Restaurants,"

Levy recalled during an interview with the Business Journal at his business off Pacific Coast Highway, Michael Levy Gallery. "The owner of the upstairs gallery was a regular customer at the restaurant two or three times a week, and he always kind of courted me. He'd say, 'Come work for me.'" Eventually, Levy did just that.

"I got a promotion [at the restaurant] and didn't like it at all, and went back [to the gallery owner]"

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Directors Of Long Beach Arts Institutions Weigh In On Growing The Arts Community

By SAMANTHA MEHLINGER
Senior Writer

Long Beach has a wealth of arts organizations both large and small, from museums to performing arts groups and cultural centers. The International City, as Long Beach is known, has its own opera, ballet, musical theater, multiple arts museums and more. On the eve of Long Beach Arts Month, which begins October 1, the Business Journal asked leaders from several of the city's largest arts institutions to respond to the following question: "What do you believe should be done to foster growth in the local arts community?"

Responses were received from the directors of the Museum of Latin American Art, Long Beach Shakespeare Company, The Found Theatre, International City Theatre, Long Beach Museum of Art, the Carpenter Performing Arts Center, Long Beach Symphony and Long Beach Ballet. In order to foster growth in the arts community, local arts leaders emphasized the importance of arts education, better funding, providing support for local artists through affordable housing and other initiatives, and the need for a unified strategy among arts organizations and the city government.

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Long Beach Small Business Owners Rattled By Prospect Of Minimum Wage Hike

By SEAN BELK
Staff Writer

As city officials solicit input for a study on the potential impacts of raising the minimum wage in Long Beach, small business owners have been

calculating expected cost increases and are expressing strong concerns.

The Long Beach City Council agreed unanimously on September 15 to contract with the Los Angeles County Economic Development Corporation (LAEDC) to

conduct a study on the subject. The study, which costs the city \$65,000, comes on the heels of the County of Los Angeles approving a \$15 an hour minimum wage for unincorporated areas in July just two months after the City of Los

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"I agree people are in a tough place and they got to have a better chance at a better life, but my position is, it's not our responsibility to give them a better life. It's our responsibility to give them an honest chance at a better life."

Mike Sheldrake, Owner
Polly's Gourmet Coffee, Belmont Shore

(Photograph by the Business Journal's Larry Duncan)



With A New Strategic Plan, The Arts Council For Long Beach Shifts Its Focus

By SAMANTHA MEHLINGER
Senior Writer

The Arts Council for Long Beach has been making a huge strategic shift over the past year, shifting its focus from creating arts programming to instead supporting the existing arts community in Long Beach through marketing, collaboration and dialogue.

"We describe it as a year of having done the groundwork for the organization," Victoria Bryan, executive director of the Arts Council for Long Beach, said in an interview in the nonprofit organi-

zation's East Village Arts District office. Marco Schindelmann, director of the council's board, was also in the interview.

During the current (October 2014 through September 2015) fiscal year, the Arts Council has focused on implementing its new strategic plan, which was finalized in June of 2014, and has also had to contend with significant internal reconfiguration. Several of the council's staff members left last year to pursue other opportunities or because of family moves outside the area, Bryan said.

"What happened was, within a couple of months, we had the opportunity to not just hire new people, but actually rethink how the staff could be better aligned with

(Please Continue To Page 44)



Arts Council for Long Beach Executive Director Victoria Bryan and the council's board president, Marco Schindelmann, said the council has spent the past year laying the groundwork for achieving the goals of its new strategic plan. (Photograph by the Business Journal's Larry Duncan)



Program Guide for the
JetBlue Long Beach Marathon
and Half Marathon
(See Pages 15 to 38)

Local Artists Profiled For Arts Month

By SAMANTHA MEHLINGER, Senior Writer

In honor of Long Beach Arts Month, the Business Journal is profiling six local artists from a variety of backgrounds and with equally wide-ranging talents, from filmmaking to drawing, singing, dancing and more. Some of these artists are Long Beach natives. Others relocated here to pursue their careers. All have chosen to remain residents of Long Beach because of its burgeoning arts scene and supportive community. Profiled in our Focus On The Arts In Long Beach are: Gary Alvarez, filmmaker; Rudy De Anda, musician; Shy But FLY, singer and spoken word artist; Dave Van Patten, visual artist and illustrator; Megan Wilcox, ballet dancer; and Angela Willcocks, visual and social practicing artist.

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Notice of Public Consultation

Long Beach Transit's Disadvantaged Business Enterprise (DBE) Three-Year Overall Goal & Goal Methodology for Federal Fiscal Years 2016 – 2018

This announcement will serve as notice of the Long Beach Transit's (LBT) Disadvantaged Business Enterprise (DBE) Overall Goal of 10 percent for Federal Transit Administration (FTA)-funded contracts. The overall goal is for a three-year period from October 1, 2015 (Federal Fiscal Year 2016) through September 30, 2018 (Federal Fiscal Year 2018). LBT will achieve 10 percent of its overall goal utilizing race-neutral measures. The overall goal is captured as a percentage of FTA funds LBT anticipates to expend for the triennial goal period. The goal methodology used is in accordance with the U.S. Department of Transportation (DOT) DBE Program Final Rule, 49 Code of Federal Regulation, Part 26. The triennial goal is established to achieve a "level playing field" for DBEs to participate in LBT's FTA-assisted contracting opportunities.

Public Consultation Meeting

A public consultation meeting will be held with stakeholders, which include minority and women business groups, community organizations, trade associations and other officials or organizations that may have information concerning the availability of disadvantaged business and comments on the DBE overall goal and goal methodology.

Thursday, October 15, 2015

2 p.m. – 4 p.m.

Long Beach Public Library
Mark Twain Branch, Community Room
1401 E. Anaheim St., Long Beach, CA 90813

Upon request, foreign language translation, sign language interpretation, materials in alternative formats and other accommodations are available to the public for LBT-sponsored meetings and events. All requests for reasonable accommodations must be made at least three working days (72 hours) in advance of the scheduled meeting date. Please call (562) 489-8485 between 8 a.m. and 5 p.m., Monday through Friday.

Public Comment

The FFY16 – FFY18 overall DBE goal and goal methodology report (goal report) will be made available during regular business hours of 8 a.m. – 5 p.m., Monday through Friday, for public review and comments for 30 days from October 1-31, 2015.

Submit comments by US mail, email, fax or in person to:

Long Beach Transit
P.O. Box 731

1963 E. Anaheim St., Long Beach, CA 90801-0731
(562) 489-8485 phone; (562) 684-4825 fax

Attention: Dave Hernandez: dhernandez@lbtransit.com

Notice Posted: September 29, 2015

Dear City of Long Beach, Thank you.

You've been a welcoming home for the Molina family since Dr. C. David Molina worked as an ER physician in a Long Beach hospital. In fact, it was in that ER where he identified the need to bring primary care access to the underserved. And it was in Wilmington where Dr. Molina opened his first clinic to provide it.

This year, Molina Healthcare celebrates our 35th anniversary. Now a FORTUNE 500 company, we're still a family-run provider of health care, led by a physician. However, today it's for more than 3.4 million members, in eleven states and two U.S. territories.

But across all the miles and all the years, the mission we started here has stayed the same: To take good care of those who need it most.

Thank you for being part of our journey. We couldn't have done it without you.

Here's to the next 35 years!

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Your Extended Family.

They Are Watering Dead People



■ By **GERRIE SCHIPSKE**
Contributing Writer

The ongoing drought brings into question why any cemetery should be allowed to use potable (drinkable) water to keep grass alive.

There are four cemeteries in the City of Long Beach: Forest Lawn/Sunnyside Mausoleum and Memorial Park; All Souls Catholic Cemetery; Sunnyside Cemetery and the Municipal Cemetery.

Two of the cemeteries are using millions and millions of gallons of drinkable water to try and keep grass and trees alive: the Long Beach Municipal Cemetery and Sunnyside – both located next to each other on Willow Street.

Both cemeteries use antiquated, non automated irrigation systems that require manual turn on and off. Water pressure fluctuates so that sprinklers don't always function. Neither cemetery has access to reclaimed water.

According to Long Beach Water Department sources, the 3.2-acre Municipal Cemetery and the 13-acre Sunnyside Cemetery consume "a combined average of 6 acre-feet of (potable) water/year (2 million gallons/year or 2,614 ccf/year), with an annual combined water bill of about \$6,900."

Long Beach got into the cemetery business in 1900 when it took over what was called "Signal Hill Cemetery" located off Orange Avenue and Willow Street. No



one is sure who all is buried there but those identified are some of the early "movers and shakers" of the city – including William E. Wilmore, who started the "American Colony" which became Wilmore City and then eventually Long Beach, after Belle Lowe suggested it would be better than calling us "Crescent City."

A gravestone's throw away is the Sunnyside Cemetery which was once operated by the Long Beach Cemetery Association. That cemetery, too, is filled with historic people, including a Civil War Medal of Honor recipient, Nelson Ward. Together, the Municipal and Sunnyside cemeteries contain the remains of around 20,000. Both cemeteries sit atop rich oil deposits that caused relatives of the buried to sue for a portion of the \$2,000 a barrel being fetched in the 1930s.

The grass in both the Municipal and Sunnyside cemeteries could be saved by using reclaimed water. However, the water department estimates it would cost \$2,200,000 to extend the existing pipeline system to the cemeteries.

The nearest source of reclaimed water appears to be the Van der Lans Reclamation Plant near the 605 Freeway and Willow Street. The reclaimed pipeline system stops at roughly Walnut Avenue and the 405 Freeway and would have to go under the freeway to reach the cemeteries.

A visit up the 605 Freeway to Savannah Memorial Cemetery and Pioneer Park in El Monte shows the beginnings of what can be done if you need to stop watering. The cemetery there doesn't have access to reclaimed water either and the volunteer board decided to stop watering with drinkable water two years ago. The plan is to reduce water

consumption and provide a demonstration drought tolerant garden with plants and rock paths that will attract birds, butterflies and human visitors.

It is interesting that the Long Beach cemeteries were not included in the "2010 Long Beach Water Department and Water Replenishment District of Southern California Final Report Recycled Water Master Plan" that details potential users of reclaimed water. The city needs to step up and help both of these historic sites. It is such a waste of drinkable water to use it on dead people.

Next column: Time to Rethink Term Limits

(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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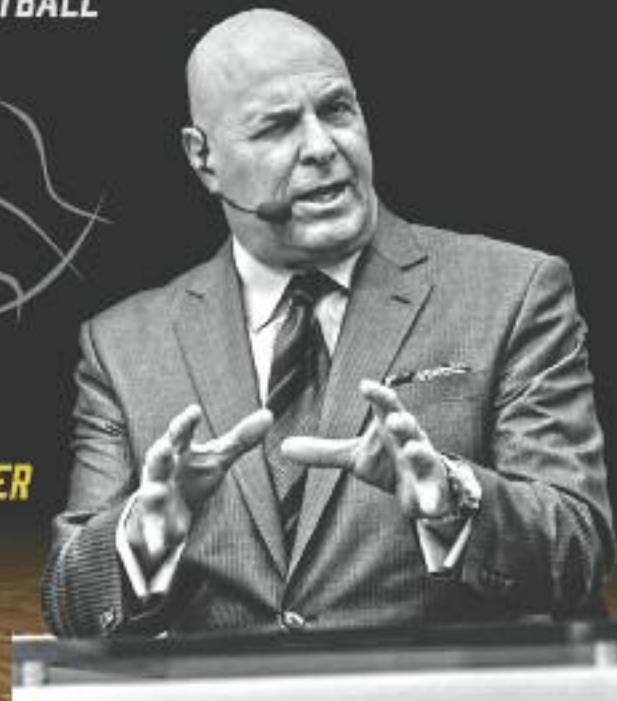
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Minimum Wage

(Continued From Page 1)

Angeles passed a policy that raises its minimum wage to the same rate incrementally between 2016 and 2020.

While it's not clear what may or may not be proposed in Long Beach, city officials have asked residents, workers and employers to share their views at six community meetings, the first of which is today, Tuesday, September 29, at 4 p.m. at city hall during the Long Beach Economic Development Commission meeting chaired by realtor Frank Colonna, who served two terms on the city council.

Workers' rights groups backed by labor unions, meanwhile, have voiced demands for the minimum wage in Long Beach to be raised to \$15 per hour while calling for protections such as stricter labor enforcement policies and adequate paid sick days for workers.

Although expressing sympathy for low-wage workers, Long Beach business owners interviewed by the Business Journal voiced worries that such a city-mandated minimum wage hike would mostly impact small businesses in sectors such as restaurants, retail, warehousing, home care and professional services, adding that such a policy would have multiple negative effects on their operations and the local economy in general.

Many business owners said that a \$15 an hour minimum wage hike would create a 45 to 50 percent increase in labor costs, due to an associated increase in workers' compensation insurance and payroll taxes.

(It should be noted that numerous owners contacted by the Business Journal did not want to be quoted for fear of retribution by elected officials and the unions they support.)

Even with temporary exemptions for small businesses or "carve outs" for certain industries, business owners would still have to compete for the same pool of employees as the large corporations that would be mandated to offer higher wages, opponents argue.

"A lot of people will decide to go work at Walmart instead of go work in accounting because the margins are the same," said Yanki Greenspan, president of Westland Real Estate Group, a commercial and multi-family real estate property owner and developer based in Long Beach.

Most of all, opponents contend that a city-mandated minimum wage increase might actually hurt the very workers such a law would attempt to protect, as raising the minimum wage to such heights, overall, would result in job losses while driving up prices for products and services and increasing rents.

Some small business owners said raising the minimum wage to the level proposed by labor groups would likely result in less hiring while potentially forcing businesses to move to nearby cities that don't have such a mandate, adding that small businesses would be at a competitive disadvantage if they were to stay.

Moreover, some small business owners that aren't in a position to reduce labor, will have to raise prices or relocate in some cases, or may even be forced to

close their doors altogether, some business leaders said.

"You're going to have a lot of small businesses going out of business because they're not going to be able to compete in this marketplace," said Mike Sheldrake, owner of Polly's Gourmet Coffee and president of the Belmont Shore Business Association (BSBA), who has been a vocal opponent of a citywide minimum wage increase.

Minimum Wage Debate

Supporters of the "Raise the Wage" campaign in Long Beach, meanwhile, assert that, while Long Beach remains the second largest city and economy in Los Angeles County and has many thriving industries, such international trade, healthcare and tourism, many residents live in poverty.

Campaign supporters cite statistics that 40 percent of workers in Long Beach make less than what they need in order to live, adding that productivity, prices and rents have increased while wages have stayed stagnant for years.

Rusty Hicks, executive secretary-treasurer of the Los Angeles County Federation of Labor, said the median rent in Long Beach is about \$1,100 and about 32 percent of all workers in the city pay over half of their income on rent.

"You have a case where you have workers who are not able to provide the basic necessities that they need to provide for themselves and to provide for their families," he said.

Francisco Abdul Estin, who has worked

(Please Continue To Page 6)

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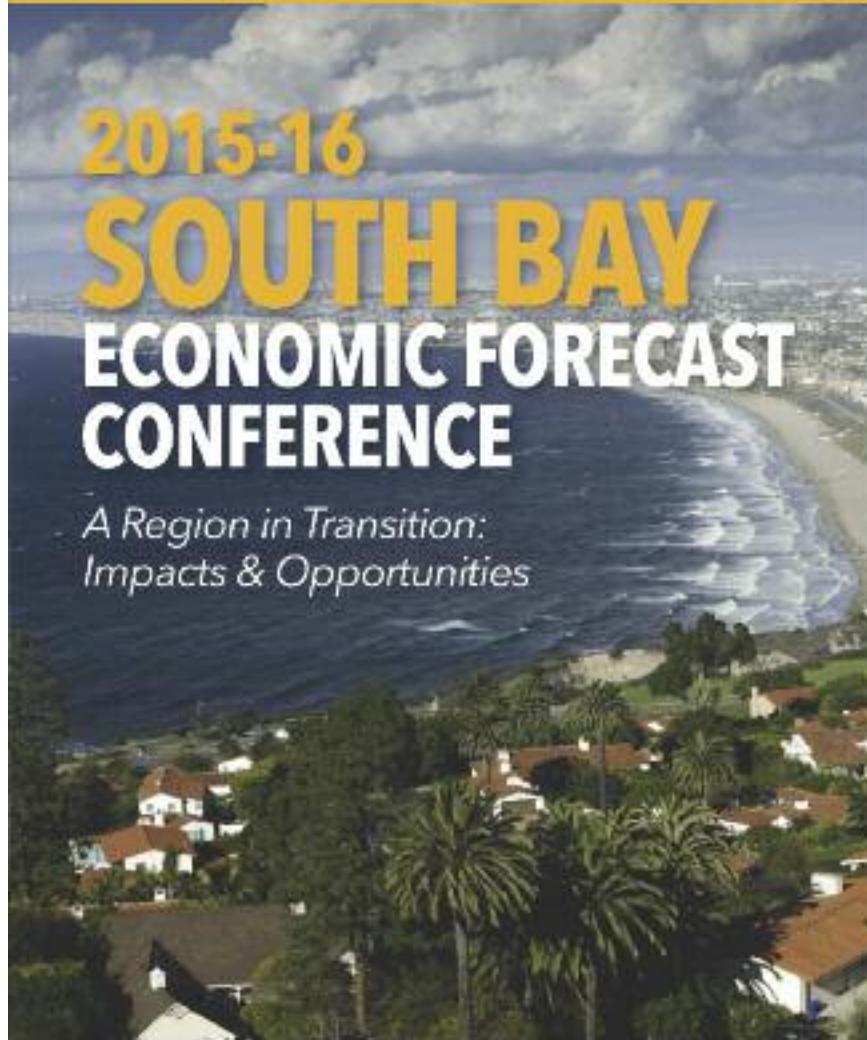
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Purchase and Development Opportunity at 100 East Ocean Boulevard	RFP CM15-163	10/30/2015
Purchase and Development Opportunity at 3rd Street & Pacific Avenue	RFP CM15-162	10/30/2015
Purchase and Development Opportunity at Anaheim Street & Walnut Avenue	RFP CM15-159	10/30/2015
Purchase of Two (2) Chevrolet G2500 CNG Cargo Vans	ITB FS15-188	10/7/2015
Airport Parking Operations and Management	RFP AP15-153	10/5/2015
Turf Removal	R-7034	10/2/2015
Turf Conversion	R-7033	10/2/2015
Purchase of Four (4) Jeep Wrangler Rubicon Vehicles REBID	ITB FS15-122	9/29/2015
Purchase of Three (3) Ford F-150 Regular Cab CNG Trucks	ITB FS 15-186	9/29/2015

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 to receive notifications of bid opportunities. Additional details on upcoming bids and how to register can be found on the website.

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www.longbeach.gov/finance/business-info/purchasing-division/purchasing-division/

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Minimum Wage

(Continued From Page 5)

as a banquet server for the Westin Hotel in Downtown Long Beach for 26 years, said Measure N, the so-called "living wage" law pushed by hotel worker unions that voters approved in 2012, has raised the minimum wage for hotels with 100 rooms or more to \$13.80 as of July.

Still, Estin, 62, said he struggles to cover necessities, such as food and college expenses, for his children as costs have gone up.

"A lot of people are investing in our city so we deserve a raise for our families and for my kids' education to have a better place in the city and more opportunities," Estin said. "That's important."

Additionally, Hicks said raising the minimum wage to \$15 an hour would actually benefit the local economy by funneling more money into the pockets of workers, who would then spend more at local businesses.

Sheldrake, however, argues that such a minimum wage increase would likely drive up prices, therefore, reducing workers' spending power. He added that there would also be fewer services available, as businesses would be forced to cut back.

Sheldrake, who employs 10 people, added that if such a minimum wage policy were passed in Long Beach he would likely be forced to stop providing health care benefits to his employees and cut overtime, adding that a \$15 an hour wage mandate would cause his labor costs to rise 45 percent.

Sheldrake said city officials should lobby for state or federal minimum wage legislation. He added that the ultimate solution for employees seeking a higher wage is not through laws but through more educational opportunities that would make them more valuable to a business to justify a higher wage.

"I agree people are in a tough place and they got to have a better chance at a better life, but my position is, it's not our responsibility to give them a better life," he said. "It's our responsibility to give them an honest chance at a better life."

"Sheldrake is right on the money," said Business Journal Publisher George Economides, who has long advocated that education, not legislation, is the answer to providing opportunities for better paying positions. "Our elected officials don't seem to understand – or want to understand – that that's where their focus should be. They also ignore that minimum wage jobs are entry level positions, not careers. We've all been there. It's frustrating to small business people who bust their butts to get ahead to then have city councilmembers with zero business experience tell them they must give employees a 40 percent or 50 percent pay increase. And, with no increase in productivity."

The 'Step Up' Factor

Increasing wages for workers at the bottom of the pay scale, however, may have even more ripple effects, according to Greenspan, who estimates that his company, that has 280 employees, would see a \$1.25 million increase in payroll if a \$15 an hour minimum wage policy were to pass.



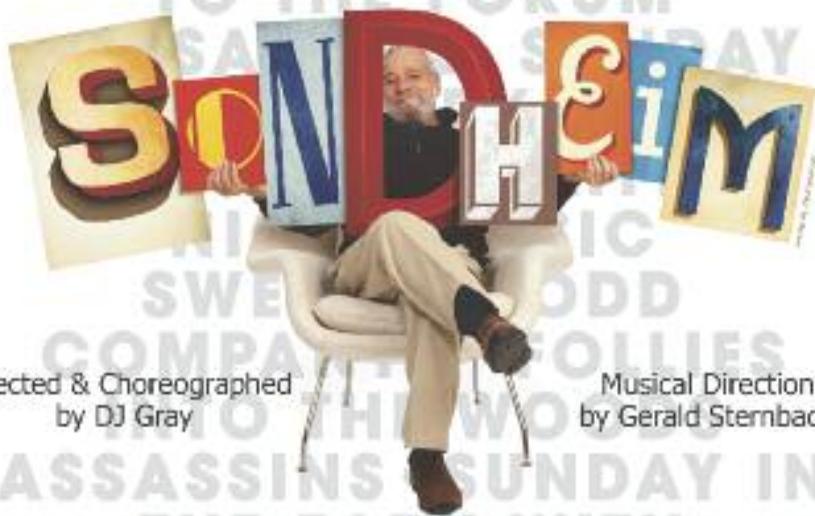
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The calculation, he added, doesn't take into account the "step-up" factor in which having to raise the pay of the lowest wage earners, such as receptionists, compels having to raise wages for all other employees as well.

Greenspan added that businesses will eventually adjust to a mandated increase in labor costs, but it may take up to a decade for the market to correct itself, adding that in the meantime businesses, workers and consumers will suffer.

"What this is basically doing in my view is throwing the local economy into complete chaos for the next five to 10 years," Greenspan said "Eventually we'll stable out . . . It's going to take time to adjust. A lot of people will get hurt. A lot of people will lose their jobs. A lot of people won't get hired. A lot of people will get angry."

Higher Wages, Higher Prices

Many small business owners stated that they would have to pass on the increased labor costs to consumers by raising prices, which may reduce sales.

Bobby Bae, general manager of Circle Marina Hand Car Wash on Pacific Coast Highway in Long Beach, said the company, which pays most workers a minimum wage, will already be impacted by the state's wage increase to \$10 an hour by January 2016.

"Labor is one of the largest expenses of our business, and, of course, when wages go up, your workers' comp goes up, your insurance goes up and your payroll taxes go up," he said. "That's a big impact."

Bae said the increased labor costs would likely force the company to raise prices. Higher prices may eventually dis-

courage consumers from buying a car wash, which, he added, is still considered a "luxury."

"Of course we absorb some of the costs, but we have to pass it on to the customers as well and they're not happy with it," Bae said. "If the price is too high, then they're going to find other alternatives, whether that's not washing their car or washing it themselves."

Bill Dombrowski, president and chief executive officer of the California Retailers Association, which opposes city-mandated minimum wage increases because of the likelihood for job loss, added that small businesses would have to raise prices while national corporations would remain price-competitive since they have more buying power.

"You see the small guy already charg-

ing more because he doesn't have the buying power as a large retailer does," he said. "This just aggravates that price differential and contributes to the demise of the business."

Restaurants And Food Service

Restaurants and food service companies, which often have slim profit margins, would likely be impacted greatly, according to owners of independent food establishments.

Dombrowski noted that early studies show that Seattle, where a citywide minimum wage policy was passed last year with an incremental increase to \$15 an hour by 2017, has already seen 1,000 restaurant closures as a result.

Gus Sverkos, owner of Kafe Neo on 4th Street in Long Beach, said increasing the

(Please Continue To Page 8)



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Minimum Wage

(Continued From Page 7)

minimum wage in Long Beach would only put his restaurant at a competitive disadvantage with other restaurants in nearby cities since he would have to raise prices.

He added that raising labor costs only compound issues for small business owners who already deal with an increasing amount of paperwork and fees required by the city and state.

In addition, Sverkos said, since waiters and other restaurant workers often make tips, they actually make considerably more than minimum wage, adding that a

wage hike may force the industry to start doing away with tips.

He added that a citywide minimum wage increase in addition to the regulations, fees and permits already in place would only “dissuade” small business owners from investing.

“Look how successful 4th Street is because we have small, creative, professional business people who have invested,” Sverkos said. “You don’t want to dissuade them. You want to help them.”

Jim Choura, owner and founder of Choura Events, a planning and catering business that has employed thousands of people in Long Beach since 1969, said he would be impacted by a citywide mini-

mum wage increase, adding that such a wage hike has the potential to drive away convention and tourism business if prices increase.

“When government does anything to interfere with setting prices, whether it’s the price of what I sell things for or whether it’s the price of what I pay for my commodities or whether it’s the price of labor, it has a disruptive effect to the business,” Choura said. “When these things happen, they have a huge ripple effect across the landscape and the end result is of course people go out of business if they can’t manage it properly, markets shift and people move to other areas where they can.”

Home Care Services

Another industry that would be impacted is home care services, especially those for seniors and the disabled.

Rhiannon Acree, founder and president Cambrian Homecare in Long Beach, said increasing the minimum wage in the city might impact the affordability of senior home care, since raising wages of caregivers would force the price of services to go up.

“I think that you, I and everybody in the world would like caregivers to make more money, and I totally support that,” she said. “On the other end, I also support that seniors have a choice if they want to stay home or not. So the fear is that it will become so expensive that it’s only a choice for the wealthy and not the middle class.”

Acree added there is also an issue with how such a policy would impact skilled nursing facilities, subsidized by Medicare or Medi-Cal. She said the impact of increasing the cost of senior home care might force some seniors to seek less expensive alternatives that aren’t licensed, creating a safety issue.

While Acree said the minimum wage could be increased, she said there also needs to be a “balance,” with careful consideration for the impacts on the industry so as to not make senior home care more expensive for individuals.

‘Balanced, Inclusive And Objective’

Long Beach Mayor Robert Garcia has stated that the study being commissioned by the LAEDC is intended to be “balanced, inclusive and objective.” The purpose of the community meetings is to make the process more transparent in providing a “review of the potential effects of an increased minimum wage on businesses, non-profits and the workforce,” he said.

As part of a preliminary public outreach process, the city is conducting three community meetings before LAEDC is expected to issue its report sometime in early November, according to city officials.

The first three meetings will be held at: city hall tonight, September 29 at 4 p.m. before the city’s economic development commission; at the Expo Building at 4321 Atlantic Ave. in Bixby Knolls on October 5 at 5:30 p.m., before the Mayor’s Roundtable; and at Long Beach City College at 4901 E. Carson St. on October 29 at 7:30 a.m., before the city council’s economic development and finance committee.

After the report is issued, three more public meetings will be held at: Admiral Kidd Park at 2125 Santa Fe Ave. on November 17 at noon; Bay Shore Neighborhood Library at 195 Bay Shore Ave. on November 20 at 4 p.m.; and city hall on November 24 at 6:30 p.m. ■

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Long Beach Business Journal

Creative Agency Innovatory Starts Up In WE Labs

By **SAMANTHA MEHLINGER**
Senior Writer

Innovatory, a new creative marketing and business development agency, has opened up shop within WE Labs in Downtown Long Beach. Headed by managing partners Lincoln Bauer, Amara Omoregie and Ted Sieving, the fledgling agency hopes to appeal to Long Beach businesses with its emphasis on local talent and knowledge.

"Innovatory was inspired by the synergy created here at WE Labs between creatives and entrepreneurs here in Long Beach," Omoregie told the Business Journal via e-mail. "Our goal is to provide our local talent with the opportunity to work with bigger companies on major projects that they may not otherwise have access to," she continued. "We are also looking to provide local businesses with a hub to

where they can come in, ask questions and seek expert support for creative services that they are looking to use for their business."

"We want to make sure that large scale creative, marketing, digital and business development stay local and support our local economy," Bauer said. "One of our goals is to ensure that our business and community leaders begin to consider local talent before looking outside of Greater Long Beach."

According to Sieving, the agency already has local clients. "We have worked with a longstanding local real estate brokerage, Buckingham Investments, on a number of projects, from web development to marketing to digital content," he said. "We're also finishing up a digital content project for Prime, a local hang-over prevention startup that is just entering the launch phase."

As Innovatory grows, Sieving said he hopes "to set the industry standard and be the go-to for any business with short- or long-term needs for creative services."

Innovatory is located within WE Labs, a collaborative office space, at 235 E. Broadway, Suite 800, in Downtown Long Beach. ■



Pictured, from left, are the managing partners of Innovatory, a creative marketing and business development agency: Lincoln Bauer, Amara Omoregie and Ted Sieving. The firm is located in Downtown Long Beach. (Photograph by the Business Journal's Erin Kleekamp)

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News In Brief

Haruhiko Kato Appointed President Of DENSO Products And Services Americas, Inc.

Haruhiko "Hal" Kato has been named president of DENSO Products and Services Americas, Inc. (DPAM) following the retirement of former president Yoshihiko Yamada. DENSO, headquartered in Japan, specializes in the remanufacturing and distribution of automotive components.

In his new role, Kato oversees 470 employees at DENSO's facilities in Long Beach and Murrieta, and is responsible for the sales, manufacturing and distribution functions of the company's subsidiaries. Kato has held numerous positions with DENSO since joining the company in 1986, including stints at DENSO's locations in Singapore from 1995 to 2001 and in Amsterdam from 2001 to 2006.

"DENSO is a trusted brand synonymous with superior quality, value and customer service," Kato said in a company statement. "It is my goal to lead the DPAM team in advancing products and services that build on our commitment to meeting our customers' needs in a manner that improves quality of life for all people."

Crumby Named Long Beach's New City Engineer, Deputy Director Of Public Works

Sean Crumby was recently appointed city engineer and deputy director of public works for the City of Long Beach by Public

Works Director Ara Maloyan. "Sean will be an invaluable asset to the City of Long Beach," Maloyan said in a city statement. "As city engineer, he will oversee crucial infrastructure projects throughout the city and also work with private developers on important construction standards."

In his new role, Crumby oversees the city's engineering bureau, which has a budget of \$21 million and 75 staff members. The bureau is also responsible for projects within the city's capital improvement program. Crumby holds a bachelors degree in civil engineering from the University of Nevada and is a registered professional civil engineer in California.

Long Beach's Port, Public Works Department And Transit Agency Receive \$23 Million From L.A. Metro

The Los Angeles County Metropolitan Transportation Authority (Metro) recently awarded \$23 million to the City of Long Beach, Port of Long Beach and Long Beach Transit for projects to improve transportation infrastructure.

The city's public works department is receiving \$12.4 million from that amount for projects to improve Long Beach's bicycle and pedestrian infrastructure, reduce congestion and create transportation-related mobile apps. The port is receiving \$3.1 million to create a bike and pedestrian path across the Los Angeles River at Ocean Boulevard. Long Beach Transit is receiving \$5.4 million for goods movement enhancement strategies, including realigning Pier B Street.

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Maritime Industry Dinner October 1 To Honor Nautilus's James Callahan

The 2015 Maritime Industry Salute dinner benefiting the International Seafarers Center (ISC) of Long Beach-Los Angeles, a non-profit dedicated to meeting the needs of visiting merchant seafarers, takes place October 1 at the Queen Mary. This year, the fundraiser is honoring James Callahan, chairman, president and CEO of Nautilus International Holding Corp., a maritime firm with subsidiaries including Metro Ports, Metro Shore, Metro Risk Management and Metro Cruise.

"This fundraiser is the primary source of funds that sustain the ISC. We are calling upon the generosity of the maritime industry and the local business community to support the ISC through this effort," Guy Fox, ISC dinner chair, said in a statement.

The event begins 5 p.m. on the Queen Mary's quarterdeck, and moves to the Britannia Lounge at 7 p.m. for dinner. For ticket information, contact Pat Pettit at 562/432-7560 or iscpolb.la@verizon.net.

Ports To Hold Workshop October 14 For Update To Clean Air Action Plan

The ports of Long Beach and Los Angeles are working together to update their Clean Air Action Plan and are seeking to involve the community in the effort. They are holding a community workshop on October 14 from 3-5 p.m. at Banning's Landing Community Center, 100 E. Water St., Wilmington.

The Clean Air Action Plan, which laid out a strategy for reducing air pollution within and around the ports, was adopted in 2006 and updated in 2010. In that time, the amount of diesel particulate matter in the area's air decreased by 82 percent, while oxides of nitrogen fell 54 percent and oxides of sulfur were reduced by 90 percent.

Workshop attendees may expect a presentation detailing the scope of the next update to the Clean Air Action Plan, as well as a timeline for implementation. The meeting also provides an opportunity for dialogue with the environmental teams from both ports.

Long Beach DMV Closing October 30 For Six Months

The Department of Motor Vehicles is closing its Long Beach office at 3700 E. Willow St. for about 15 weeks of renovation beginning October 30 at noon. Long Beach Office Manager Harold Carman told the Business Journal that renovation plans apply to the building's interior. A wall that runs north and south through the office is going to be removed to create a clear line of sight. Additionally, bulletproof glass is set to be removed, the interior repainted and new tile installed. New, modular furniture will replace existing furniture. The DMV suggests Long Beach residents use the following alternative locations: 9520 E. Artesia Blvd., Bellflower; 2111 S. Santa Fe Ave., Compton; 13700 Hoover St., Westminster; or 1511 N. Gaffey St., San Pedro. Some services may be available online at www.dmv.ca.gov, or by calling 800/777-0133.

— By Senior Writer Samantha Mehlinger

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HealthWise

Dense Breast Tissue And 3-D Mammogram Technology



By Angela Sie, MD

Screening mammograms are the only proven method to reduce breast cancer deaths, as a result of early detection.

Breasts are comprised of lobule (“glandular tissue”), which produce milk; ducts, which carry milk to the nipple; and fatty and fibrous tissue, which gives breasts their shape and size.

Even though all breasts are made of the same materials, not all breasts are the same. In fact, 40 percent of women have dense breast tissue. Dense breast have a lot of fibrous or glandular tissue. Breast density is different for every woman. In some cases the breasts become less dense with age, while other women see no change.

Breast density can only be determined through a mammogram. The size, shape and firmness of a breast do not indicate its density. It is important for a woman to know if she has dense breasts because it can increase her risk for breast cancer. While the exact correlation is unclear, dense breasts can be harder for a radiologist to interpret on a mammogram. A woman should speak with her physician to learn her breast density so she can fully understand her breast cancer risk.

Traditional mammograms give a 2-D image of the breasts, where dense breast tissue looks white. Tumors and masses also look white, so they can be difficult to detect against a white background of dense breast tissue. Fatty tissue is black, which makes it easier to detect possible tumors due to the contrast. Still, some cancer can be seen on mammograms for women with dense breasts, so it is important for all women to get them yearly starting at the age of 40.

3-D mammography (Tomosynthesis) was developed to overcome the problem of overlapping tissue on 2-D mammography. Tomosynthesis uses digital x-ray technology to capture multiple images of the entire breast from different angles to produce high-resolution, 3-D images. It provides more accurate results for all women, but especially for those with dense breasts. The difference between traditional 2-D imaging and Tomosynthesis is similar to trying to peer through a book cover versus opening up the book and looking at one page at a time. Tomosynthesis gives multiple cross-sectional images for a more in-depth evaluation of the breast tissue.

Even with this new advanced technology, it is still important for women to get yearly check-ups from their primary physicians and do self breast exams, whether they have dense breast tissue or not. There is no right or wrong way for a woman to check her breasts, as long as she examines the entire area of her breast tissue, including the nipple area, as well as the armpits. The goal of self breast exams is for women to know their breast well enough to notice any changes. cancers cannot be seen by mammography so it is important for a woman to tell her primary care provider if she detects any changes in her breasts even if her last mammogram was negative.

By performing monthly self-exams, knowing her breast density, getting regular clinical exams and yearly mammograms, a woman can increase the likelihood that if breast cancer is diagnosed, it is found early and at a curable stage.

(Angela Sie, M.D., is the medical director, breast imaging, for MemorialCare Breast Center at Long Beach Memorial)

EarthTalk

Helping A Thirsty World

Dear EarthTalk: What exactly is solar desalination and how can it help an increasingly thirsty world? — Maryann Dell’Amore, Howard, MN

Solar desalination is a technique used to remove salt from water via a specially designed still that uses solar energy to boil seawater and capture the resulting steam, which is in turn cooled and condensed into pristine freshwater. Salt and other impurities are left behind in the still.

Less than one percent of the world’s desalination is powered by renewable energy sources today, but that could all change soon if companies like California-based WaterFX have anything to say about it. Its Aqua4 “concentrated solar still” (CSS) uses a concentrated solar thermal collector to compress heat, create steam and distill water at 30 times the efficiency of natural evaporation. It can produce 65,000 gallons of freshwater per day – and it can desalinate a wide range of water sources, not just seawater.

To wit, the company will start employing solar desalination to treat some 1.6 billion gallons of salt-laden irrigation

drainage from California’s drought-stricken, agriculturally-rich Central Valley next year. Crops extract nearly pure water from soil, leaving behind salt and other potentially toxic minerals like selenium that naturally occur in the water. These excess minerals must be drained from the soil, or crop productivity plunges. By treating this drainage, WaterFX can prevent about 15 percent of farmland in California from being retired every year to make room for storage for untreated drainage water. It will also prevent the drainage from contaminating fresh waterways and endangering wildlife. According to California’s State Water Resources Control Board, approximately 9,493 miles of rivers and streams and some 513,130 acres of lakes and reservoirs are listed as being impaired by irrigated agricultural water.

“If we don’t start removing the salts now, at least 10 percent of all current farmland in production in California will have to be retired, and in many scenarios this number could be up to 30 to 40 percent, especially on the west side of the Valley where the salinity is very high,” says WaterFX’s Matthew Stuber. “Water in the drainage areas will contaminate groundwater and natural surface waterways at an accelerated pace, eventually polluting sources of drinking water and the natural environment. Once that is released into the environment, you severely damage the natural habitat and wildlife.”

Another large-scale solar desalination project is currently

Small Business Dollars & Sense

How To Strengthen Your Credit For Better Financial Health



By BEN ALVARADO

About one in three business owners say they use their own funds or personal credit for their business. Yet as a business seeks to grow, obtaining business credit is essential and can help finance purchases, build a credit history, supplement cash flow and preserve savings.

So how do you choose the right credit solution for your business? Not all financing options are created equal. The type of business credit you need depends on your business goals and how much funding you need.

Following are several common credit needs of small business owners, and solutions available to address each one:

Need a way to pay for everyday business expenses?

When a business owner is looking for a convenient way to pay for everyday business expenses and a smart alternative to cash, checks, and personal credit cards, business credit cards can be a good solution. With a business credit card, business owners can separate their business from personal expenses and immediately pay for day to day business expenses. Businesses also can obtain multiple cards for employee use. There are many business credit cards on the market, so it’s a good idea for business owners to research their options, and evaluate card features – from fees to spending controls to rewards – to find the one that best fits their needs.

Need to make large seasonal purchases or cover payroll?

Nearly every small business will face a time when it needs more cash than it has on hand. A business line of credit can provide fast, easy access to cash, which can bridge gaps in cash flow, and help supplement cash flow for business expansion, taxes, insurance, or other expenses.

Both unsecured and secured credit options are available. For unsecured credit solutions, the most common type of credit, a business owner typically borrows based on personal and business credit history and cash flow. Secured credit solutions are another option that can help newer businesses establish business credit and assist businesses that may need to rebuild their credit. With a secured credit solution, the cardholder or borrower uses a deposit account or assets as collateral to secure the credit.

Want to expand your business or make a large equipment or vehicle purchase?

For a specific business need, business term or equipment loans should be considered. Loans give businesses immediate access to funds and are ideal for business owners who want a flexible way to get a lump sum at a fixed or variable interest rate for a fixed period of time. There are many types of loans, including unsecured loans, secured equipment loans, real estate loans and vehicle loans, and rates and terms vary.

When evaluating lending options, you should also consider an SBA loan. Through government-guaranteed SBA loans, financial institutions are able to extend financing to a segment of creditworthy small business owners who may not be able to obtain a conventional loan or loan terms that meet their business needs.

Every business has unique needs and goals. As business owners consider their credit options, they should consult with a banker to determine the best solution to meet the specific needs of their business.

(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.)

under construction in Saudi Arabia and scheduled for completion in early 2017. The plant is slated to produce 60,000 cubic meters of water per day for Al Khafji City in North Eastern Saudi Arabia, ensuring a constant water supply to the arid region throughout the year. According to Abengoa, the Spanish renewable energy company building the pioneering facility, the incorporation of solar would significantly reduce operating costs, as Saudi Arabia currently burns 1.5 million barrels of oil per day at its desalination plants, which provide 50-70 percent of its drinking water. Total desalination demand in Saudi Arabia and neighboring countries is expected to reach 110 million cubic meters a day by 2030.

With freshwater supplies at a premium already in many parts of the world as a result of climate change, there has never been a better time for solar desalination to come of age. Whether or not this emerging technology can go mainstream sooner than later may mean the difference between a peaceful future and one wracked by conflict over access to ever-dwindling supplies of freshwater.

Contacts: WaterFX, www.waterfx.co; California’s State Water Resources Control Board, www.swrcb.ca.gov; Abengoa, www.abengoa.com.

(EarthTalk® is produced by Doug Moss and Roddy Scheer and is a registered trademark of Earth Action Network Inc. View past columns at: www.earthtalk.org. Or email us your question: earthtalk@emagazine.com.)

Realty Views

Number Of Lower Down Payments Increasing



By TERRY ROSS

Before the financial crisis that began in 2007, consumers had an array of choices in buying homes with little or no down payment. The federal government and lending institutions loved the liberal lending programs because it made it much easier to qualify borrowers that were unable to save the traditional 20 percent down, which kept the home buying and lending markets flush with buyers during a period of exceptional growth in home ownership.

With the crash came an entirely new set of rules as banks were getting bailed out by the federal government, and rampant foreclosures shone a bright and sometimes unflattering light on lending practices such as the low down and stated income programs that had made it possible for many people to get into homes.

Lenders wanted to reduce risk and simply felt that requiring a 20 percent down payment was one of the best ways to ensure that borrowers were more stable and would not default on the property since they had more skin in the game.

But, as the economy has recovered and the job market has stabilized, lenders have trended back towards more liberal underwriting and low down programs – that mostly fell to the FHA during the recession with down payments as low as 3.5 percent.

Even though the economic picture is better, the number of buyers who are putting 20 percent or more down on the purchase of a home is actually decreasing according to several surveys – just the opposite to what many advocated during the recession.

A poll of real estate agents and brokers by the First Tuesday real estate education organization showed that 56 percent of respondents say that the number of homebuyers with smaller down payments is increasing, while 40 percent saw an increase in down payments. As of last fall, it also reported that only one in four homebuyers had managed to save a 20 percent down payment – and this trend figures to continue.

According to RealtyTrac, the average down payment in the United

States for a residential mortgage is only 14.8 percent – down from 15.2 percent at the end of last year. Riverside County experienced some of the lowest down payments in the country, averaging 13.7 percent as of the first quarter of this year, the latest reporting date.

Further, mortgages with loan-to-value ratios (LTVs) of at least 97 percent – involving down payments of 3 percent or less of the purchase price – accounted for 27 percent of all mortgages, the highest since 2012. Many California counties – San Bernardino, Riverside, Los Angeles, San Diego and Orange – were among the largest U.S. counties with the highest proportion of down payments of 3 percent or less.

An increase in transactions involving a less-than-20 percent down payment is an inevitable result of low savings rates among first-time homebuyers. The national personal savings rate was only 5.5 percent of disposable income in the first quarter, although higher than last year. But this rate is historically low as prospective homebuyers are saving less than previous generations.

The reasons mostly point back to income versus expenses. First-time homebuyers in California are confronting steep rental rates and home prices, forcing them to funnel ever larger portions of their income into housing while their savings remain barren. Recent data shows the average renter in Los Angeles is spending 49 percent of their monthly income on rent, while San Francisco renters are spending 46 percent – both exceeding the recommended rent-to-income ratio of 33 percent.

Further, employment has yet to reach full recovery and wage increases remain unreasonably low. As California renters struggle to keep up with the rising cost of living, little income remains for the sought-after 20 percent down payment. Their inability to save leaves them no choice but to put off homeownership, or settle for a smaller down payment and seek lenders who accommodate their limited funds.

With low down payments becoming more commonplace, there is greater risk of default and additional underwriting requirements mean some lenders may remain hesitant. Many industry watchers believe that the 20 percent down payment will return as the standard eventually. Once the economy recovers enough to support a higher savings rate, economic policy could promote larger down payments to prevent another real estate pricing bubble and bust.

But for now, it appears that borrowers will continue to leverage their purchases in greater numbers – at least to the degree that lenders will let them.

(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 or call 949/457-4922.)

Third Sector Report

Nonprofits: For Everything There Is A Season



By JEFFREY WILCOX

There's a simple concept captured in poetry and biblical verse that is familiar to most of us: For everything there is a season. The axiom has been a backdrop for reflections on life, relationships, enterprises and fame for generations. One can't help but wonder if that same expression offers some much needed wisdom for the leaders of the nonprofit sector.

With an average of 40 nonprofits for every zip code in the United States, one should prudently ask exactly which season some of these organizations must be in as the competition for charitable funds, public dollars, volunteers and other sources of working capital grows with the opening of each new nonprofit door.

Sensing a more positive economic outlook than in years past, most nonprofits are charting their futures with innovation as central to their strategic planning. Many will wisely advocate for and plan with cooperation and collaboration with others in mind. Most, however,

will overlook, if not outright avoid, the topic of consolidation as an ultimate strategic decision to further advance their missions.

The subject of "M&A" has never been a favorite one among the Third Sector even in the worst of times. In most cases, discussions of a merger or acquisition constitutes stepping on a buried landmine among organizations that have deep roots in sacred grounds germinated by struggle, branding, independence, or resistance. Many nonprofits represent the legacy of prominent figures or families, were the result of acts of defiance that broke away from an organization to start another, provide strong identity and create solidarity to overcome challenges, or came into existence out of an impatience with existing systems to meet a visible community need.

The consolidation conversation puts pride, power, possessions and positions at stake and none are offered up easily or freely unless a white flag of economic surrender is raised at the last minute before the doors are shut. When the flag is waved, it's fairly evident its leaders considered strategic planning for the preservation of the institution was far more important than planning for the advancement of its purpose.

The good news is that some organizations are now rightfully questioning collaboration in favor of consolidation as their strategic mantra. What seems to be emerging as the best and most exciting option for nonprofits is the complete dissolution of several organizations with the emergence of a completely new entity.

Virtually every national organization is looking seriously at how to streamline their systems and maximize their impact through consolidation of once autonomous branches and local affiliates. Local communities are

also asking the same questions among the multitude of charities providing support to their citizens. At the very least, prudent strategic planning should force some tough decisions about the core competencies of an organization and questioning whether a transfer of services outside those competencies makes economic, quality service delivery, and community sense.

Helping to fuel the consolidation, merger or acquisition discussions is a new generation of philanthropists and foundation leaders. At levels never seen before, dollars are being made available to help groups come together and form new and more resilient structures.

In any consolidation effort, there will be an emotional process for people who have identified with a single organization or program for many years. The process also means a period of uncertainty and chaos, a continual pursuit of compromise and consensus, plus the additional hard work of putting several organizations to rest while birthing a new one.

In the end, leaner, meaner, and more resilient organizations are better poised to channel services and funding to benefit communities rather than through the creation of additional initiatives layered with process.

The Chinese proverb says, "One generation plants a tree so the next may enjoy the shade." In today's environment, Third Sector leaders must stop thinking of consolidation as a turning of their backs on people and history; and start realizing it's a responsible turning of the page to further evolve a founding mission aimed at backing the community.

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

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EDITOR & PUBLISHER

George Economides

SALES & MARKETING EXECUTIVE

Heather Dann

STAFF ASSISTANT/PHOTOGRAPHER

Larry Duncan

INTERN/PHOTOGRAPHER

Erin Kleekamp

EDITORIAL DEPARTMENT

SENIOR WRITER

Samantha Mehlinger

STAFF WRITER

Sean Belk

CONTRIBUTING WRITER

Michael Gogby, Gerrie Schipske

COOPY EDITOR

Pat Flynn

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South Coast Publishing, Inc.

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Port Of Long Beach Completes 'Green Port Gateway' Rail Project

The \$93 million "Green Port Gateway" rail project, which aims to reduce truck traffic on local roads and cut air pollution by increasing "on-dock" rail capacity at the Port of Long Beach, has been completed. Government officials and industry representatives lauded the achievement, which was funded by port, state and federal resources, during an event at the port on September 16. The project that broke ground in 2012 involved realigning rail tracks while adding a third rail line under Ocean Boulevard and 30,000 feet of new track. During the event, three locomotives, one from Burlington Northern Santa Fe (BNSF) Railway, Union Pacific and Pacific Harbor Line conjoined. Pictured, from left, are: Lori Ann Guzman, president of the Long Beach Harbor Commission; Long Beach Mayor Robert Garcia; Jon Slangerup, CEO of the Port of Long Beach; Fran Inman, commissioner of the California Transportation Commission; Eric Shen, director of Southern California Gateway Office, U.S. Maritime Administration; Lucy Dunn, chair of the California Transportation Commission; Carrie Bowen, district director of the California Department of Transportation; Long Beach Harbor Commissioner Doug Drummond; 70th District Assemblymember Patrick O'Donnell; Noel Hacegaba, chief commercial officer of the Port of Long Beach; Otis Cliatt, president of Pacific Harbor Line; Andy Perez, director of port affairs for Union Pacific; Chuck Potempa, manager of port operations for BNSF; and Anthony Otto, president of Long Beach Container Terminal. (Photograph by the Business Journal's Larry Duncan)



October 1 Opening For Nordstrom Rack At Marina Pacifica

Nordstrom Rack is set to open its brand new, 24,000-square-foot store at Marina Pacifica Mall on October 1 at 9 a.m. For shoppers waiting in line before the doors open, the store will serve coffee and breakfast items, and entertain with music. Customers will receive raffle tickets for a chance to win one of three \$100 gift cards, according to a company press release. Plus, at 8:35 a.m., a customer will win a \$1,000 shopping spree. The new store, which sells "clearance merchandise from Nordstrom stores as well as items purchased specifically for Nordstrom Rack," according to the company, offers clothing for men, women and children, as well as shoes and accessories. Long Beach has been without a Nordstrom Rack since the company closed its last location at CityPlace last year. "We are excited to have this opportunity to open a Nordstrom Rack at Marina Pacifica – a great retail area that is convenient for customers," Nordstrom Rack Spokesperson Jessica Canfield told the Business Journal. "When we closed at CityPlace, we still hoped to do business in Long Beach in the future, and we're happy to have found the right fit for our customers and employees." The new store is located at 6274 E. Pacific Coast Hwy. Store hours are: Monday-Friday, 10 a.m. to 9 p.m.; Saturday, 10 a.m. to 8 p.m.; and Sunday, 11 a.m. to 7 p.m. (Photograph by the Business Journal's Erin Kleekamp)

SOHMA Integrative Health Center Celebrates One Year In Business

SOHMA Integrative Health Center, a small business located in the Parkview Village Shops in East Long Beach, is celebrating one year in business on October 10. Owner Dr. Daniel Hoover, a chiropractor, acupuncturist and herbalist, offers holistic healing focused on "patient-centered care, research and combining ancient wisdom



with modern practices," according to a SOHMA statement. He was inspired to enter the holistic healing field through his experience as a martial artist. Hoover is a 5th degree black belt in Shaolin Kemp, and a Chief Tai Chi Chuan instructor at the School of Healing Martial Arts. In addition to his work caring for patients at SOHMA, Hoover offers free Tai Chi Chuan and Qi Gong classes at Signal Hilltop Park on Sundays from 9:30-10:30 a.m. Hoover is holding a ribbon-cutting ceremony with Councilmember Stacy Mungo on SOHMA's anniversary at noon, with performances, music and food to follow until 5 p.m. SOHMA is located at 4195 N. Viking Way, Suite F. For more information, visit www.SOHMA.org or call 562/420-2112. (Photograph by the Business Journal's Larry Duncan)

Nike Factory Store Opens At The Pike Outlets

The Nike Factory Store is the latest retailer to open its doors at The Pike Outlets in Downtown Long Beach. The store, which sells Nike running and training gear, plus sportswear for men, women and children, opened on September 24 following a ribbon cutting ceremony. Gifts were handed out to the first 200 customers, who also had the chance to win a \$500 gift card.



According to a Nike statement, the store enables customers to purchase products online "together with in-store products in a single, mobile transaction and with no shipping cost to their home or store." The Nike Factory Store is located at 95 S. Pine Ave. Store hours are: Monday-Saturday, 10 a.m. to 9 p.m.; and Sunday, 9 a.m. to 8 p.m. (Photograph by the Business Journal's Larry Duncan)

Phenix Salon Opens In East Village Arts District

To celebrate the newest Phenix Salon and Suites location, owners Charles Moffett, left, and Frank Lopez revealed the new space to the community on September 19. Located at the corner of East 4th Street and Long Beach Boulevard in the East Village Arts District, the 6,700-square-foot property provides

more than 50 rental units to accommodate stylists, massage therapists, estheticians and nail technicians. The concept, according to the franchise owners, is simple: "Phenix is providing an all-inclusive space to call their own, enabling them to run their own business. They are able to design, decorate and furnish their room to meet their tastes and needs (as pictured), set their own hours and pricing. Our mission is to tend to their business by providing a clean and secure facility, utilities, parking and even liability insurance. (Photographs by the Business Journal's Erin Kleekamp)



jetBlue

Long Beach

Marathon & Half Marathon

October 9 - 11, 2015

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MAYOR ROBERT GARCIA
CITY OF LONG BEACH

October 11, 2015

It is my honor and pleasure to welcome you to the 31st annual Long Beach Marathon! On behalf of the people of the great City of Long Beach, thank you for participating, whether you are here to run the full race, a half-marathon, 5k, bike tour or a bike/run combo, or the kids race, or just to give support to the participants, we are grateful you've come to Long Beach for this exciting event.

To all the racers, congratulations on your endeavor and accomplishment.

The marathon is a terrific way to get to know Long Beach, with our beautiful coastline, tree-lined neighborhoods, and thriving business corridors. This a fun event that also promotes health and fitness, as well as highlighting the best of our city.

I want to thank Jet Blue, the Aquarium of the Pacific, and the Port of Long Beach for their generous support. And, to all the runners, I wish you the best of luck.

To everyone who visits Long Beach this weekend, I invite you to enjoy our parks and beaches, our restaurants and shopping, and our many cultural amenities that make Long Beach special.

Thank you again, and Go Long Beach!



Mayor Robert Garcia



October 9-11, 2015

Dear Participants and Spectators,

Welcome to our beautiful city! Now in its 31st year, the annual Marathon & Half Marathon marks another great milestone in its history as JetBlue Airways is welcomed as the new Title Sponsor. With JetBlue's internationally-recognized brand and its commitment to the Long Beach community, we're poised to 'gain altitude' in putting forth a great event for all to enjoy. So, on behalf of RUN Racing and the 700 Long Beach-based Crewmembers at JetBlue, we thank you for participating in this year's JetBlue Long Beach Marathon & Half Marathon!

The exciting Race Weekend kicks off on Friday, October 9th with the two-day Health and Fitness Expo at the Long Beach Convention Center. Learn about the latest trends, products, and services offered from over 100 running industry vendors. On Saturday, October 10th, the newly-named Aquarium of the Pacific 5K Run/Walk kicks off, featuring a scenic finish through the Great Hall of the AOP. It's followed by a perennial favorite, the 1-Mile Kids Fun Run. And last, on Sunday, October 11th, we come together for the Marathon Bike Tour, Marathon, and Half Marathon.

We especially thank and appreciate the participants who have fundraised for our Official Charities of the JetBlue Long Beach Marathon. Since 2005, marathon participants have raised over \$4.5 million for worthy causes in the community. Many charities are involved again this year, and we applaud both their efforts and participants' willingness to help others in need.

The JetBlue Long Beach Marathon is only possible with support from the City of Long Beach and its employees – police officers, firefighters, and other city support staff. Race Sponsors help to make the event come alive, and we are eternally grateful for the 2,300-plus volunteers who give their time – some have from the very first year – to help us over race weekend by staffing water stations, managing course logistics, and festival area duties (among many other functions!). When you see a Marathon volunteer, please be sure to say hello and thank them for helping to organize this great event.

JetBlue's mission is to Inspire Humanity; by partaking in the various JetBlue Long Beach Marathon events over race weekend, each and every participant is joining in that mission – inspiring humanity right here in Long Beach. We hope you "Fly to the Finish!" on Race Weekend, and wish you a wonderful and memorable race experience.

Sincerely,

Jace Hieda
Regional Marketing Manager
JetBlue Airways



Bob Seagren
CEO
RUN Racing

Running To Provide Therapy Services For Cancer Patients And Their Family Members

By Sean Belk
Staff Writer

For cancer survivor and licensed therapist Dr. Frances Baumgarten, the Long Beach Marathon means a lot.

In fact, the race helped save her life nearly 21 years ago, and today she hopes to raise funds for a nonprofit she founded to provide therapy services for cancer patients and their family members.

In 1994, Baumgarten was diagnosed with breast cancer, but she wanted to try running in the Long Beach Marathon with her sister-in-law anyway.

At first, she had refused to go through with any cancer treatment after watching her stepfather die a horrible death and seeing the devastating effects of the treatment while working at a children's hospital in the oncology unit.

Baumgarten did, however, agree to surgery. Still, the cancer recurred. Even though she had trained for 22 miles before the marathon, she still



Dr. Frances Baumgarten

wasn't able to run. So, she decided to watch her sister-in-law cross the finish line instead.

On that day, she noticed a woman crying at the finish line and, being a therapist, Baumgarten asked the woman what was the matter.

The woman said that her husband, whose only desire in life was to run a marathon, was able to do so because he had survived cancer after getting treatment from the same doctor Baumgarten was seeing in Newport Beach.

"I felt like there was a message," she said. "Clearly, I needed to go do this treatment with him, so I did. That was in 1994, and, from having a 50/50 chance of being alive in five years, I'm still here."

Baumgarten was then asked to provide therapy to other cancer patients referred by her doctor. She sometimes provided the services free of charge.

"If you knocked at my door and had cancer, I saw you," Baumgarten said. "If you couldn't afford to pay, well, I'd see you for free."

After several years went by, Baumgarten came up with the idea of forming a nonprofit to provide therapy and counseling services for cancer patients and their family members.

With the help of colleagues, in 2000, she developed the Center for Cancer Counseling, also known as Fran's Place, in Newport Beach that provides a safe and comfortable place for cancer patients and their families to learn how to cope with their feelings about the diagnosis, treatment and side effects of cancer.

She said a team of licensed therapists, includ-

ing psychologists and social workers along with marriage, family and child counselors, are all paid through an honor system and 90 percent of all fees go directly to patient care since there are no administrative costs.

"It's just been a labor of love and a lot of hard work, but we're doing it," Baumgarten said.

This year, people can either directly donate or run for donations to raise funds for the Center for Cancer Counseling during the JetBlue Long Beach Marathon & Half Marathon.

Baumgarten, who is running with her fellow therapists in the 5K, said she hopes to raise \$10,000 for her nonprofit organization, a silver-level charity partner since last year.

"We plan on doing it every year," Baumgarten said. "We're running for our patients, because that's really our passion, to always provide services." ■

'Cottonwood Runners' Raise Funds For Grateful Hearts Charity

By Sean Belk
Staff Writer

For a third consecutive year, Cottonwood Church in Los Alamitos is participating in the Jet-Blue Long Beach Marathon & Half Marathon, an event that has not only raised major funds for a local charity, but that has also raised the spirits of those running on behalf of the church.

During last year's race, the "Cottonwood Runners" raised nearly \$92,000 for Grateful Hearts, a nonprofit charity that distributes food, clothing, furniture, appliances and other household necessities to people in need.

The church group, whose members can be seen wearing red T-shirts, is one of the top fundraising teams in the marathon, and this year

there are a total of 363 Cottonwood Runners participating (290 in the half marathon, 50 in the full marathon and 23 in the bike tour) with a goal of raising \$250,000 for the charity.

Pastor Ray Huab, the church's outreach director, said that as of late September the group had raised nearly \$58,529, already almost achieving last year's goal of \$60,000.

"The idea is to give our people in our church something to do as far as reaching out beyond



our own church community," he said. "Grateful Hearts is an organization we've done a lot of work with in the past, and they do an awesome job of combating hunger and helping to meet the physical needs of people going through hard times."

Grateful Hearts, founded by Blair Pietrini, recently moved its retail vintage shop to a new expanded location at 5300 Katella Ave. in Los Alamitos. Known as the Grateful Hearts Storehouse, the facility also houses a clothing and distribution center.

"The phrase we use is that 'we're Cottonwood Runners and we're running to help the hurting through Grateful Hearts,'" Huab said.

The marathon also provides an opportunity for members to improve their lives by focusing on personal health and exercise, he said, adding that people of all ages, athleticism and lifestyle backgrounds come together to participate in the race.

"It creates this great community of people just interested in running for this program," Huab said. "We have numerous people who have recovered from strokes, depression and various cases of unhealthy lifestyles, so it's been a great program in that sense also." ■

Official Charities



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As the second-busiest container seaport in the United States, the Port handles \$180 billion in international trade annually – including many thousands of pairs of running shoes and apparel. A major economic engine for the region, the port supports 300,000 Southern California jobs. The Port has begun its second century of service with a decade-long capital improvements program topping \$4 billion, the largest in the nation, creating some of the world's most modern, efficient and sustainable marine facilities.

5K And Kids Run Sponsor



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Official Race Photography

MarathonFoto is the JetBlue Long Beach Marathon official race photographer. Be sure to smile for their cameras as you run or walk along the race course! MarathonFoto will photograph you multiple times throughout the race course as well as before and after the race. Smile when you see their photographers in the bright yellow vests and make sure your bib number is clearly centered and visible so they will be able to identify you. MarathonFoto will also be at the finish line area taking photos to help you celebrate your accomplishment. View and order your photos within 1 to 3 days after the race at www.marathonfoto.com.



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Beach Bum

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Established and headquartered in Long Beach, International City Bank has been dedicated to serving the financial needs of businesses and business professionals throughout Southern California since 1984. A true community business bank, International City Bank derives its name from an early title given to the City of Long Beach (International City).

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Recognized year after year as the region's best bike shop by the OC Register, Jax Bicycle Center offers high quality products and services backed by the Jax Promise, 110% Guarantee & Famous 48. With 8 convenient locations in 3 counties Jax Bicycle Center is recognized as a Top 100 Bicycle Retailer, Top 10 Trek Dealer, and a Bicycle Friendly Business.

Official Headquarters Hotel



The newly renovated Hyatt Regency Long Beach, located at Rainbow Harbor, is adjacent to the Marathon Expo and within walking distance of the start and finish line. All guest rooms offer a water view and the outdoor pool and whirlpool are great spots to relax in before or after the race, along with a new fire pit offering a great place to enjoy a celebratory cocktail. Log-in to complimentary wireless internet in the restaurant and lobby areas to check your race time! Enjoy being within walking distance to The Pike, Shoreline Village and the beach at the Renewed, Renovated, Reinvented Hyatt Regency Long Beach.

Community Partners



Long Beach Airport provides commercial service to 12 nonstop destinations, with connections worldwide. Served by Delta Air Lines, JetBlue Airways and US Airways, LGB is the smart choice for business and leisure travel.

With approximately 36,000 students, California State University, Long Beach is recognized for its academic excellence by U.S. News & World Report and the Princeton Review. The campus is noted for its extensive landscaping and trees, significant environmental sculpture and its unique skyline. Marathon participants will run past several of the university's iconic buildings and aesthetic features including the Walter Pyramid, the Lyman Lough Fountain, The Carlson/Bloc Tower, the Carpenter Performing Arts Center and the Bob Cole Conservatory of Music. To promote health and fitness on campus, the marathon course will also provide a glimpse of the new Student Recreation & Wellness Center.



The Long Beach Convention & Visitors Bureau is the official organization for convention and tourism marketing in Long Beach. The Visitors Bureau, dedicated to ensuring that visitors have the best possible experience in Long Beach, consistently wins major national awards for quality customer service. Conventions and tourism are major economic engines, with overnight visitors bringing more than \$300 million to the local economy.

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More Than 22,000 People Expected To Run, Walk, Bike During Marathon Weekend

By **MICHAEL GOUGIS**
Contributing Writer

As Long Beach marathon weekend participants fly around the picturesque circuit – whether running, walking or biking – they will be greeted by a new title sponsor: JetBlue Airways. The air carrier, which offers the most flights from Long Beach Airport, signed a three-year contract to serve as the main sponsor.

In its 31st year, the JetBlue Long Beach Marathon & Half Marathon has a series of events scheduled for the October 10-11 weekend, which expects to attract upwards of 22,000 participants of all ages.

“We signed the agreement with them last year,” said Bob Seagren, Olympic gold and silver medalist in the pole vault and president and CEO of Run Racing,



Bob Seagren is the president and CEO of Run Racing, which operates the annual JetBlue Long Beach Marathon and Half Marathon. Seagren won an Olympic gold medal in pole vaulting at the 1968 Olympic Games in Mexico City and a silver at the 1972 Munich Olympic Games. (Photographs by the Business Journal’s Larry Duncan)



which operates the event. “We had been talking with them for a number of months, even before last year’s event was over. We knew the past title sponsor was going to step back, so we started looking at our existing sponsors to see if anyone wanted to step up.”

Seagren noted that JetBlue has been a

sponsor – the official airline – for about nine years. “They’ve had a long association with us, so they were certainly a prime candidate for title sponsorship,” he said. “So I was very pleased that they were interested when we approached them and they took a good look at it. They decided to go, and we’ve got a three-year contract

with them through 2017. We’re excited, and hopefully it goes well for them and they’ll be the sponsor for many years.”

Adding to the interest in this year’s event is the timing to the Olympic games of 2016. To have a shot at qualifying for the U.S. Olympic team, runners have to complete a marathon or half marathon within the cutoff time and within a specified period prior to the qualifying event, scheduled for February 13 in Los Angeles. With time running out and the Long Beach course known as a good place to set a quick time, this year’s JetBlue Long Beach Marathon is expected to attract some international-level competitors, Seagren said.

“We have a very flat course, flat and fast,” Seagren said. “I think that’s why a lot of people like and run our event. We have a number of runners who are right on the bubble [for Olympic trial qualification]. We’re getting toward the end of when they can get a time. It’s crunch time for some of the runners.”

This year, Seagren expects about 3,500 marathoners, divided about 60/40 between male and female runners. The half marathon will draw about 15,000 runners, split about 40/60 between male and female. The 5K – which also has a new sponsor, the Aquarium of the Pacific – has been moved to Saturday and is expected to draw between 2,500 and 2,600 participants. The bicycle tour is expected to attract approximately 3,000 participants.

Last year, organizers offered a combo package for athletes who wanted to ride the bicycle tour and run in the half marathon. This year, organizers are offering for the first time the Super Combo: athletes compete in the 5K on Saturday,

26.2 Club Leads Volunteer Efforts To Keep JetBlue Long Beach Marathon And Half Marathon Running Smoothly

By **SEAN BELK**
Staff Writer

The Long Beach Marathon may never have grown into a three-day event attracting more than 100,000 people, including participants and spectators, if it weren’t for the consistent help of a dedicated group of community volunteers.

Working alongside Run Racing, a company created by Olympic gold medalist Bob Seagren that took over management of the Long Beach Marathon in 2001, the 26.2 Club today serves as the backbone to the weekend-long event.

The lead volunteer group consists of more than 30 members who prepare and plan for the marathon months in advance. On marathon day, club members are responsible for supervising nearly 2,500 volunteers spread out throughout the 26.2-mile route. The club also helps during the Aquarium of the Pacific Kids Fun Run and 5K Run/Walk.

While Run Racing staffs its own employees to organize the marathon, the 26.2 Club fills a more “hands-on” role in making sure all aspects of the event operate properly, said Ward Shaw, the club’s vice president and a Long Beach native and local real estate agent who joined the club 12 years ago.

“We’re out there at the water stations making sure that everything is running smoothly, and we help to coordinate the volunteers,” he said. “We do our part in helping to give volunteers tasks to make sure people are where they should be.”

In addition to giving out medals, the 26.2 Club is responsible for supervising 18 water stations that are manned by community groups, clubs and school organizations.

Various 26.2 Club members, who this year will be wearing bright neon yellow T-shirts, are assigned as “section commanders,” in which they supervise four to five water stations at a time, making sure the water stations are set up in a timely basis and calling in additional supplies if needed.

The club also makes sure that runners, walkers and bicyclists are supplied with water and food, such as bananas or health food supplements, after they reach the finish line.

“Whether you’re doing the 13-mile half marathon, the bike tour or full marathon, you’re going to need something,” Ward said.

Prior to the marathon, club members help out during the Health and Fitness Expo at the Long Beach Convention Center, assisting participants with registration while answering questions and handing out race bibs, goodie bags and T-shirts.

“We have members who are very familiar with the city and the layout so we can tell people the best way to get down there and what the best plans are for parking,” he said.

The 26.2 Club comprises a diverse crowd of community members with the youngest recently graduating from high school and others in their 70s, Ward said. Some members have dedicated their lives to running while others are simply passionate about helping to keep a Long Beach event going strong, he said.

“It’s satisfying being a part of this group and this event,” Ward said. “We see the same dedicated people year after year, so we’re a very consistent organization.” ■



The 26.2 Club is the lead volunteer group for the JetBlue Long Beach Marathon and Half Marathon. Club members pictured are, back row, from left: Bill Fitzpatrick; Ward Shaw; Richard Gonzalez; Michael “Scoop” Kerlegon; George Calderon; and High McHugh. Pictured in the front row from left are: Susan Devens; Nancy Buchanan; Willa Heart; Audrey Hauth; and Silvia Gonzales. (Photograph by the Business Journal’s Erin Kleekamp)

ride the bike tour on Sunday morning and then knock out the half marathon.

“There’s time to complete the bike tour – it’s only 20 miles long. A good rider can ride that easily in under an hour. The bike tour starts at 6 [a.m.], and the half marathon goes off at 7:30 [a.m.]. We’ve got about 500 or more people doing the bike tour/half marathon combo,” Seagren said.

“We have a number of people doing the 5K on Saturday and then the half marathon on Sunday. And then we have what we call the Super Combo – they have the 5K on Saturday, the bike tour on Sunday and then the half-marathon. We have people doing all three. We limited that to about 50. We already have 55 people in it. We had to order a few more medals.”

Growing participation in the combos reflects a growing interest in triathlon-type multi-discipline events, Seagren said.

“More and more people are doing triathlons. It’s a younger (demographic), to some degree. . . . Marathon participation is kind of slowing down. Half marathon is still growing at a pretty good rate. And triathlon participation is growing on a national level,” Seagren said.

“It’s one of those bucket list things. And they’re not training for the Ironman [Triathlon] distances. They’re doing the Olympic and sprint distances. A little more doable – it’s not a nine- or ten-hour ordeal like the Ironman. That’s why there’s the interest in our events – they don’t have a triathlon scheduled, they can come in and do the bike and run parts.”

The Long Beach Marathon’s shifting

offerings also reflect a recognition that both the competition for athletes and the dollars a race event brings to a community is growing.

“Obviously, the running market has really spiked in the past 10 years. All indications are that it will continue to grow,” Seagren said. “The negative side is that there are more and more running events. Just in the U.S., there are almost 800 marathons. Ten years ago, it was half of that. There are more and more races. 5Ks and 10Ks are still the base of the pyramid, and there are thousands and thousands of those. You don’t have to drive more than five miles to get to one,” Seagren said.

“And with more events, they’re starting to cannibalize everybody else. Our industry, there will probably be a falling out, and some of the races will either be bought out by bigger races or they will just go away. They’re saying there will be a period when the growth will really flatten. We’re not seeing it yet. The big events still are doing quite well. Los Angeles, Boston, Chicago, New York, and thank goodness Long Beach, we’re still hanging in there.

“People put a lot of time and effort into preparing for a marathon or half marathon, and it’s not cheap. Race fees have gone up over the years. They have a right to expect to get their money’s worth. So we try hard to give a good, quality shirt, a great finisher’s medal, make sure the event starts on time and they have plenty of course support – water and medical and other needs. And make a great after party! I think all of that (effort) shows through.” ■



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As New Title Sponsor Of The Long Beach Marathon, JetBlue Airways Emphasizes Active Involvement



Jace Hieda, pictured at the Long Beach Airport, is JetBlue's Western and Central Region manager of marketing. He said that becoming title sponsor of the marathon reinforces the company's commitment to the Long Beach community. (Photograph by the Business Journal's Larry Duncan)

The Airline Is Introducing 'JetBlue Leg Room' To Marathon Participants Following The Race

■ By **SAMANTHA MEHLINGER**
Senior Writer

After nearly a decade as the official airline and a sponsor of the Long Beach Marathon, JetBlue Airways has signed on as the marathon's title sponsor for the next three years beginning with the 2015 event, now dubbed the JetBlue Long Beach Marathon & Half Marathon.

"Increasing our sponsorship and coming on as the title sponsor was really exciting for us because [at] JetBlue our overall mission is 'inspire humanity.' That's what we try to do with everything from delivering great customer service in the air to volunteer projects here on the ground," Jace Hieda, JetBlue's Western and Central Region manager of marketing, reflected. "It's all about making the communities that we serve here better.

"We are a national brand but, at the same time, we think local. We serve specific communities and we strive to be a part of those," Hieda continued. "Sponsoring the marathon and coming on as the title sponsor allows us to be a part of the community here, reinforce our community ties to Long Beach and be part of what's a really fun event."

Having the airline as a title sponsor ought to bring more exposure both to JetBlue and the marathon, Hieda pointed out. "It is one of Long Beach's biggest events, so it behooves us as the airline of Long Beach to be a part of it. Primarily it's exposure driven," he said. "Being the [title] sponsor for the marathon I think allows JetBlue to elevate the marathon to a national status," he noted. "With us on board, hopefully more people will come."

As one of the city's largest events – drawing about 25,000 participants – Hieda said the marathon provides a platform to showcase what the city has to offer. "It brings people in and serves as a means to get people to experience the city," he said.

This year, at least 60 of the marathon participants are JetBlue crewmembers from across the United States, he added.

"One of the fun things that we have always done and will continue to do this year is JetBlue is at the finish line giving out the medals to every finisher. That was something that the organizers had proposed to us years ago," Hieda said. "Not being a runner, I didn't know the emotional gravity behind it, but [for] people crossing the line, it's an emotional moment. So JetBlue being there as part of that reinforces that kind of human connection that we are striving to do with everything."

Now that the airline is the marathon's title sponsor, it has even more in store for the event. "For everyone when they finish the race, they can enjoy the JetBlue Leg Room," Hieda said. "People might have known about the massage tents that are usually at the end of a race, but we're taking it over and turning it into the JetBlue Leg Room, so you can get massages, charge up your phones and recover from the marathon," he explained.

New seats featured on JetBlue's airplanes will be stationed in the Leg Room to give runners a feel for the generous amount of legroom the airline offers on its flights, Hieda said.

For JetBlue, being title sponsor means more than attaching its name and logo to the event; actively contributing to the event is a priority for the company. "We have partnered with an organization named Blind Start. They bring together volunteers and visually impaired runners, and JetBlue crewmembers are volunteering to escort blind runners in the marathon," Hieda said. "There is fundraising component to that as well. That has been a really meaningful partnership that has been led by one of our crewmembers."

JetBlue also places emphasis on charitable giving through the marathon. "What we are going to do is for every mile that is run by a participant, JetBlue will donate 10 cents to the Long Beach Education Foundation's Joan Van Blom Memorial Scholarship Fund [named for the Olympic medalist in rowing], up to a maximum of \$30,000," Hieda said. Additionally, Run Racing has agreed to match JetBlue's commitment, making the donation up to a maximum of \$60,000.

"That way, for every participant, their miles count." Youth & Education is one of three commitments to social responsibility made by JetBlue Airways, he noted.

Working with Run Racing, which puts on the JetBlue Long Beach Marathon, has been eye opening, Hieda said. "Bob [Seagren, president and CEO of Run Racing] and his team are extremely well connected. . . . Putting this race on requires support and camaraderie with many different departments and entities and organizations in Long Beach."

The fact that Run Racing has placed an emphasis on charitable giving, raising millions of dollars over the years, is admirable to Hieda. "Kudos to them for making that an objective." ■

"Sponsoring the marathon and coming on as the title sponsor allows us to be a part of the community here, reinforce our community ties to Long Beach and be part of what's a really fun event."

Jace Hieda
JetBlue's
Western and Central Region
Manager of Marketing



Courtesy of JetBlue

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Buono's Pizzeria Mamma Mia Carbo-Load Dinner Feast October 10

Buono's – the Official Pizza of the Jet-Blue Long Beach Marathon is again offering its "All You Can Eat" Mamma Mia Carbo-Load Dinner Feast!

Saturday October 10th

5 p.m. to 7:30 p.m.

(5 seatings, one every 30 minutes)

Menu includes:

- Garden Salad & Assortment of Breads
- Assortment or Traditional & Gourmet Pizza Appetizers
- Farfalle Alredo with Chicken & Broccoli
- Penna Arrabbiata with Mushroom
- Baked Rigatoni Al Forno
- Ziti with Sundried Tomato & Mushroom
- Unlimited Soft Drinks, Iced Tea & Lemonade

All for Only \$17.99!

Buono's is located at 250 West Ocean Blvd. It's walking distance from the Hyatt Regency and other downtown hotels. 4 hrs. free validated parking. 15% gratuity will be added to your bill.

**Call 562-432-2211
for reservations!**



Race Overview

Packet Pick-up

With the exception of those who purchased the VIP Race Day Pick-Up, participants must attend the Health & Fitness Expo at the Long Beach Convention Center on October 9th or 10th to pick up their bib, shirt and goodie bag. Bring valid photo ID. There is absolutely no race-day pick up.

USATF Certified

Official Boston Qualifier

The JetBlue Long Beach Marathon can be used as an official qualifier for any marathon in the country, including the Boston Marathon.



Marathon and

Half Marathon Start Line

The marathon and half marathon start line is located on East Shoreline Drive at Shoreline Village Drive. All participants are required to follow standard race etiquette and position themselves at the start according to expected race pace. The fastest runners should go to the front, followed by progressively slower-paced runners. If you are running with a stroller, please make sure you start in the back of the group.

Bike Tour Start Line

The start line for the Bike Tour and bike portion of the Combo will be on west bound Shoreline Drive at Linden Ave. All participants are required to wear helmets and their participant bibs. The Bike Tour starts by heading east to Ocean Blvd.

Aquarium of the Pacific Start Line

The start line for the 5K will be on Aquarium Way in front of the Aquarium of the Pacific and Bubba Gump Shrimp Company. Participants will start by heading north on Aquarium Way to Shoreline Drive. All participants must either pick up their Bib on Friday, October 9th at the Health and Fitness Expo or they can pick up on Race Day at the Aquarium of the Pacific.

Race Weekend Schedule

Friday, October 9, 2015

Noon-7 pm.....Health & Fitness Expo, Hall C, Long Beach Convention Center

Saturday, October 10, 2015

6:00 am.....Aquarium of the Pacific 5K Packet Pick Up

7:30 am.....Aquarium of the Pacific 5K Starts

9:00 am-Noon.....Aquarium of the Pacific 1 Mile Kids Run Wave Starts

9 am-6 pm.....Health & Fitness Expo, Hall C, Long Beach Convention Center

5:00-7:30 pm.....Buono's Carbo Load Dinner Feast

Sunday, October 11, 2015

5:55 am.....Wheelchairs Start

6:00 am.....Bike Tour and Bike/Run Combo Start

6:00 am.....Marathon Start

7:30 am.....Half Marathon Start

6 am-2 pm.....Finish Line Festival

Starting Times

Saturday, October 10

• 7:30 a.m., Aquarium of the 5K Starts

Sunday, October 11

• 5:55 a.m., Marathon Wheelchair Starts

• 6:00 a.m., Marathon Starts

• 6:00 a.m., Bike Tour and Combo Starts

• 7:30 a.m., Half Marathon Starts (Waves go off every 5 minutes)

• Color coded signs will be posted along Shoreline Drive as a guide for where you will line up. There will also be pacers with signs to identify what time they will be finishing the race in. If, for instance, you expect to finish in approximately three hours and you are standing in front of the 2:30 pacer, you need to move back. Slower runners line up in the BACK of the start line but due to chip timing, their official finish time is not affected since the clock does not start until you cross the start line.

• Lining up in the proper area will improve not only your own race experience but that of the runners behind you so please be considerate of the thousands of other runners and line up in the area that matches your expected finish time.

Florastor Race Information Tent

If you have any questions, please visit the Florastor Race Information Tent located on the northwest corner of Shoreline Drive and Linden Avenue.

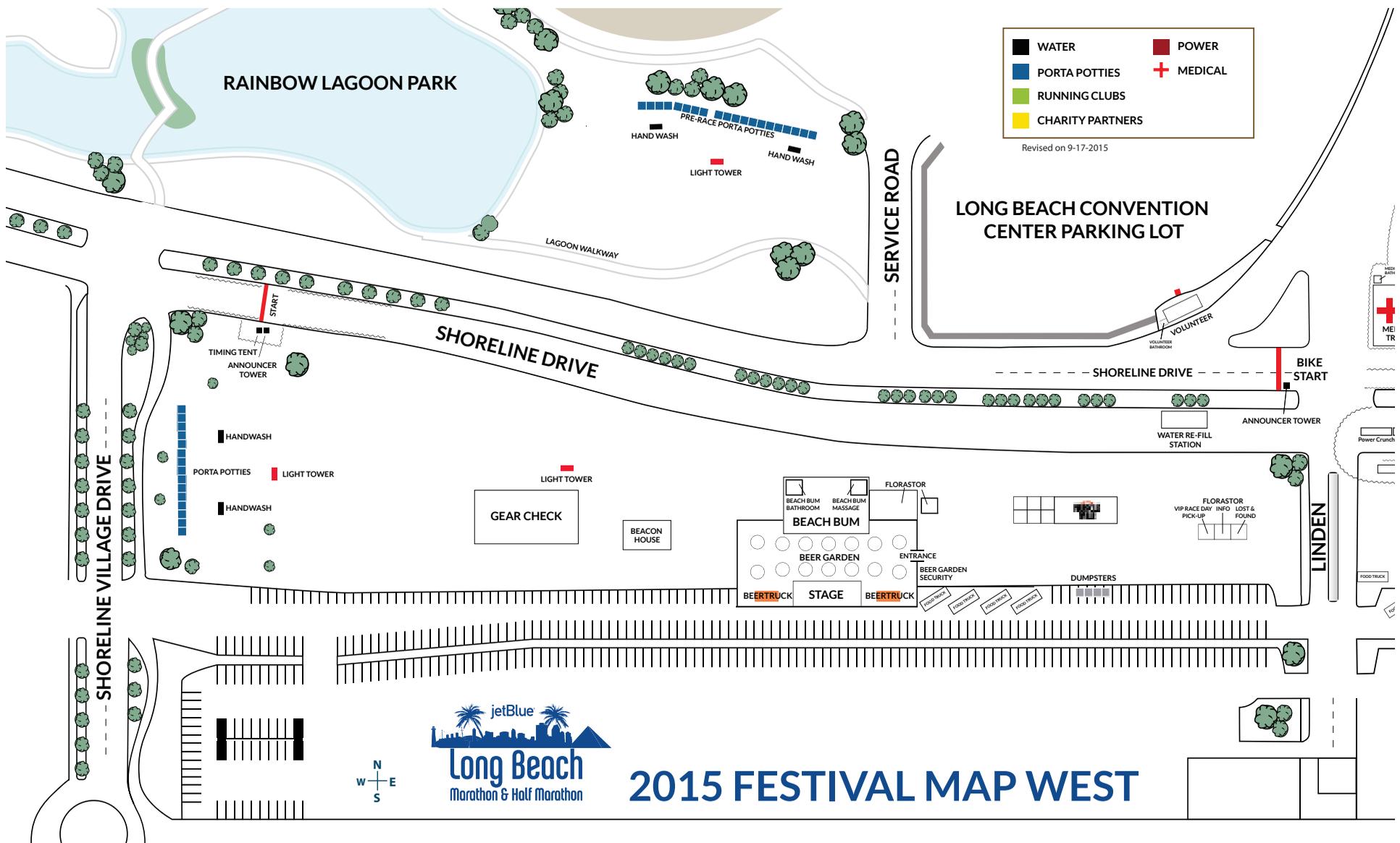


VIP Race Day Pick Up

If you purchased VIP Race Day Pick Up, you will pick your race packet up at the Florastor Race Information Tent on Sunday, October 11. The tent will be located southwest of the Start/Finish Line, next to Linden Avenue and will open at 5:00am. Your VIP Race Day Pick Up packets will include your race bib, safety pins, your event shirt, and an official program. If you are a member of the Beach Bum Club, your shirt will be inside of the packet.

Course Time Limit

The course time limit is 7.5 hours starting at 6:00 a.m. for all events. Please note that the course will have a rolling reopening that will be strictly enforced by the Long Beach Police Department. If participants have not reached these points by the re-opening times, they will be in-



2015 FESTIVAL MAP WEST

structed by police officers to obey all traffic laws and continue the route on their own. Re-opening times are as listed on Page 14.

Family Reunion

There is no Official Family Reunion area. It is recommended that you discuss a reunion plan with your family and friends prior to the race. Refer to the Start Finish Line Map to scout possible meeting locations.

Marathon and Half Marathon Pace Teams

A Snail's Pace Running Club will be handling the pace groups for marathon and half marathon participants. Marathon pace groups will be 3:05, 3:10, 3:25, 3:35, 3:45, 4:00, 4:10, 4:25, 4:55 and 5:25. The Half Marathon pace groups are 1:30, 1:40, 1:45, 1:50, 1:55, 2:00, 2:10, 2:15, 2:20 and 2:30. Each group will be led by an experienced leader who will run at a steady pace to help participants complete the marathon or half marathon at a particular time. Both pace teams are free for all registered participants, and sign-up lists will be available at the Health and Fitness Expo.

Medical Aid Stations

There will be 6 Medical Aid Stations and 3 medical mobile medical cart on course as well as our main medical tent at the finish line. Each station will be equipped with medical personnel and supplies to handle all basic medical needs. Each station will also be stocked with water and Honey Stinger Gels.

- Marathon Festival (Mile 6.5)-Marina Green
- Aid Station-Mile 11/24-Ocean Blvd/Euclid Ave
- Aid Station-Mile 12/22.5-Will Rogers Mini Park-Appian Way/Nieto Ave
- Aid Station-Mile 15/21-Park Ave/Anaheim St
- Aid Station-Mile 16/20-Whaley Park-Atherton St/San Anselme Ave
- Aid Station-Mile 18-Cal State Long Beach- E. Campus Dr/Anaheim St
- Finish Line Main Medical-Linden Ave and Shoreline Dr

Water Stations

There will be 18 water stations on-course set-up approximately every mile to mile and a half beginning at Mile 2 at the following mile locations: 2, 3, 4.5, 5.5, 6.5, 7.5, 9, 10, 11/23,

13, 14/22, 15/21, 16/20, 17, 18, 19, 24/(11), and 25/(12).

On-Course Electrolyte Stations

Nuun will be the official on-course electrolyte drink of the JetBlue Long Beach Marathon and is available at miles 4.5, 6.5, 9, 11/23, 14/22, 16/20, 18, 24/(11) and at the finish line.



C2O Finish Line Hydration And Race Recovery Drink

C2O Coconut Water will be given to every athlete at the Finish Line. C2O Coconut Water has naturally occurring electrolytes including potassium, sodium, phosphorus, calcium, and magnesium to hydrate and rejuvenate.



Their coconuts come from an especially fragrant and tasty variety that is unique to the inland soils of Thailand, yielding a more delightful sweeter/nuttier taste. 100% natural, C2O is fat free, gluten free, and contains zero artificial sweeteners and preservatives and is never from concentrate! Make sure and get your C2O once you finish!

Honey Stinger Gel Stations

Honey Stinger Gel is an easily-digested source of carbohydrates and electrolytes for performance athletes during activity. It is the only energy gel made with 85-90% organic ingredients giving athletes essential nutrition for performance. Honey Stinger will be available in 5 different flavors: Vanilla, Chocolate, Strawberry Kiwi, Fruit Smoothie, Acai Pomegranate. Look for Honey Stinger Gel at miles 10, and 16/20.

Kool 'N Fit Spray Station

KOOL 'N FIT Sport Muscle Conditioning Spray will be available at two locations: at Mile 9 on the Full and Half Marathon Course; and Mile 16/20 on the Full Marathon course, where participants are likely to approach "the wall." Also, you can get sprayed following the race at the Athlete Recovery Zone in the Running Club Village.



Gear Check

Gear Check is available race morning near the start line. All participant must check their personal belongings in a clear plastic bag. We recommend not putting any valuables in the gear check area. The Gear Check tent will be located on Marina Green near the start line.

Florastor Finish Line Comfort Station

Come visit the Florastor® booth and Comfort Station on race day to get free gifts, free samples of Florastor® and use our clean restrooms. Or, visit www.florastor.com to find out more. Florastor® is available at drugstores and pharmacies everywhere.

Bike Valet

Bike Tour participants can check their Bike at the Bike Valet on Shoreline Drive and Linden Ave.

Secure Finish Line Area

Full and half marathoners will finish in the east-bound lanes of Shoreline Drive just before Linden Avenue. Cyclists will finish in the west-bound lanes located just before Linden Avenue. After crossing the finish line, you will enter the secure runner's area and receive your medal. As you continue through the secure area, you will be able to take your Official Finisher Photography courtesy of Marathon Foto. Then you will continue to the Athlete Post Event Food area, which will be stocked with water, C2O, Power Crunch, and other treats. Once you exit this area you will not be allowed to return.

Official Photography

MarathonFoto is the Official Race Photographer. Please wear your Race Bib on the front so it can be seen and photographed. MarathonFoto will have around 50 photographers out on course and at the Finish Line. They will also be capturing video of participants crossing the Finish Line. MarathonFoto will be sending you all your photos and video for viewing within a few days of the event.



Race Results

Race results will be posted at the Race Results tent at the Finish Line Festival once they are available and will be posted at www.RunLongBeach.com on race day. Full and Half Marathon participants, be sure and check out the

RunPix Graphical Race Results presented by Florastor Probiotic.

Chip Timing

SVE Timing will be our official timer for all events, excluding the Bike Tour. The system provides overall finishing time and six on-course points at miles 5K, 10K, 13.1, 20 and 24/11, 25/12. The timing chip is connected to the back of your Bib. If you do not wear the Bib you will not receive a time. You do not need to do anything other than wear your bib on the front of your shirt in order for it to work.

Aquarium of the Pacific Free Entry

All participants get a \$5 voucher for entry to the Aquarium of the Pacific right here in Long Beach! Check for the Aquarium coupon when you pick up your race packet. Get in touch with nature and marine life where over 11,000 animals await you! And, be sure to visit the adorable new penguin chicks that have recently joined the Aquarium family.



Beach Cities Challenge

Conquer the Beach Cities Challenge by completing any combination of full or half marathons at the JetBlue Long Beach Marathon, Surf City Marathon, and the OC Marathon. Run all three in a row and receive the fabulous Beach Cities Challenge medal! Those finishing the series in Long Beach can pick up their Beach Cities Challenge Medal after they finish at the Beach Cities Challenge Booth located in the Finish Line Festival.



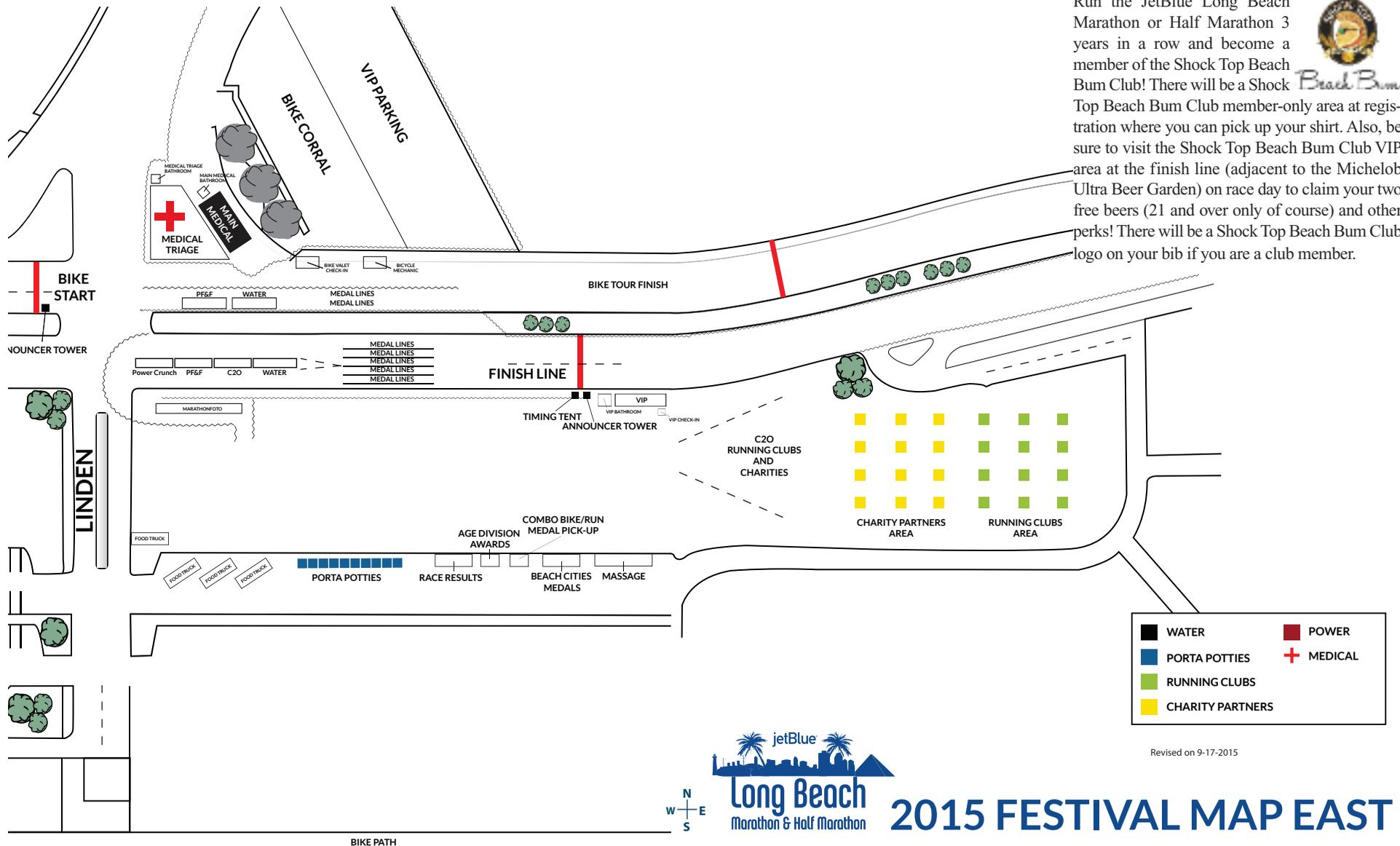
Michelob Ultra Beer Garden

Our Official Beer Brings You Post-Race Refreshment. Race participants (age 21 or over) get one FREE Beer at the Michelob Ultra Beer Garden. Just show your race bib and I.D. Thanks to the Century Club of Long Beach for staffing the beer garden. Proceeds from additional beer sales support their mission of providing sports scholarships for local Long Beach students. Remember to bring you I.D. and Show Your Bib for Your One FREE Beer!



Shock Top Beach Bum Club

Run the JetBlue Long Beach Marathon or Half Marathon 3 years in a row and become a member of the Shock Top Beach Bum Club! There will be a Shock Top Beach Bum Club member-only area at registration where you can pick up your shirt. Also, be sure to visit the Shock Top Beach Bum Club VIP area at the finish line (adjacent to the Michelob Ultra Beer Garden) on race day to claim your two free beers (21 and over only of course) and other perks! There will be a Shock Top Beach Bum Club logo on your bib if you are a club member.



2015 FESTIVAL MAP EAST

Revised on 9-17-2015



Long Beach Marathon & Half Marathon October 11, 2015

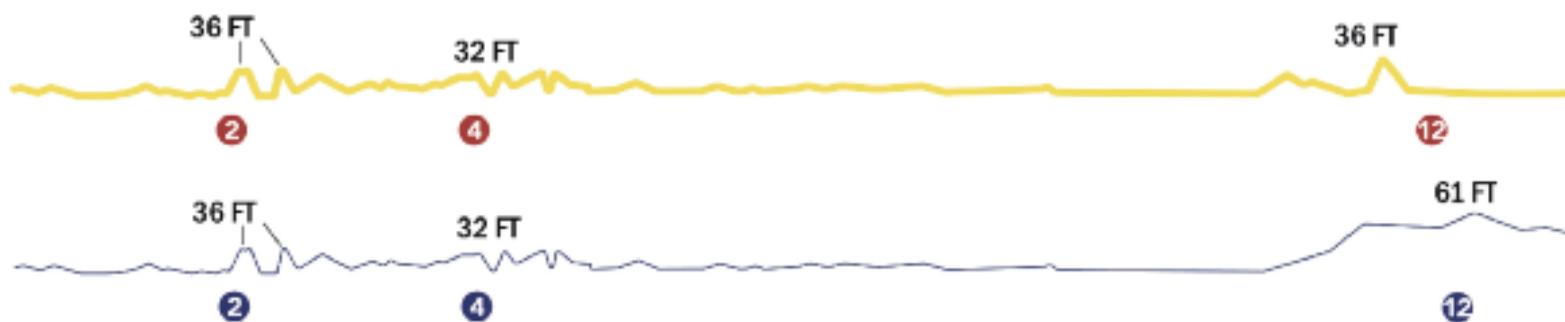


— FULL MARATHON COURSE

26 FULL MARATHON MILE MARKER

— HALF MARATHON COURSE

12 HALF MARATHON MILE MARKER



Top Volunteers A Honored With Be

The Long Beach Marathon continues to honor winners of the marathon and half marathon, by Beach Aquatic Park surrounding the Lions Li

Run Racing, which took over the marathon year” and race winners as far back as 2002.

The benches are emblazoned with bronze plaques of the honorary volunteer and another showing the half and full marathons along with their fi

Susan and Scott Devens, the first couple to 2014 Long Beach Marathon after many years

Other volunteers who have been honored w a double honoree for 2002 and 2004; Don Ch 26.2 Club for 2007; Hugh McHugh for 2008 2010; Gayle Brooks for 2011; Nancy Buchan



Susan and Scott Devens were honored for their volunteer service for the 2014 Long Beach Marathon by having a bench dedicated in their names.

and Race Winners Bench Dedications

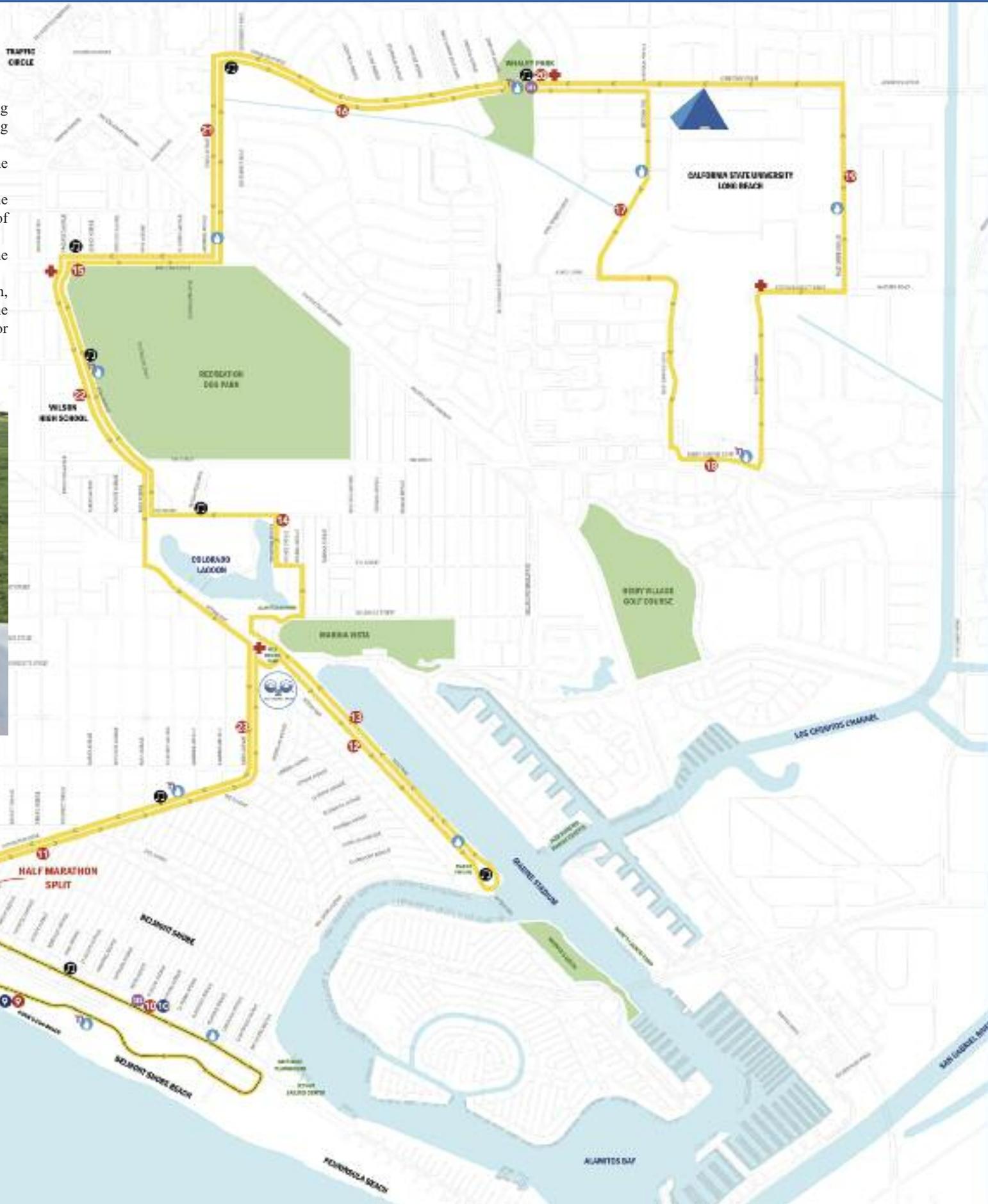
honor the top volunteer, along with recognizing
dedicating a bench in their names at the Long
lighthouse landmark.

in 2001, has recognized the “volunteer of the

plaques, one displaying a portrait and the name
g the names of the female and male winners of
finishing times.

be named, were honored with a bench for the
of dedicated volunteer service.

with a bench dedication are: George Calderon,
members for 2005; Gene Conner for 2006; the
3; Bill Fitzpatrick for 2009; Kathy Burns for
an for 2012; and Audrey Hauth for 2013. ■



- 

HYDRATION STATION
- 

MEDICAL STATION
- 

MAIN PARKING
- 

HYDRATION + NUUN STATION
- 

ENTERTAINMENT
- 

**OFF-SITE PARKING
(PRE-PAID ONLINE)**



Directions And Parking

Public Transportation

Go Metro! Forget having to drive and park. Take the Blue Line to Downtown Long Beach to within a few blocks of the Start and Finish Line. Go to www.metro.net for more details.

Road Closures

All roads used by the course are closed at 5 a.m. on Race Day and reopened gradually throughout the day. This includes Shoreline Drive at the end of the 710 Freeway.

Directions

Remember that Shoreline Drive is closed at 5 a.m. Most vehicles coming to Long Beach travel down the 710 and exit at Broadway. Being the most traveled route, it will be very congested! Please consider using alternative routes on race day!

The most convenient Expo and Race Day parking is in the Long Beach Convention Center/Arena/Terrance Theater parking lots. For the Expo, enter off of Shoreline Drive at Linden Ave. There is a \$10 PER DAY charge for parking. Many other parking lots will be open on race morning.

From Los Angeles:

Take the San Diego Freeway (405) South to Long Beach Freeway (710) toward Long Beach. Exit at Downtown/Broadway. Take Broadway to Pine Avenue; turn right on Pine, cross over Ocean Blvd, to Seaside Way. Turn left on Seaside Way and the Convention Center parking will be on the right. *Alternative Route:* Take the San Diego Freeway (405) South to Atlantic Ave. or Long Beach Blvd. Go south to downtown until Ocean Blvd. Take Ocean Blvd. to Linden Ave (right from Atlantic or left from Long Beach Blvd). Take Linden Ave South to Seaside Way and turn left to enter the Long Beach Arena parking lot.

From Orange County and San Diego:

Take the San Diego Freeway (405) North to the Long Beach Freeway (710) toward Long Beach. Take Broadway to Pine Avenue; turn right on Pine Ave, cross over Ocean Blvd, to Seaside Way. Turn left on Seaside Way. Long Beach Arena parking will be on the right. *Alternative Route:* Take the San Diego Freeway (405) North to Atlantic Ave. or Long Beach Blvd. Go south to downtown until Ocean Blvd. Take Ocean Blvd. to Linden (right from Atlantic or left from Long Beach Blvd). Take Linden South to Seaside Way and turn left to enter the Long Beach Arena parking lot.

Street Closures And Approximate Opening Times

Streets In Use	Direction	From	To	Re-Opening Time	Streets In Use	Direction	From	To	Re-Opening Time
Shoreline Dr	Both	Shoreline Village Dr	710 Freeway	10:00 AM	Monrovia Ave	Both	6th Street	4th Street	10:30 AM
Shoreline Dr	Both	Shoreline Village Dr	Ocean Blvd	5:00 PM	4th Street	Both	Monrovia Ave	Orlena Ave	10:30 AM
Pine Ave	Both	Shoreline Dr	Seaside Way	10:00 AM	Orlena Ave	Both	Colorado St	4th Street	10:30 AM
Queensway Bridge	NB	Ocean Blvd	710 Freeway	9:30 AM	Colorado St	Both	Orlena Ave	Appian Way	10:30 AM
Ocean Blvd	WB	Livingston	54th Street	11:00 AM	Marine Stadium	Both	Nieto Ave	Bayshore Ave	10:30 AM
Livingston Dr	Both	Termino Ave	Broadway	1:15 PM	Palo Verde Ave	SB	Atherton St	Anaheim St	12:00 PM
Nieto Ave	Both	Appian Way	Broadway	1:00 PM	Atherton St	WB	Clark Ave	Bellflower Blvd	12:00 PM
Appian Way	Both	Nieto Ave	Park Ave	1:00 PM	Atherton St	Both	Bellflower Blvd	Palo Verde Ave	12:15 PM
Park Ave	Both	Anaheim	Appian Way	1:00 PM	Clark Ave	NB	Atherton St	Anaheim St	12:30 PM
6th Street	Both	Park Ave	Monrovia Ave	10:30 AM	Anaheim St	Both	PCH	Clark St	12:40 PM
					Ocean Blvd	Both	Livingston Dr	Alamitos Ave	2:00 PM

Plan To Arrive Early!

Plan to arrive at least 1 to 2 hours early! With several thousand participants arriving over a two-hour period, traffic in to Long Beach is significant. It can take up to an hour to get from the Freeway exit to a parking facility.

AquaLink Shuttle

Visitors staying at the Queen Mary, Hotel Maya and Residence Inn on the Queensway Bay will be impacted on race day from 5:00 a.m. to 10:00 a.m. Participants will be able access the AquaLink shuttle from the Queen Mary dock to Rainbow Harbor and the race start line. Service is free and runs from 5:00 a.m. to 9:30 a.m., race day.

Resident, Spectator Information

Please note that the marathon operates as an out-and-back course so streets will be re-opened for traffic as the last athletes pass an area. Please also note that these are approximate times of street re-openings; times may vary. Police officers will be at every major intersection to allow cars to cross the marathon course once there is a break in the race.

Please allow extra time for travel because of the street closures and traffic delays. The marathon course has a "rolling" re-opening. Long Beach police officers will re-open streets as the event goes on and participants have moved past a certain area.

FREE PARKING FOR BELMONT SHORE RESIDENTS is available in the beach parking lots along Ocean. Park for free Saturday night through Sunday. Residents can exit the lots on Sunday at GRANADA ONLY and be escorted across the race course by police.

Be one of 100,000 spectators who will be a part of the 31st JetBlue Long Beach Marathon on Sunday, October 11th! If you are not a registered participant or one of the 2,000 volunteers, there is another way to show your support . . . SPECTATE. Your support provides encouragement and excitement for everyone. Every wave, cheer and smile given to a participant reinforces

the collaboration of this Long Beach community supported event.

Course Closure Information

Belmont Shore, Peninsula And Naples Areas

Egress: Take 2nd Street east and proceed over the 2nd Street Bridge. Continue to Pacific Coast Highway (PCH). The freeway can be accessed using 2nd Street to Studebaker.

Egress: For residents who are on the Peninsula: You may exit your area by proceeding west on Ocean Boulevard to 54th Street. Turn right on Bayshore Avenue and proceed to 2nd Street, where you will be able to use the above directions to proceed out of the area.

Ingress: To re-enter the Belmont Shore, Naples and Peninsula areas: Take the 605 freeway to the 7th Street exit. Take exit to Studebaker Road. Turn left on Studebaker and right on 2nd Street. Follow 2nd Street into the Naples/Belmont Shore area. From Los Angeles take 405 South, exit Studebaker Road and right on 2nd Street. From Orange County take 405 North, exit 7th Street. Take 7th Street and exit Studebaker. Take Studebaker and turn right on 2nd.

Ocean Blvd. Between Alamitos & Termino (Ocean Side)

Egress: Take Ocean Boulevard east (one lane will be open for vehicular traffic) and proceed to Granada Avenue. There will be a police officer at this location to direct you left onto Granada Avenue. Take Granada Avenue to 2nd Street. Take 2nd Street east and proceed over the 2nd Street Bridge. Continue to Pacific Coast Highway. The freeway can be accessed using 2nd Street to Studebaker Road.

Ingress: For those wishing to return to the area, it is highly recommended that you utilize the 710 freeway and exit either Anaheim Street or Broadway and use surface streets to get as close to your desired location as possible.

Belmont Heights, Bluff Park, Bluff Heights & Alamitos Beach

Egress: Ocean Boulevard and Livingston Drive will be closed in both directions from 5 a.m. to 2 p.m. To leave the area via the 405 you are advised to utilize Cherry Avenue, Redondo Avenue, Ximeno Avenue and Lakewood Boulevard to the 405 Freeway. To leave the area via the 710 you are advised to utilize Broadway and Anaheim Street.

Ingress: If returning to the area, you may take the 405 freeway and exit Lakewood Boulevard. From there, utilize surface streets to return to the area. You may use the Traffic Circle; however, access on to Pacific Coast Highway will be closed at Clark Avenue. You may also use the 710 freeway and exit either Broadway or Anaheim Street and proceed east to your desired location.

Park Estates, Los Altos

Egress: To leave these areas via freeway access it is our recommendation that the 405 freeway be utilized. You may access the 405 freeway at 7th Street, Bellflower Boulevard, Palo Verde Avenue, Stearns Street and Studebaker Road.

Ingress: You may utilize the same freeway access to return to the area.

Atherton (Between Clark Street and Palo Verde Ave)

Egress: Both sides of Atherton Street will be closed to traffic between Clark Street to Palo Verde Avenue. The east bound lane of Atherton Street will remain open to Residents from Clark Street to Bellflower Boulevard. Residents may leave the area by turning right on Bellflower Boulevard and proceeding to 7th Street where they may turn east to reach freeway access.

Ingress: To return to the area, take the Bellflower Boulevard exit off the 405 freeway. Residents returning to the area will need to park in the neighborhoods north of Atherton Street until the streets reopen at approximately 1:15 pm.

Get Involved And Support Your Community!

- Volunteers are the heart and soul of event weekend. For more information on volunteering please email us at awootton@runracing.com
- Can't Volunteer but want to make a difference? CHEER! These runners have trained for months to reach their goal and any encouragement you offer them will mean SO much!
- Support a charity! We have over 20 charities benefitting from our race! Make sure to check out the Charities on the Get Involved tab at www.runlongbeach.com. Let's show people what Long Beach is all about! For more information, visit the Get Involved tab at www.runlongbeach.com or e-mail us at info@runracing.com

Runners Display Their Support For Causes With 'Charity Bibs'

■ By SEAN BELK
Staff Writer

JetBlue Long Beach Marathon & Half Marathon runners who are raising funds or donating to one of 15 of the event's official charity partners, will wear special "charity bibs" this year, giving them an opportunity to display the cause for which they're running.

The exclusive 2015 charity bibs are being provided for a second year by JetBlue Airways, now the title sponsor of the marathon. Participants are encouraged to fill in the blank space with the name of the charity partner they choose.

According to Run Racing, organizer of the marathon, the goal is to raise more than \$500,000 through more than

850 charity participants, for local and national nonprofits that include gold partners, such as Grateful Hearts and the Aquarium of the Pacific, silver partners, such as the Long Beach Rescue Mission, and bronze partners, such



as the Cystic Fibrosis Foundation.

In addition, Run Racing plans to donate \$50 to the charity that posts the best charity bib photo on social media using hashtag #runlongbeach.

To receive a charity bib to wear on race day, simply visit the charity booth at the Health and Fitness Expo on Saturday, October 10, and make a donation to one of the 15 official charity partners.

Participants donating \$20 will receive a charity bib and will also be entered into a drawing to win a standup paddleboard provided by C2O Coconut Water. Winners will be chosen at the close of the Health and Fitness Expo. The winner will be announced and presented with the paddleboard on race day, Sunday, October 11. ■

October 10th 5-7:30pm
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DINNER
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HALF MARATHON



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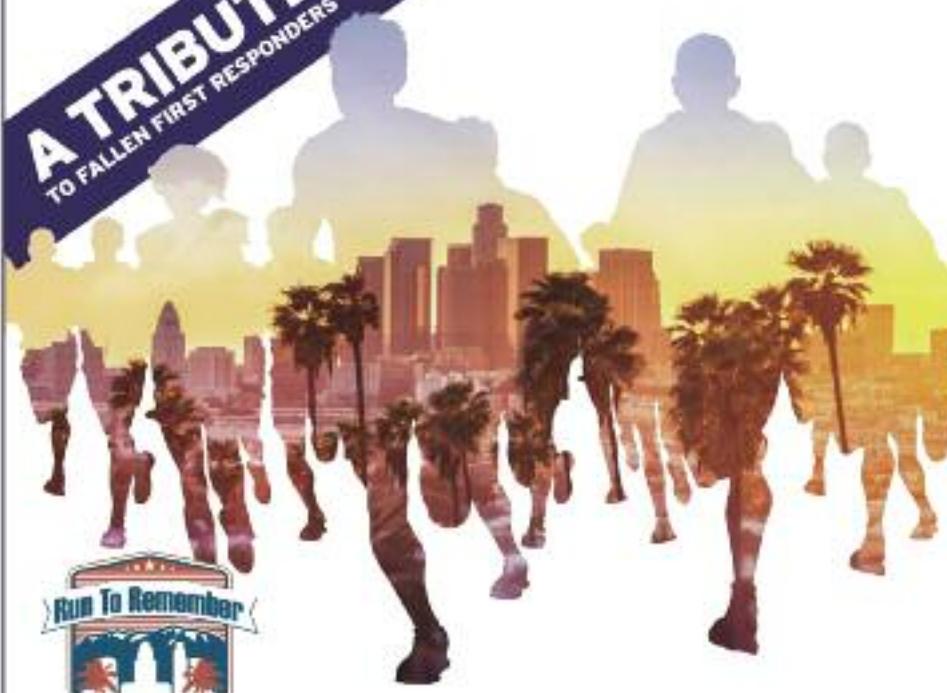
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Message from Jerry Schubel, Aquarium of the Pacific President and CEO



The Aquarium of the Pacific brings people together to build the connections that make a community strong and empower people to act for its benefit. This includes enhancing the health of our environment and the ocean, but also extends to the health of people – we believe it's all connected. We are proud to host the Long Beach Marathon's 5K Run/Walk this year as well as our annual Kids Fun Run to promote community health and provide events for kids and families to enjoy together. We hope the runners will visit the Aquarium and our 11,000 animals representing the Pacific Ocean. We have a full calendar of festivals, lectures, holiday happenings, and other special events throughout the rest of 2015. Come join us at the Aquarium for fun and learning for the entire family.

Events Calendar

FRIDAY, OCTOBER 2, 2015

Night Dive

7 p.m.-11 p.m.
Night Dive is back for a fall edition of art, music, and culture, and we've got a few tricks up our sleeve with cocktails, tasty bites from food trucks, local bands rockin' out right next to the fish, DJs spinning in the Aquarium's galleries, and inspiring works of art.
Cost: \$14.95. Free for Aquarium members. Ages 18 & up only. Bar drinks sold separately.

SATURDAY, OCTOBER 3, 2015

Southeast Asia Day

9 a.m.-5 p.m.
The Aquarium of the Pacific will celebrate its eleventh annual Southeast Asia Day. The festival's program will highlight the beauty and diversity of the cultures of Cambodia, Thailand, Vietnam, Myanmar, Laos, and Indonesia.

Cost: General Admission – \$28.95 adult (12+), \$25.95 senior (62+), \$14.95 child (3-11), and free for children under age three and Aquarium members.

SUNDAY, OCTOBER 4, 2015

Photographers Night

5:30 p.m.-10 p.m.
Professional and amateur photographers are invited to capture the Aquarium's wildlife during exclusive "photographers only" hours. Meet vendors, test new equipment, attend workshops, and meet other wildlife photo enthusiasts.

Cost: \$28.95 per person, \$26.95 for Aquarium members.

WEDNESDAY, OCTOBER 7, 2015

Photography Exhibition Public

Opening – Water: Our Thirsty World
9 a.m.-6 p.m.

Amidst the drought, the Aquarium of the Pacific will host an exhibition of photographs exploring water scarcity and humans' relationship with water in regions around the world. *Water: Our Thirsty World* features images captured by photographers for *National Geographic* magazine.

Cost: General Admission – \$28.95 adult (12+), \$25.95 senior (62+), \$14.95 child (3-11), and free for children under age three and Aquarium members.

WEDNESDAY, OCTOBER 7, 2015

Lecture: Kevin Wattier

Topic: California Water – Easy as Pi
7 p.m.-8:30 p.m.

Kevin Wattier will discuss how California needs a permanent reduction in water consumption, not just the kind of temporary reduction we're now achieving during the current drought.

Cost: \$5 for the public, and free for members, teachers, seniors (62+), and students with valid ID and advance reservations.

SATURDAY, OCTOBER 10, 2015

Aquarium of the Pacific 5K Run/Walk

7:30 a.m.-9 a.m.
The Aquarium is hosting the JetBlue Long Beach Marathon's 5K. The scenic course will loop through Rainbow Harbor, Queensway Bridge, Catalina Landing, and the Aquarium itself! Participants will receive a race t-shirt and finisher's medal; \$5 Aquarium admission. Visit runlongbeach.com for prices and registration.

SATURDAY, OCTOBER 10, 2015

Kids Fun Run

9 a.m.-2 p.m.
Up to 2,000 kids ages 6 to 12 can race in the Aquarium Kids Fun Run. Participants will receive a commemorative marine animal medal, a finisher certificate, and free Aquarium admission (applicable to child runners only, must be accompanied by a paying adult inside the Aquarium). Cost: FREE (Kids participating receive free Aquarium admission).

SATURDAY, OCTOBER 17, 2015

Sea Fare: Dine with the fish, and bid on exciting auction items

7 p.m.-11 p.m.
Dive into the Aquarium of the Pacific's 12th annual Sea Fare fundraiser for an evening of dining, music, silent and live auctions, and more. Guests will kick off the night with an open bar and music and will dine with the fish while sampling diverse cuisines from local restaurants and food and beverage companies.

Cost: \$125 per person, which includes an open bar and diverse samplings of food and beverage provided by area restaurants.

Fall Aquatic Academy: Evening Course For Adults

With the world population expected to exceed 9 billion by 2050, the U.N. Food and Agriculture Organization estimates that food production will have to increase by 70 percent to meet the growing demand. Seafood supplied by responsibly managed aquaculture operations could help meet that demand. We will be offering the opportunity to learn more about aquaculture during our fall session of Aquatic Academy.

Dates: October 15, October 22, November 5, November 12 at 7 p.m.
To register, call 562/590-3100, ext. 0.

Holidays At The Aquarium

- **November 26:** Thanksgiving Lunch
- **Starting December 5:** Snow will fall daily in the Great Hall, the Aquarium will be decked with festive décor, and the Aquarium's costumed characters will appear in their holiday outfits. On weekends in December choirs will perform carols, and a snow play area will be set up on the front lawn.
- **December 5 and 6:** Holiday Treats for the Animals festival.
- **December 5, 6, 19, and 20:** Photos with Santa
- **December 12 and 13:** Spark of Love Toy Drive
- **December 21:** Desserts with Santa event



Hugh Ryono photo

MONDAY, OCTOBER 19, 2015

Lecture: Russ Parsons and Michael Cimarusti

Topic: The Future of Food – Eating Well and Doing Good
6:30 p.m.-9 p.m.

This lecture is part of a series hosted by *Los Angeles Times* Food Columnist Russ Parsons called The Future of Food. In this session chef Michael Cimarusti will discuss how the fine dining industry can get involved with sustainable food. Cimarusti is currently owner and Chef of Providence Restaurant in Los Angeles, and has appeared on Bravo TV's *Top Chef Masters* and Food Network's *Iron Chef America*.

Cost: \$10 for the public, \$8 for Aquarium members.

WEDNESDAY, OCTOBER 21, 2015

Lecture: Elizabeth Hadly

Topic: End Game – Tipping Point for Planet Earth

By the time today's children reach middle age, it is extremely likely that Earth's life-

support systems, critical for human prosperity and existence, will be irretrievably damaged by the magnitude, global extent, and combination of these human-caused environmental stressors, unless we take concrete, immediate actions, Elizabeth Hadly says. In her lecture, Hadly will identify those actions and how can we contribute to make our End Game the one we all want.

Cost: \$5 for the public, and free for members, teachers, seniors (62+), and students with valid ID and advance reservations.

SATURDAY & SUNDAY, OCTOBER 24-25, 2015

Scarium of the Pacific

9 a.m.-5 p.m.
Discover the creatures lurking in the depths at the Aquarium of the Pacific's sixteenth annual Scarium of the Pacific – a spook-tacular educational Halloween event for the whole family.

Cost: General Admission – \$28.95 adult (12+), \$25.95 senior (62+), \$14.95 child (3-11), and free for children under age three and Aquarium members.



Jellies

Come explore the intriguing world of sea jellies at the Aquarium. Discover new animals, exhibits, films, programs, and more. Find out the fascinating truth about these beautiful yet mysterious animals and their importance to our ocean planet. Experience new exhibits, films, and programs featuring sea jellies. Visitors have the opportunity to learn about the variety of sea jellies and their importance in the ocean, their methods of reproduction, and how the Aquarium's staff cares for and breeds jellies.



Photos courtesy of the Aquarium of the Pacific

Meet Lily, The Newest Member Of Our Penguin Colony

A female Magellanic Penguin chick named Lily was born at the Aquarium this past breeding season and went on public display with the rest of the penguins in the June Keyes Penguin Habitat in August. While the rest of the penguins all have black and white adult feathers with stripes across their chests, Lily still has her juvenile grayish plumage. She will earn her adult stripes when she goes through her first molt next year.



Robin Riggs photo

Last Chance To See Our Largetooth Sawfish

The Aquarium's female largetooth sawfish (*Pristis pristis*) is scheduled to move to another aquarium in December to become part of a breeding program. Come visit her in Shark Lagoon this fall. Sawfishes are listed as critically endangered by U.S. and international organizations. These animals are part of a Species Survival Plan (SSP) managed by the Association of Zoos and Aquariums. Related to sharks and rays, sawfishes get their name from their rostrum, the long, flat snout edged with pairs of teeth used to locate, stun, and kill their prey.

TUESDAY, OCTOBER 27, 2015

Lecture: Geraldine Knatz Topic: The Marine Biological Laboratory at Terminal Island and its Women Scientists

Dr. Geraldine Knatz, former executive director of the Port of Los Angeles, will discuss the lives of Sarah P. Monks and Martha Burton Williamson, two exceptional marine life researchers, and their little-known contributions to history of scientific research in San Pedro Bay. Cost: \$5 for the public, and free for members, teachers, seniors (62+), and students with valid ID and advance reservations.

SATURDAY & SUNDAY, NOVEMBER 7-8, 2015

Autumn Festival

9 a.m.-5 p.m.
Delve into the arts, cuisines, cultures, and marine environments of Asia during the Aquarium of the Pacific's fourteenth annual Autumn Festival. The Autumn Festival highlights the traditions and cultures of Japan, China, Korea, and the Philippines through a weekend of learning opportunities and family entertainment celebrating the rich diversity of Asian and Asian-American cultures.

Cost: General Admission – \$28.95 adult (12+), \$25.95 senior (62+), \$14.95 child (3-11), and free for children under age three and Aquarium members.

Saturday, November 14, 2015
NOAA Day
9 a.m.-5 p.m.
Find out what the National Oceanic and Atmospheric Administration (NOAA) does for you, our nation, and our world at this annual event.

Cost: General Admission – \$28.95 adult (12+), \$25.95 senior (62+), \$14.95 child (3-11), and free for children under age three and Aquarium members.

Thursday, November 26, 2015

Thanksgiving Lunch

11 a.m.-5 p.m.
Come gobble gobble with the sea otters and the entire Aquarium family. You and your family can meet over 11,000 animals from the world's largest ocean, and savor a traditional Thanksgiving buffet in the Aquarium's Café Scuba.

Cost: General Admission – \$36.00 adult (12+), \$27.00 child (3-11), Adult Members – \$26.00, \$17.00 for children.

SATURDAY & SUNDAY, DECEMBER 5-6, 2015

Holiday Treats for the Animals

9 a.m.-5 p.m.
In celebration of the holiday season, Santa Diver will be delivering an ocean of gifts to the Aquarium of the Pacific for its animals, including penguins, sea otters, seals, sea lions, lorikeets, and fish. Families can enjoy holiday music, crafts, special presentations, unique photo opportunities, shopping, and more.

Cost: General Admission – \$28.95 adult (12+), \$25.95 senior (62+), \$14.95 child (3-11), and free for children under age three and Aquarium members.

MONDAY, DECEMBER 21, 2015

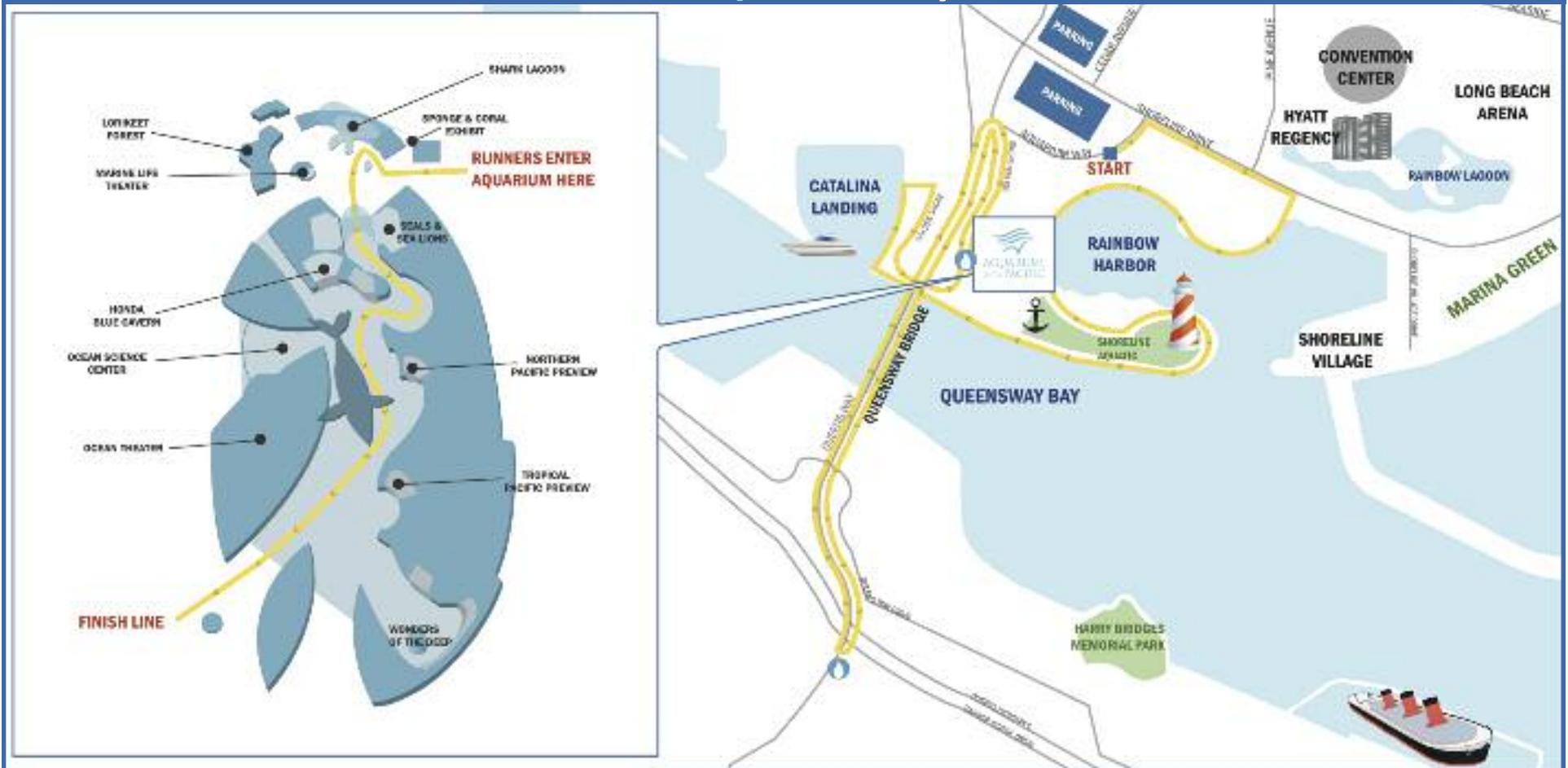
Desserts with Santa

Join us at the Aquarium of the Pacific in the evening to celebrate the holidays. Enjoy a visit with Santa along with desserts, hot chocolate and coffee. This is the perfect opportunity to take photos with Santa.

Cost: General Admission – \$28.95 adult (21+), \$18.95 child (3-11), Members \$18.95 adult, \$8.95 child.

For more information, please visit aquariumofpacific.org or call 562.590.3100
100 Aquarium Way,
Long Beach, CA 90802

5K Run/Walk Map





HEALTH AND FITNESS EXPO

A Snail's Pace Inc.	217, 317
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A Snail's Pace Running Shop	520, 420
	421, 521
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FRIDAY OCTOBER 9
12PM - 7PM

SATURDAY OCTOBER 10
9AM - 6PM

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 November 22, 2015	 November 27, 2015	 December 12-13, 2015
 February 17, 2016	 September 2016	 October 9, 2016

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1. Marera PS, Silva AA, Meira AT, Barbosa PP, Azeiteiro JM, et al. (2009) Comparative study of Bifidobacterium animalis subsp. lactis Lactobacillus acidophilus and Lactobacillus helveticus probiotics. *Antonie van Leeuwenhoek* 111: 823-830. 2. Meier SW, Egan GW, McFarland LV, Sostek GW, Long EM. (2011) Bio-activity and safety of the probiotic Lactobacillus acidophilus in healthy human volunteers. *Pharmazie* 10: 1015-1019.

Live Rejuvenated! RUNNER PROFILES

■ By SEAN BELK, Staff Writer

Keeping Up With Dad: 19-Year-Old Girl Runs To Stay Mentally And Physically Fit, Strengthen Relationships

When Molly Greenawalt was 9 years old, just about everyday she would watch her father, Patrick, a retired colonel of the United States Air Force, go out on a run after work. One day, she decided to run alongside him, but couldn't keep up.

Ten years later, running has become an integral part of life for Molly, 19, and it has strengthened relationships with her father and friends while keeping physically fit.

Molly recalls that as a child she was inspired by her father's drive to run everyday, a routine he continued from military training that had turned into a way to relieve stress.

"He worked very long hours," Molly said. "Obviously, to be in the military, you have to be in very good shape, and running is a big part of that . . . So one day I decided I wanted to go too, because I saw him doing it everyday and I always saw how much calmer he was when he got home."

Her first attempt at keeping up with her dad, who was 45 years old at the time, however, "didn't work out very well," she explained.

"I couldn't keep up with him at all," Molly said. "I ended up just walking home."

But she didn't stop there. Molly kept trying.

In fact, she quickly joined the track team at school to



Molly Greenawalt with her father, Patrick Greenawalt.

learn how to run and get faster in hopes of one day running alongside her dad. Though still struggling, Molly kept at it.

Eventually she began running races with her dad, including 5Ks and 10Ks.

Today, studying Chinese and global health at Arizona

State University, Molly runs in several long-distance races a year. The teenager ran her first marathon, the Los Angeles Marathon, in March and is now running in the JetBlue Long Beach Marathon & Half Marathon with her friends.

There have been a few hurdles to overcome along the way, she recalls. Molly said, as a 5-foot-6-inch-tall high school student weighing 165 pounds, she began getting stress fractures. At one point, her doctor told her to quit running out of health concerns.

But, instead of giving up, Molly learned how to be patient. Running at an easier pace, the determined teenager never lost sight of her goals.

"I just decided that I was going to take my time with it and ease back into it," she said. "At some point I was going to reach the goals I made for myself when I was younger."

Molly, who has joined the Army Reserve Officers' Training Corps (ROTC) and has lost nearly 35 pounds, now competes in races regularly and runs nearly every day just like her dad, even if she has an injury or doesn't feel like it.

"If you're having a bad day, just go for a run," Molly said, adding that now her father often has to work to keep up with her. ■

A 'Healthy Obsession': School Principal's Drive To Lose Weight Inspires Students And Faculty

Chris Mauger was sitting on his couch eating a bowl of Cheetos and watching the TV show "The Biggest Loser" nearly three years ago when he had an epiphany.

"I said to myself, 'How do people let themselves go like that?' . . . I looked down at myself and I was like, 'Oh yeah, this is how,'" said the Victorville resident.

Acknowledging his own weight, however, which at one point had been over 300 pounds, wasn't what caught his attention. It was being comfortable with it, Mauger explained.

At the age of 47, the elementary school principal realized that he was becoming satisfied with the prospect of being overweight for the rest of his life and it scared him. So, he decided to do something about it.

At the time, Mauger came up with a whole host of ideas to lose weight: earning a black belt in karate, bicycling or mountain climbing. One thought he got from his friends eventually stuck – running a marathon.

So, in October 2012, he gave himself six months to train for the Orange County Marathon that was scheduled for the following year. In the process, he ran a 5K and a 10K, and then eventually, Mauger ran his first marathon.



Chris Mauger is principal of Cottonwood Elementary School in Hesperia

He explains that the experience of actually running the marathon was "miserable," but the reward of passing the finish line was such a great feeling that it pushed him to continue running events that have now become his new

"healthy obsession." Since then, Mauger, 50, has run 20 half marathons and the Long Beach race this year will be his fourth full marathon.

Most importantly, training for running events has enabled him to keep the weight off, an accomplishment that he had been struggling with for years, after diets and exercising at the gym hadn't worked.

"It's just become a way of life," he said. "Now I can eat normal food again if I feel like it. If I want to have a burger on the weekend, I can, knowing that I'm running 10 miles tomorrow . . . I've had the weight off three years now. I'm 50 years old and healthier than I've ever been in my life."

As principal of Cottonwood Elementary School in Hesperia, Mauger's drive to stay fit and enter running events has inspired both faculty and students. He said the school has developed a theme of physical, social and academic fitness.

Mauger said 15 teachers at the school are now running marathons and half marathons. In addition, the school has adopted a global program for running called the "100-mile Club." He said many students and staff members are planning to run in a 5K being organized by the City of Hesperia. ■

Slow And Steady: 74-Year-Old Man Runs To Quit Smoking And Finishes More Than 100 Races

Larry Pustinger said that, when he makes up his mind about something, he sticks to it, and that was certainly the case when he decided to trade in cigarettes for running shoes about 32 years ago.

Pustinger, a longtime equestrian, was out on the trails in the desert with his horse when he noticed a young man who was running a 100-mile trail run had passed him up. The feat of running such a long distance sparked a curiosity in him.

A few years later, Pustinger decided to quit smoking. With the help of a clinic through his health care provider, he quit and immediately replaced it with something else – running.

"Quitting smoking was a little uncomfortable, a bit here and there, but the crystallization of my goal by starting running that same day really kept me going," he said. "Quite frankly, learning how to run was a lot harder than quitting smoking as it turned out."

After being a competitive long-distance horse rider, Pustinger embarked on a journey to become a competi-



Larry Pustinger

tive long-distance runner.

His venture into running landed him on the trails amongst the woods and desert where he rode his horses. Pustinger, who lives just east of San Diego, eventually started a trail race at the Anza Borrego Desert State Park near his home.

He said running trail races is not only more scenic but is easier on a person's body than running in races that have con-

crete or blacktop courses as the terrain is more "forgiving."

Today, Pustinger, 74, has finished more than 100 long-distance races.

From 50 milers to 26.2-mile marathons to 13-mile half-marathons to 50Ks to 10Ks to 5Ks, he's entered in just about every type of race. The only race he still has yet to accomplish is the 100-mile race.

What has kept Pustinger going all these years is not pushing too hard and keeping a slow and steady pace, he said. Pustinger added that passing the finish line isn't as important as being able to run another race.

"I beat myself up pretty good at times, but more often than not, over the years, I've given myself permission to tell myself, 'It's time to button it up and to turn in your bib,'" he said.

As his first time running in the JetBlue Long Beach Marathon & Half Marathon, Pustinger this year will be running the half marathon to support his friend Tom Pontac, an original marathon runner who is recovering from a life-threatening health issue. ■

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CSULB Track And Cross Country Athletes Carry On Tradition

By SEAN BELK, Staff Writer
Photograph by LARRY DUNCAN

As runners reach the California State University, Long Beach (CSULB) campus nearing the third leg of the 26.2-mile JetBlue Long Beach Marathon course, they will be first welcomed by a group of track & field and cross country athletes.

Just before the 17-mile mark on Merriam Way off Atherton Street and west of the Walter Pyramid, CSULB long-distance runners, sprinters, throwers and jumpers will be handing off cups of water to marathon participants.

Andy Sythe, head coach of CSULB's track & field and cross country program, said college athletes have managed the water station for nearly a decade and this year have agreed to take on a big-

ger role by helping set up barricades downtown. "We're always excited to help out with this community event," he said.

CSULB has a deep connection to the Long Beach Marathon, Sythe said, adding that the university's track stadium is named after the late Jack Rose, CSULB's former track & field head coach, who served as director of the marathon during its early years.

"It really kind of goes back to the beginning," he said. "We've always stayed close to the causes that the Rose family has believed in."

Sythe added that many alumni of CSULB's track & field and cross country program, which

has produced 18 Olympians, today either participate in or help organize the marathon.

"One of the fun things is, when you're out there cheering and handing out water, to see our alumni who have graduated from the program and are out there still running and pursuing their passion," he said.

Sythe, a 28-year Long Beach resident, said the marathon didn't always run directly through campus. He said students and faculty showing support were once relegated to Atherton Street and Palo Verde Avenue, as the course had circled around the university.

Now that the course runs through campus,

students and faculty are able to have more of a direct connection to the marathon, Sythe said.

The assemblage of track & field and cross country athletes, however, isn't the only group of students and faculty that will be showing support along the 2.5-mile stretch of the marathon course that runs through the campus. Up the road from the 17-mile mark, student groups will be handing out water at the 18- and 19-mile marks as well.

The Associated Students, Inc. a nonprofit organization aimed at improving campus life for students, will be showing support along with fraternities, sororities, student clubs and representatives from the university's athletic department. ■



Wilson High School Track And Cross Country Teams Show Support

By SEAN BELK, Staff Writer
Photograph by LARRY DUNCAN

Marathon runners barreling down Park Avenue near Woodrow Wilson High School will be greeted by track & field and cross country students, who will be showing support and gaining some insight.

For a third year, students from Wilson High School's track & field and cross country teams will be handing out water to marathon participants at Recreation Park, just before the 15-mile mark, north of 7th Street on Park Avenue and across the street from the high school's sports field.

While students aren't allowed to participate in running events outside of school during sports

season since such activities would cause too much fatigue, the marathon gives them a chance to see elite runners in action in their own backyard, said Assistant Coach C.J. Brewer, who added that part of becoming successful in sports comes from observing top athletes.

"Our cross country and track teams have had some good success in the last couple years," Brewer said. "We think, as coaches, they get some of that from watching elite runners and observing greatness. So, for them, to achieve greatness, they have to see it firsthand, and what better way than to have a marathon running right by our school?"

A total of 150 students from Wilson High School's track & field and cross country teams will be rooting for runners while helping out at the water station this year, with about 50 students manning shifts at a time, he said.

The Wilson High School water station is one of only a few locations on the course where spectators can cheer on marathon runners twice — once at the middle of the marathon and another as runners return, heading toward the finish line.

The full marathon course runs up Park Avenue along Wilson High School to the 15-mile mark, turns right on Anaheim Street, eventually looping around California State University, Long

Beach and then proceeds down Park Avenue next to the high school again for the 22-mile mark.

"You can see the fatigue set in on some people at that last part," Brewer said. "If they're hurting already at mile 15, then at mile 22 they're going to hurt even more."

An exciting part of participating in the marathon, he added, is that students are able to cheer on Wilson High School alumni. Brewer noted that Wilson High School's track & field and cross country program has produced some top athletes, adding that some have even gone on to become Olympic medalists and American record holders. ■

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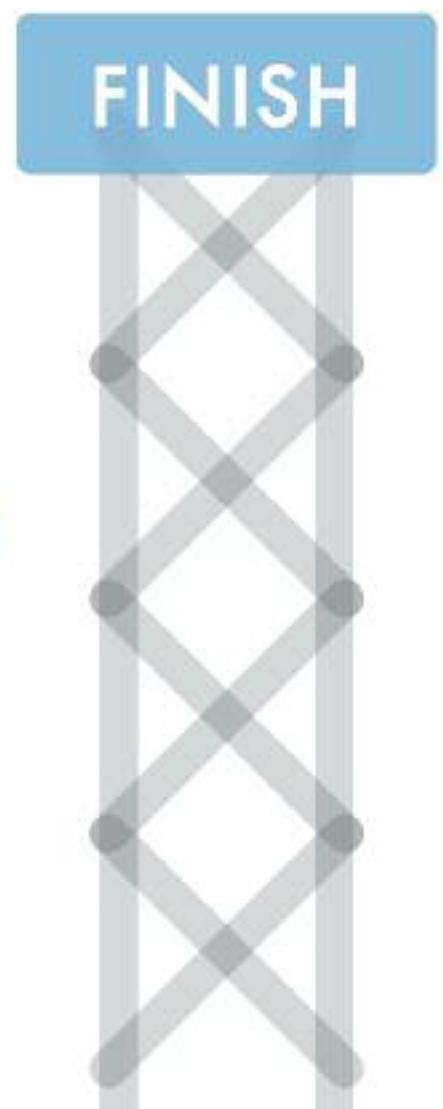
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Roger Wilkie Celebrates 25 Years As Long Beach Symphony's Concertmaster

By **SAMANTHA MEHLINGER**
Senior Writer



Photograph provided by the Long Beach Symphony

This season, violinist Roger Wilkie is celebrating his 25th anniversary as concertmaster (first violin) for the Long Beach Symphony. With a career ranging from participation in a quartet, a trio, chamber music groups and as concertmaster for many film scores by John Williams, Wilkie said his time with the Long Beach Symphony represents his home for major orchestral music performances.

“It has been very rewarding,” Wilkie said of his experience in the Long Beach Symphony. “I have been fortunate in my career in that I have had a great amount of variety, more than most [musicians] in a way, because I am doing a little bit of many different things.”

As a child, Wilkie was inspired to become a violinist by listening to well-known pieces of music prominently featuring the instrument. “I would listen to them over and over again, and that inspired me to want to play,” he said. “A childhood hero of mine is Jaspha Heifetz. He is one of the greatest violinists who ever lived,” Wilkie reflected. “Today, listening to and learning different music that is new to me also inspires me.”

“When I first joined the Long Beach Symphony, it was a very exciting thing for me,” Wilkie recalled.

Serving as concertmaster is more than a prominent position – it is also one with crucial duties to the orchestra. “You set the tone in a way, and you do that by the way you play. You have to play with a certain authority because it influences the people around you,” Wilkie said. “A very simple example would be if the violin is supposed to come in with a strong entrance. And if the person that is sitting in the first chair is hesitant, everybody around will become hesitant. So in a way, it is a real responsibility,” he explained.

“I try to be expressive,” Wilkie said of his style. “The ultimate goal is to deliver a performance that is true to what a composer wants. . . . But then also something of yourself has to come through because there is always emotion in the music, and that something has to come from you,” he reflected. His father, a singer, used to say that music allows you to express emotions you cannot communicate by speaking. It’s a concept Wilkie still finds truth in today.

In addition to serving as concertmaster for the Long Beach Symphony, Wilkie is also a member of the Pacific Trio, which also features a pianist and a cellist. He was asked to join the trio in 2000 when the group needed to replace its violinist. Prior to that, the trio had existed for about 20 years, Wilkie noted. “We have recorded, done many concerts and toured Europe a few times,” he said.

A standout career moment for Wilkie was about 10 years ago, when the composer John Williams – perhaps best known for his scores written for the “Star Wars” and “Indiana Jones” films – asked him to serve as concertmaster for his future film work. Wilkie’s first Williams’ film was “Memoirs of a Geisha.” He is currently recording music for “Star Wars: The Force Awakens.”

Moving forward, Wilkie wishes to continue pursuing his current endeavors, and may one day record music on his own. “I am very lucky,” he said. “I am doing what I enjoy.” ■

Art Leader Responses

(Continued From Page 1)

Stuart A. Ashman

President and CEO
Museum of Latin American Art (MOLAA)

Long Beach is a unique and beautiful city with a long and interesting history. For generations, it has attracted visitors from Southern California and beyond.

Long Beach is currently the home of three important museums, a myriad of dance companies, a symphony, an avant-garde opera company and a diverse community of artists. When you put all of these together, you have the makings of a city that could become a world-class art center.

The most obvious action needed to foster growth in the arts community is support, all types of support. The most critical form of support is funding for the various arts organizations that are located here. The second is arts education. A community that invests in arts education sees unexpected benefits like children who are excited about school, who do better in math and reading and perhaps even go on to pursuing careers in the arts. Government support of the arts, beyond funding, is also important. The presence of elected officials like senators, assemblymembers, the mayor and city councilmembers at arts events – where they are duly recognized – demonstrates the value of the arts to the broad community.

Legislation at the municipal level that reinstates a 1 percent for the arts on any new construction would create a fund that

would enable Long Beach to commission artists to create public works of art that would beautify the city and enrich its cultural landscape.

Finally, creating affordable housing geared to the needs of artists would attract many artists to Long Beach. Long Beach would benefit greatly by enlarging the thriving art community that already lives and works here.

Helen Borgers

Artistic Director
Long Beach Shakespeare Company

To foster growth, one first has to foster interest. Interest comes from exposure. For many, exposure must be free and easily accessible. For years, the Long Beach Shakespeare Company, in league with Partners of Parks and several other artists and arts groups, produced an annual free six-weekend summer Shakespeare festival in the parks of Long Beach. This included live musicians, dancers, actors, face-painters, and a variety of other artists. After a five-summer residency on the lawn outside the Aquarium of the Pacific, we had to abandon this tradition because the fees at the parks had become too restrictive, we received no support in the way of public safety, and no cooperation in scheduling.

Most families can get to public parks. If the city would ensure safe and clean restroom facilities at parks, provide fee waivers for public service events, not schedule competing events (group picnics, soccer games, etc.) when an arts event is planned, and provide rangers to maintain a peaceful presence, then the parks could be regular

venues for music, theatre, dance, and visual arts exhibits. The arts groups would provide their own sound systems, lights, etc. It would be an opportunity for local businesses to get involved with underwriting and promotion, and a way for arts groups to work together. Events like these could create quite a community buzz! Maintaining safe parks should be a city priority in any case, and inspiring encounters with artists of all sorts builds life-long arts patrons as well as future artists!

Virginia DeMoss

Executive Director
The Found Theatre

Money is always an issue for small, nonprofit arts groups. Consistent annual city funding for the arts through the Arts Council for Long Beach would go a long way in providing stability for local groups. The arts are traditionally the first thing cut from city, school and other budgets when money is tight. But aside from the obvious lifelong value of the arts to a community and its residents, study after study shows that the arts are a huge economic driver for the cities that invest in them, drawing patrons to local restaurants, hotels and other businesses.

We're fortunate to have a progressive mayor who recognizes the value of the arts to Long Beach residents and the local economy, and seems willing to advocate for stable funding. Likewise, Long Beach businesses could benefit by advocating for arts funding and by partnering with arts groups in marketing and other efforts.

Long Beach is an arts rich city, despite the fact that there are few of the affordable lofts, warehouses and other spaces that used to be available to artists at low cost. Again, local businesses and city government could partner in providing reduced rents, utilities and other perks to nonprofit arts groups with a track record of serving the community.

Finally, I think Long Beach needs one or two big arts events that are of a high enough caliber to attract visitors from other areas. The city is rich with museums, galleries, artists' studios, theatres, outdoor performance spaces and unique businesses. It seems to me that a Fringe Festival, like the one that has made Edinburgh world-famous, would be a great fit for Long Beach. Not only does it allow local arts venues to showcase their work, but it opens up the opportunity for all types of businesses (bars, restaurants, retail stores, laundromats, etc.) to attract attention and business by hosting theatre troupes, art exhibits, bands, poets, comedians, high-profile guest speakers, and improv and performance art groups in their spaces during the festival. Long Beach is a big city with a big arts scene. Let's go big in promoting it.

caryn desai

Artistic Director/Producer
International City Theatre

Long Beach is blessed with a diverse landscape of opportunities to view and/or participate in the arts, including professional theatres, a symphony and art museums. But it takes awareness and understanding to achieve growth in the arts for our residents and to attract our neighbors in surrounding communities. A

thriving arts community serves as an enticement for greater tourism and as an economic engine to the benefit of other businesses and our city. This takes leadership on many levels including political, media, arts organizations and community leaders working together.

If our leaders value and understand what the arts do to add to the quality of life, to the education of our youth and residents, and to the greater understanding of our shared humanity, there will be better buy-in and support. It is not just about dollars, although marketing takes dollars and spending priorities indicate what we value. Every resident who values the arts has the opportunity to introduce live performance or a painting to a child, a neighbor or a friend.

We cannot take this lightly. Arts education is vital to the future of our nation. It is a creative economy. If our children are not learning to think creatively, we will not have future artists – but we won't have scientists, inventors, innovators, entrepreneurs, etc. Give people the means to express themselves and you validate their existence in this fast paced and too often impersonal computer world. The arts make us human.

Ron Nelson

Executive Director
Long Beach Museum Of Art

I firmly believe that when entering a discussion about the arts and what it takes to nurture and support a thriving art scene, you need to understand not only how it enriches and elevates the cultural landscape of a community, but how it also enhances the local economy. The City of Long Beach's recent and continuing successes in the art world have been inspirational. With enlightened leadership in Long Beach coupled with the current social and political environment, the local arts are at a pivotal position.

For the Long Beach Museum of Art, it is not enough to strive for attendance records and gift shop sales. It is our mission to bring art to the community. So we strive to stay informed and educated about contemporary art. We listen to different generations to discern the work of artists that touch them. We reach out to schools to give students the opportunity to enjoy a museum experience and are excited when the students return with their families. Throughout the city, arts education is very important and we must ensure our future audience is exposed to music, painting, ceramics, sculpting and dance, not only leaving them with an appreciation for the arts, but also perhaps a personal goal to follow their creative spirit and enter the world of art here in Long Beach and beyond.

As one involved with the coordination of POW!WOW! Long Beach 2015, I'm thrilled to see how POW!WOW! Long Beach 2016 comes together. As an annual Long Beach event, POW!WOW! will continue to grow and our local large-scale canvases will be showcased along with the POW!WOW! events taking place globally. I hope to see Long Beach artists deeply involved with our local event, invited to create their work in other cities and exposed, appreciated and celebrated on the international platform that POW!WOW! offers.

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Michele Roberge
 Executive Director
 Carpenter Performing Arts Center

I try never to impose the word “should” on anyone but myself... So I’ll interpret the question as, “What should I do to foster growth in our arts community?”

I work for the Carpenter Center at Cal State Long Beach, the largest presenter of performing arts in the city. I join many colleagues in the belief that the best way to foster growth in anything is through education.

Two seasons ago, the Carpenter Center launched Arts for Life, a free arts education initiative that augments the professional performances we present on our stage, and often directly links to courses taught by many CSULB faculty. We bring artists into classrooms to teach, exchange ideas and offer their perspectives on the arts and other issues. Artists visit CSULB classrooms as well as elementary and high school classrooms throughout Long Beach.

The free Arts for Life experience isn’t restricted to the classroom, though. It also enriches through free concerts and film screenings at the Carpenter Center, free readings of Shakespeare every month at the University Art Museum, and free lectures that link directly to performances to enhance everyone’s enjoyment of the arts. Since its inception, more than 9,000 people have participated in Arts for Life.

We believe investments like Arts for Life foster growth in the arts community by opening the arts to everyone at all ages, encouraging discovery and delight. I think it’s what we should be doing.

Kelly Ruggirello
 Executive Director
 Long Beach Symphony

Throughout history one can define a community by its thriving artistic and cultural offerings. Greece is known for its comedy and tragic plays; Italy, its Puccini and Verdi operas; Egypt, its pyramidal architecture; Spain, its Flamenco dance; and Japan, its Kabuki, to name a few such examples.

In the City of Long Beach, we are fortunate to have so many artists and arts organizations all independently striving to serve the needs of our community – “independently” being the key word. As Executive Director of the professional symphony in town, I’m not suggesting we merge missions or create a conglomerate of arts companies. I am suggesting, however, that the creation and implementation of a citywide supported plan would galvanize our independent efforts and support true strategic growth ensuring the longevity of our arts and cultural offerings for generations to come.

Today, many examples exist of cities that have created and successfully implemented coordinated, strategic artistic growth plans. San Francisco, for example, united its community in the creation of a comprehensive arts module in its General Plan that includes detailed goals and objectives to ensure it maintains its acclaim as a “...cultural center where the arts are central to the essence and character of the City.” Many other cities, large and small, have created similar

strategic plans that foster the growth of the arts in their towns.

Uniting Long Beach arts providers, artists, educational institutions, corporate, foundation and government leaders in the creation of an artistic vision for this community and the subsequent implementation of a dynamic, forward-thinking strategic plan would encourage creativity and collaboration, enable new avenues of funding, and foster sustainable growth in our local arts community.

David Wilcox
 Artistic Director
 Long Beach Ballet

Thirty years ago, the City of Long Beach began a period of proudly defining itself as one of the few cities in America with all four of the major performing arts organizations: Symphony, Opera, Musical Theatre and Ballet. There were marketing campaigns which focused on that glorious reality and all four groups performed in the same cavernous theater – the Terrace. Unfortunately, financial drought hit Southern California during the ’90s and most of the major arts organizations either reorganized, moved or succumbed outright to the downturn. In my 35 years of experience as director of the Long Beach Ballet, I have come to realize that the performing arts can indeed define a city if the city leaders desire such a definition. I haven’t had the feeling for a long time that this is the case in Long Beach, but I will continue to provide the city with quality ballet as long as I am alive. ■



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Michael Levy

(Continued From Page 1)

and asked if the job was still open, and he said yes," Levy said. "I started in 1979, and then I fell in love with being surrounded by art and being in the business of art."

The gallery Levy worked for closed after the owner sold the business a few years later, but Levy decided to remain in the business of art. "I went out on my own. I worked in San Francisco for six months helping someone I knew open a gallery," he said.

Shortly after his stint in San Francisco,

Levy decided to travel to Europe to take in as much art as he could. "I was gone for about seven months. I just wanted to see every art museum in Europe," he recalled. "I'd say I saw 50 percent of what was out there in France, Italy and Spain. I had a great time. I came back and then decided I was going to open my own gallery."

In 1984, Levy opened his gallery in Long Beach. "About that time, the whole industry had changed," he said. This was during the advent of the Internet, technology which Levy foresaw would change the art dealing industry. "With the Internet, it took a lot of people and put them out of business, because now people could compare pricing and shop," Levy said. "I saw that coming."

For that reason, Levy decided to deal strictly in high-end art with auction histories because such pieces have a documented history of value. "I based value on auction history rather than retail, because the clients became more savvy with the Internet," Levy said of the art he sells.

By chance, shortly after opening his gallery, Levy found a niche role in the art world that has proven quite successful for him. Around 1985, a bank contacted Levy because it had acquired a small Rembrandt etching through a client that it needed appraised and wished to sell.

"Then lawyers and banks started contacting me, and all of the sudden, before I knew it, I was getting crates [of art] coming from all over the country," Levy said. "The bottom line is having the opportunity to liquidate blue chip art for banks and insurance companies was a big key for me."

Levy estimated that about half his client base is made up of other art dealers, and only about 5 percent of his business is walk-in. He has clients across the nation and abroad, as well as locally. "Sometimes somebody walks in and they want to consign something. If it is a good quality piece, we will take it and look at its auction history value," he said.

While for the first 20 years or so Levy

did a lot of shows for emerging artists, he said he no longer holds shows and tends to stick to established artists. "It is pretty eclectic, because you never know what's going to come in from estates. Most of it tends to be 19th or 20th century modern art," he said of the works in his gallery. "If I had to give you a grouping [of artists] I would say Picasso, Chagall, Miro, Salvador Dali, Alexander Calder and Rufino Tamayo."

"We sell to the most sophisticated collectors around Los Angeles and Orange Counties, but we try to have something for all levels of art collecting," Levy said. In fact, he said nothing excites him more than helping people get their start at collecting art.

"For a person who is a beginning collector who just wants to buy a starter piece of art, they can come in here and buy a beautiful quality piece of blue chip art for a couple thousand dollars," Levy said. "We tell people to just buy one good quality piece this year. Take all the money you were going to spend on decorating and putting posters on your walls and do that every year for 20 years," he continued. "And in 20 years, you have a blue chip collection, rather than things you are going to sell at a garage sale for nothing."

Levy has an uncommon exchange policy that puts his clients – particularly new ones – at ease. "For anything they buy in the gallery we give them indefinite exchange privileges, which is unheard of," he said. "The reason we do that is first, it takes the fear factor out for them. Plus, if no garbage goes out, no garbage can come in. So if we sell quality art, we have no problem taking it back because it's good art."

The policy has "made a lot of people buy their first piece of art" and, in some cases, keep coming back until they've purchased 100 pieces, Levy said. "You'd be amazed at the level of art that is here in Long Beach. I can't mention names, but I'll tell you, it would roll your socks," he said. "And I feel so privileged and proud to have helped them build it." ■



This 1989 bronze sculpture at the Michael Levy Gallery was crafted by Erwin Binder and is entitled "Phoenix." To the left are works by Gary Wiethorn, and to the right are pieces by Kurt Larisch. (Photograph by the Business Journal's Erin Kleekamp)



Michael Levy opened his first gallery in Long Beach in 1984. Now located at 6226 E. Pacific Coast Hwy., Michael Levy Gallery deals in high-end art from modern masters such as Marc Chagall and Salvador Dali. (Photograph by the Business Journal's Erin Kleekamp)



(Photograph provided by the Long Beach Camerata Singers)

Long Beach Camerata Singers Enters 50th Anniversary Season

■ By **SAMANTHA MEHLINGER**
Senior Writer

The Long Beach Camerata Singers' 2015-2016 season marks the group's 50th anniversary, which it is celebrating with a gala on October 22 and a special performance on October 25. The October 22 event at the Virginia Country Club also honors former Mayor of Long Beach Beverly O'Neill for her contribution to the arts.

"It's our very first inaugural award for leadership in the arts in Long Beach," Rob Istad, artistic director of the choral group, told the Business Journal. Mayor Robert Garcia is presenting the award. "We're thrilled to acknowledge her contributions to the artistic community in Long Beach."

The celebratory performance on the 25th features a piece by local composer Jenni Brandon that was commissioned to

commemorate the group's anniversary season. The event also includes performances of Beethoven's "Choral Fantasy in C Minor" and "Triptych" by Grammy winner Tarik O'Regan.

In addition to a season full of performances held at the Long Beach City College Auditorium, each year the Camerata Singers host the Long Beach Bach Festival, which includes free educational, social and children's events for the

community. "There is something extraordinary that happens when over 90 singers lift their voices together in harmony. I think that's a remarkable gift," Istad said. "And Camerata wants to present that to our community."

For ticket information and more, visit www.longbeachcameratasingers.org. Pictured are members of the Long Beach Camerata Singers. ■



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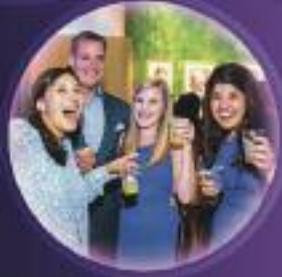
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Victoria Bryan, executive director of the Arts Council for Long Beach, and Marco Schindelmann, the board's president, enthusiastically show off one of Long Beach's newest murals, painted by Jasper Wong. (Photograph by the Business Journal's Larry Duncan)

Arts Council

(Continued From Page 1)

our strategic plan," Bryan said. "That gave us the opportunity to bring in an in-house marketing team."

One of the Arts Council's principal roles, as defined in its strategic plan, is to promote local arts through marketing. The council is accomplishing that goal in part by launching a revamped website that provides information about arts events and a registry for local artists. The registry provides a resource for people looking for artistic services – for instance, home staging – by giving artists "their own mini website," Bryan explained. "It's a website now about artists and arts in Long Beach. It's not about the Arts Council."

"The arts aren't just objects
and performances.
It's really a lifestyle."

**Marco Schindelmann, Director
Arts Council For Long Beach
Board of Directors**

The Arts Council is also on the precipice of expanding its board. At the upcoming October board meeting, the board will likely vote in nine new boardmembers, some of whom will be additional members, and others who will replace termed out boardmembers. If "all goes to plan," Bryan said, the board is set to grow from 20 to 25 members.

"That has been a part of the board de-

velopment initiative during the whole of the past year: to take stock of our strengths of the existing board and look at the gaps that we have wanted to fill," Bryan said. "Obviously, we are looking at geographic diversity to make sure we connect into all nine districts," she continued. The new board will also reflect diversity in ethnicity, cultures, sexual orientation, and age. "We also have a very rich set of backgrounds in different arts disciplines," she added.

Prior to the new strategic plan, Schindelmann said the Arts Council board had more of a spectator's role. "It was almost a group of people sitting around a table looking at each other, and not aware of what was going on around the city," he said. To find direction, the board interviewed artists and arts groups around the city. "When we did these interviews . . . many of them said, 'What does the Arts Council do? Who is the Arts Council?' It was quite shocking to the board," he recalled.

With the creation of a new strategic plan, things have changed. "After a year, suddenly everybody [on the board] looked at each other around the table and we knew what the Arts Council was about," Schindelmann said. "We're now not looking at each other; we are actually looking past each other and seeing how we can help the community," he said.

"One of the things I am most proud of is that the organization as a whole has really embraced the strategic plan, even through the bumpy bits," Bryan said. To which Schindelmann replied, "Sometimes

"We are looking at working
closely with the university,
building those bridges between
the on-campus and off-campus
communities so that we can keep
the amazing resources of arts
graduates in Long Beach."

**Victoria Bryan, Executive Director
Arts Council For Long Beach**

it was sort of like hugging a cactus. It was not easy."

The council's new strategic plan aligns its mission "to tie in with the city's economic development," Bryan said. To achieve this end, she said the council is focused on collaborating with community partners, including the mayor's office. "It's so important to Mayor Garcia – using arts, innovation and creativity as an engine of economic development. And we really appreciate his leadership in that area," she said. An upcoming example of their collaboration is State of the Arts 2015, co-hosted by Garcia and the Arts Council, on October 9 at the Museum of Latin American Art, she noted.

Additionally, on Garcia's recommendation, the Long Beach City Council approved setting aside \$50,000 to give to the Arts Council through the city budget. The Arts Council must use the funds for marketing purposes, and must match the

amount dollar for dollar through other funding sources.

"We are looking at working closely with the university, building those bridges between the on-campus and off-campus communities so that we can keep the amazing resources of arts graduates in Long Beach. They are such a huge asset and resource to us," Bryan said. "That is a part of economic development. How do we keep them here so they add to and contribute to our creative economy?"

The council is also collaborating with the Small Business Development Center (SBDC), which is hosted by Long Beach City College, to hold workshops "about marketing for artists, to help them support and sustain their own practice," Bryan said.

The first such workshop is being held through the Arts Council's monthly Open Conversations meeting, an open forum for artists to engage with different aspects of the community. "That will also be then the kickoff for more workshops the SBDC will be developing specifically for artists to help strengthen their ability to help support themselves and keep them in Long Beach," Bryan explained.

Overall, the Arts Council seeks to bring visibility to the arts community and provide a platform through which it may contribute to the city's economy. "The arts aren't just objects and performances. It's really a lifestyle," Schindelmann said.

Bryan reflected, "That's our role: to help people see and act on the potential of the arts to be at the creative center of all our neighborhoods." ■

Arts News In Brief

Witness Victorian-era Magic At Rancho Los Cerritos

Victor Ian Élan, a “performer of magical and psychic entertainment,” is holding two performances of his show “Soirées Mystique” on October 24 at the Rancho Los Cerritos Historic Site. The shows, which take place at 6 p.m. and 8 p.m., feature Victorian-era magic, conjuring and even a séance. According to a statement from the rancho, the historical site’s first owner, John Temple, participated in mysterious and spiritual demonstrations such as these in the 1860s. Performances take place at the rancho’s library. Seating is limited to 35 people per show. For tickets, which cost \$45, call 562/206-2040.

Belmont Heights Artists Featured In Coffeehouse Exhibition

The Belmont Heights Artists’ Association is holding a group art exhibition featuring more than 20 artists from the Belmont Heights neighborhood from October 2 through November at Viento y Agua Coffeehouse at 4007 E. 4th St. Hosted by the Belmont Heights Community Association, the exhibition features paintings, pastels, photography and more.

An opening night event takes place on October 2 from 7-9 p.m. at the coffeehouse.

For more information, visit www.MyBelmontHeights.org.

Conversations In Place Continues With October And November Events

“Conversations In Place 2015 – How Places Are Made” is a series of four discussions held at the Rancho Los Alamitos. Rancho officials explain these events as, “A changing kaleidoscope of thought and talk” featuring “a brilliant spectrum of thinkers and doers who affect issues ranging from design, demographics and economics to cultural trends and the environment. Opinionated, insightful and informed, the experts discern the past and present to detect the future of the region and our place.”

The series runs four consecutive months, August through November. The sessions still on tap include “Livable Places,” to be held Sunday, October 18, from 1:30 to 3:30 p.m., and “Place Making,” Sunday, November 8, also from 1:30 to 3:30 p.m. Each event costs \$25, with reservations available at www.rancholosalamitos.org/events.

“When it comes to making livable places, how should we nourish both perennial values and Southern California’s diverse ideas of community, home, and family life?” states the Rancho description. Six speakers are scheduled. For more information on the event and the speakers, please visit the Rancho website.

The final session in the series, “Place Making,” is described as follows: “Popular arts and culture express the region’s shifting state of mind and the ever-present gap

between where we are and where we want to be. Five experts will express their opinions. For more information about the speakers, please visit the website.

ICT Presents Sondheim October 14-November 8

International City Theatre is presenting the Los Angeles Premiere of Sondheim On Sondheim from October 14 through November 8 at the Center Theatre of the Long Beach Performing Arts Center. According to ICT, “His story. His inspiration. His genius. Sondheim on Sondheim is an intimate portrait of the famed songwriter in his own words ... and music. Through exclusive interview footage, famed composer Stephen

Sondheim (creator of Tony Award-winning musicals Company, Sweeney Todd, Follies, Into the Woods, A Funny Thing Happened on the Way to the Forum, and more) shares his personal life and artistic process. The carefully selected songs blend beautifully with video interviews to shine new light on his childhood, his relationship with Oscar Hammerstein, his personal demons and professional triumphs. Witness the story of one of the greatest American musical theater composers of all time as only the genius himself shares it.”

For information or to purchase tickets, visit the ICT website at: www.ictlongbeach.org. Information about the 2016 season beginning in March, is also available online. ■

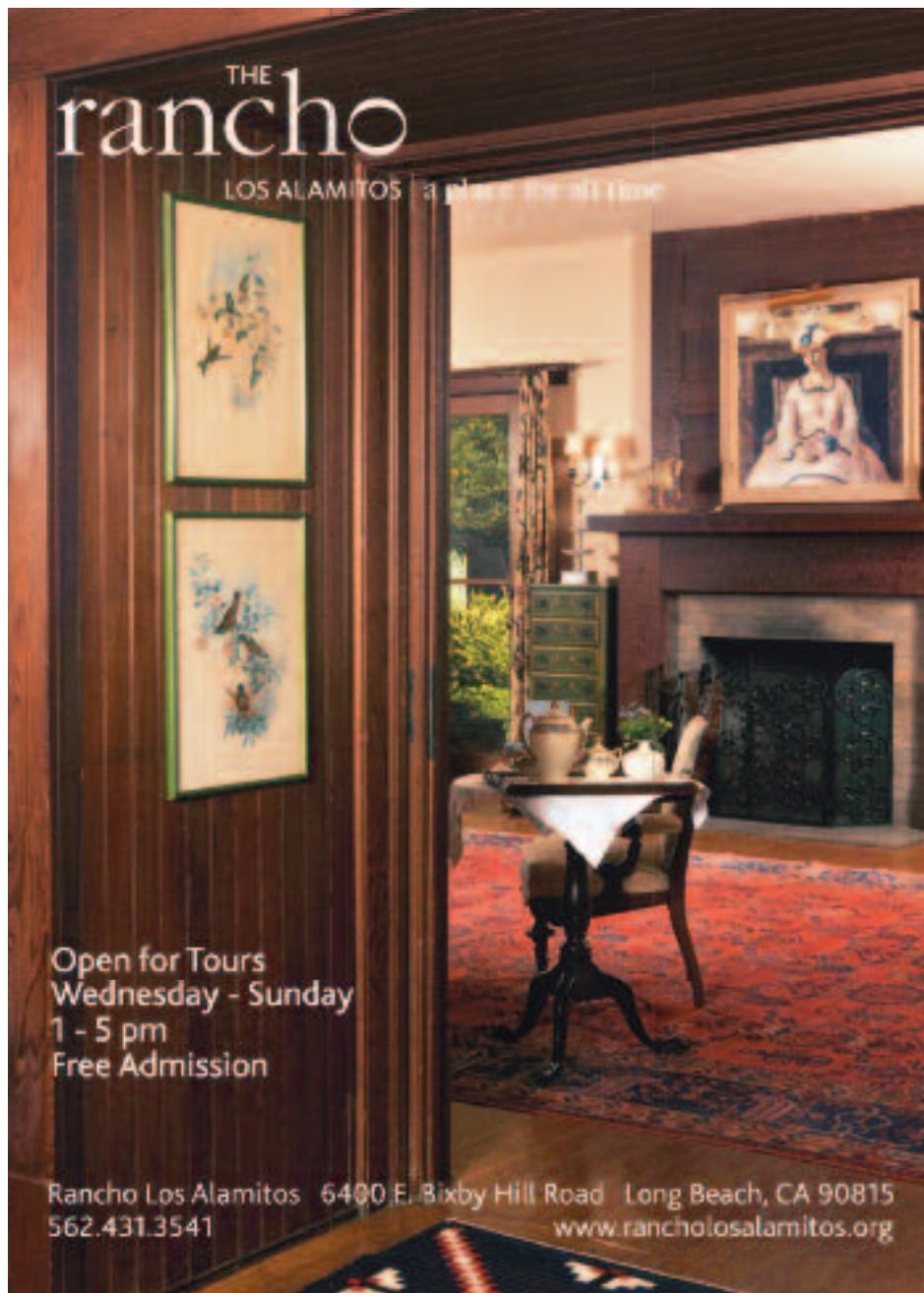


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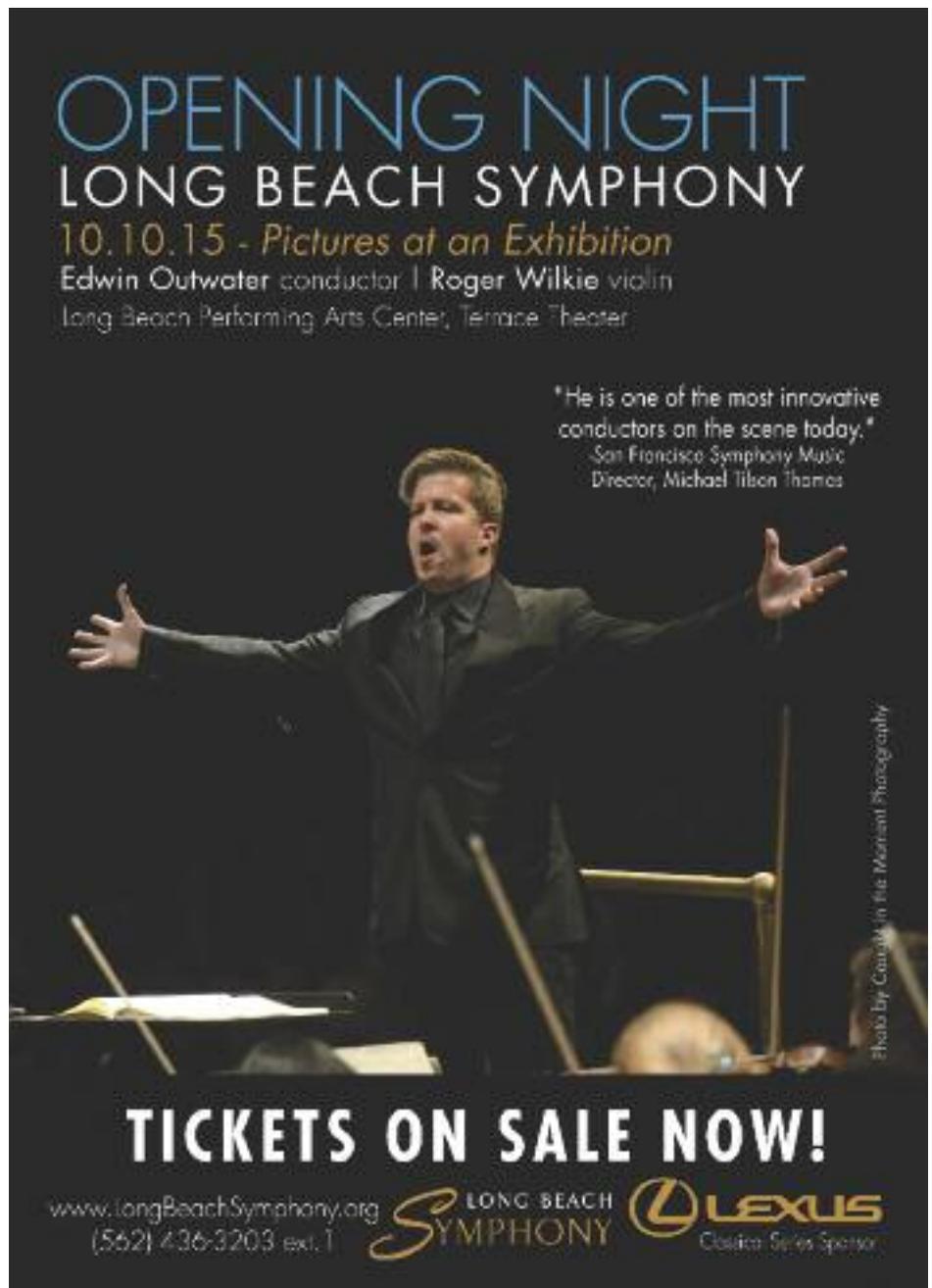
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Gary Alvarez



Rudy De Anda



Shy But Flyy

Gary Alvarez

Filmmaker

For Long Beach resident Gary Alvarez, a cross-country road trip through Mexico ended up being the driving force in a career shift into filmmaking. Now a screenwriter, director and producer, the Los Angeles-born Chicano artist has an M.F.A in film from Chapman University and is working on a series of projects.

Alvarez taught in the Downey Unified School District for about 10 years after completing his undergraduate work in Chicano Studies at the University of California, Berkeley. In 2003, he moved to Long Beach, and a year later took off on the road trip that would alter his career path.

A child of Mexican-born parents, Alvarez was inspired by Jack Kerouac's famous novel, "On The Road," to travel across Mexico from Tijuana to Tulum. "The plan was for me to write the manuscript for a novel I wanted to publish when I got back," he said. Instead, when pitching the novel to a friend in the film industry, he was told the story was cinematic and should be adapted to film.

"I had never written a screenplay before, so I took a screenwriting workshop at Long Beach City College that I enjoyed very much," Alvarez recalled. He also took a workshop in directing, and eventually decided to enroll in Chapman University's graduate program in filmmaking through its Dodge College of Film and Media Arts.

Alvarez had his first breakthrough in film while studying at Chapman, where, competing with 75 other filmmakers, he won a \$25,000 grant to fund his eight-minute short film called "A Good Man." The film, which was screened on campus, was well received. "That was like a highlight of my career at Chapman," he recalled.

As a writer, Alvarez is inspired by everyday life and his family's working class and immigrant background. "I have Mexican heritage mixed with my American upbringing. Sometimes there is a clash in the cultures," he said. "In the process we try to reconcile the two. That experience also influences the stories that I tell."

Alvarez has dabbled in filming dramas, documentaries and more. His current main project is a self-written, -produced and -directed comedy web series called "Scumbags," which he is currently pitching to video streaming companies like Netflix and Hulu.

When he isn't making films, Alvarez teaches his craft to elementary and middle school children through a program of the Latino International Film Institute.

Rudy De Anda

Musician

A self-described "genre-bending" and "experimental artist," Long Beach's Rudy De Anda has been playing local venues since he was a pre-teen. Now 27, the musician, perhaps best known as a member of the band Wild Pack of Canaries, has struck out on his own with a new solo EP record and a different sound.

De Anda moved to Long Beach in the early 1990s after his family home in South Central Los Angeles burned down during the L.A. Riots. The rest, he said, is history.

Growing up, De Anda's influences ranged from Spanish ballads to Bob Marley, Leonard Cohen, The Mars Volta, The Beatles and more. When he was 12, he saw a Red Hot Chili Peppers concert and decided it was time to get a guitar. By the age of 15, he already had about 200 gigs at local venues under his belt.

Long Beach's eclectic music scene had an influence on De Anda's style. "Long Beach has always been that kind of town where you could listen to punk rock or gospel or salsa music, or whatever it may be," he said.

De Anda's life experiences also inform his music. "In the past . . . playing a show for a sold-out crowd then the next night washing dishes and mopping floors till 3 in the morning is like a very humbling experience and brings you back to earth really fast," he reflected.

While De Anda previously stayed away from common themes like love and relationships, he has since changed his tune. "Now I am enjoying writing more literal songs about more common themes . . . because I do feel there is a void in pop music of today where there are not that many crooner-type singers like there was with Neil Diamond in the past," he said.

Nowadays, De Anda describes his sound as "contemporary psychedelic pop paying tribute to 1960s and '70s music." He is planning to go on tour to promote his EP "Ostranenie," and continues to write new music.

"Everyone knows this town is a ticking time bomb when it comes to music," De Anda said of Long Beach. "I think we have been overshadowed by L.A., and at this point we're just gearing ourselves up for it to be one of the next big music towns of California."

Shy But Flyy

Singer And Spoken Word Artist

Don't try to put Long Beach singer and spoken word artist Shy But Flyy in a box — chances are, you wouldn't find one big enough for her performance repertoire, anyway. One night you might find her giving a poetry reading, while the next you'll find her singing the blues with her band, The Cold Shoulders. Other times, you might catch her painting live onstage.

Shy But Flyy grew up in San Pedro and moved to Long Beach after high school because its arts scene inspired her. "I went to Long Beach City College and took music, English and creative writing classes," she said. "I met a lot of people who were doing the same thing I was doing and it inspired me."

Shy But Flyy, who goes by Shy for short, said her self-chosen moniker is a reflection of her personality. "Growing up, I was really shy and quiet," she said. "I would write a lot and sing a lot, but I wouldn't share it."

One day, Shy got up the courage to participate in an open mic night, and discovered the "Flyy" side to herself. "The response was mind blowing," she recalled. "It broke me out of my shyness, sharing my art and meeting other artists."

"I would say that I am versatile, because I sing and I play drums and I do poetry," Shy said. "People come see me and they won't know what I will be doing at that particular show."

Shy has published a book of poetry called "The Meaning Of The Blues," which contains musing on life experiences and her love for music. As a poet, she draws inspiration from author Jack Kerouac and the beatnik movement. "When I do poetry . . . I like to have percussion behind me, like conga or djembe, and the phrasing is free form," she said.

As a singer, she is most drawn to the blues. "I like Muddy Waters, Robert Johnson, Etta James. They really inspire me," she said. Shy and her band, The Cold Shoulders, perform both original works and old standards.

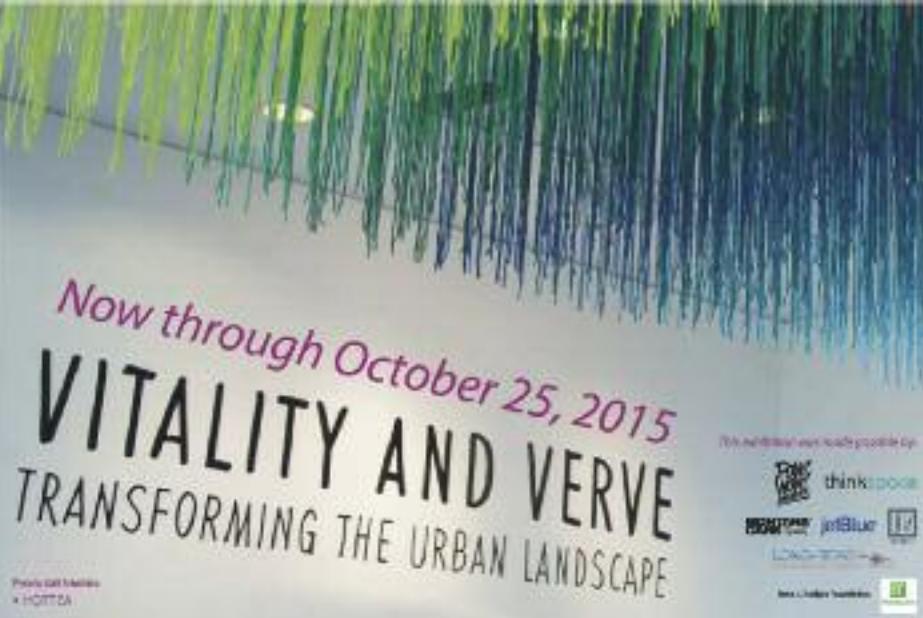
In addition to performing and working on her next book of poetry and a music EP, Shy often hosts events for the arts community. She is also a teacher's assistant for the Long Beach Unified School District.

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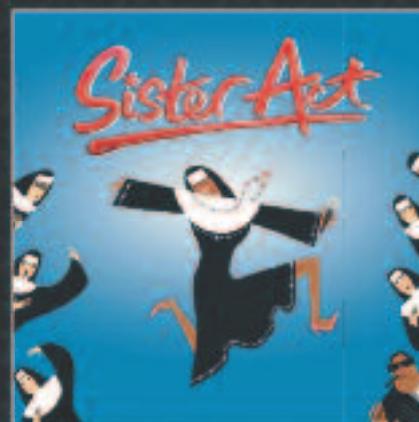
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Angela Willcocks

Angela Willcocks

Visual And Social Practicing Artist

After traveling the world for several years, Australian native and visual artist Angela Willcocks eventually settled down in Long Beach, where she has become known as a social practicing artist – a type of artist who immerses herself in a community and partners with locals to produce art that benefits that community.

As an artist, Willcocks said she is influenced by her experience as an immigrant. “I work with people who are disenfranchised,” she said, referring to undocumented immigrants and others who struggle to “get a sense of place.”

Following her participation in an A LOT exhibition, a temporary art installation in North Long Beach sponsored by the Arts Council for Long Beach, Willcocks was drawn to the area. “When I was up in North Long Beach, I noticed that only one in 10 shop fronts were being used,” Willcocks said.

“What I also noticed was there were about 20 barbershops within a one-mile radius. Being from Australia, it was really engaging for me because the barbershop culture is a very American Hispanic and African American culture. And I thought it would be really interesting to spend time in the community.”

Willcocks invested in a small storefront on Long Beach Boulevard near Artesia Boulevard and began calling on local barbershops, where she drew images of patrons and business owners. Each shop got a copy of the artwork, which in some cases were turned into animations to play within the shops. “I was putting art not into galleries or museums, but actually [giving it] to the people who rarely have access to art,” she said.

On a daily basis, Willcocks paints and draws in her shop, engaging with anyone who walks through her door. “Since the shop front has been open, I get anywhere between two and 20 people from the neighborhood just dropping by and chatting, picking up art supplies or letting me photograph them,” she said. “If kids come in I will give them art lessons.” It’s also not uncommon for local gang members to wander into Willcocks’s shop and let her draw them as they chat about art.

In addition to working with the North Long Beach community, Willcocks teaches art at regional universities and city colleges, and exhibits her artwork nationally.



Megan Wilcox

Megan Wilcox

Ballet Dancer

A ballet dancer since age four, Megan Wilcox has traveled the country and the world, performing and competing. She was brought up in the Long Beach Ballet by the organization’s artistic director – and her father – David Wilcox.

“Performing is the best thing in the world,” the 19-year old dancer said. “Nothing gives me more joy, to be in the arts.” Although Wilcox has been training with Long Beach Ballet and performing in the company’s annual production of “The Nutcracker” since she was four, it wasn’t until she was 12 and began entering competitions that she knew dancing was for her.

“When I was 12 years old we started to compete in Youth America Grand Prix, and I would do that every year. Eventually, I started making it to the finals in New York,” she said, referring to a ballet competition where she has garnered a number of accolades, including First Place, Senior Contemporary in 2014. Other competitions Wilcox found to be “amazing experiences” included the Prix de Lausanne in Switzerland and the USA International Ballet Competition in Jackson, Mississippi.

As a competitor in the Youth Grand Prix, Wilcox was spotted by the director of Dresden, Germany’s Somperoper Ballet and was asked to relocate to Dresden to apprentice with the company. After a year performing with the international ballet company, Wilcox just recently returned home.

Wilcox credits her experience dancing with the Somperoper with helping her grow as a performer. “My whole life people have said, ‘You have very good technique.’ But . . . even though my dad would emphasize artistry and bravura, I couldn’t quite get it until the past couple of years,” she said. “Coming back [from Dresden], people have said they’ve noticed that.”

“My dad is my No. 1 inspiration,” Wilcox said. “He raised me and mentored me my whole life in ballet. He would say ‘technique is important,’ but he would always focus on the artistry and bravura you should have [as a dancer]. . . . And that’s what makes ballet fun, just showing you who you are while you dance.”

Some of Wilcox’s favorite roles include Jasmine in “Aladdin,” Odette in “Swan Lake” and Swanilda in “Coppelia.” While she is still dancing with Long Beach Ballet, Wilcox is taking this year to experiment professionally, and is considering auditioning for contemporary ballet companies.

Dave Van Patten

Visual Artist And Illustrator

Dave Van Patten is a visual artist with a self-proclaimed “twisted” sense of humor inspired by the likes of Monty Python, Chris Farley, Salvador Dali and even his mother. A Long Beach resident for the past 15 years, Van Patten’s work has become in demand in the local arts scene, appearing on album covers and band posters, in storybooks and comics, and even gracing the walls of downtown buildings.

Van Patten’s illustrations are typically drawn in pen and colored digitally. “Usually I try to make the piece somewhat humorous, surreal, and mind-bending in an Escher-esque kind of way,” Van Patten said. “I also like to have a hint of subversive truth in there.”

The artist started to make a name for himself while working at a coffee shop in the East Village Arts District. “I put together a homemade graphic novel with a bunch of twisted humor comics . . . [and] started passing those out for free to people,” he recalled.

Shortly thereafter, the late Markus Manley, founder of WE Labs in Downtown Long Beach, asked Van Patten to hold his first art show. “He said, ‘Hey, I want to host an art show for you but we need bigger work.’ That’s when I started drawing bigger stuff,” he said.

Over time, Van Patten’s illustrations became a little less nonsensical. “I used to draw total weirdo stuff,” he said. “One time, a friend told me, ‘Your work is very powerful and can move people, but why don’t you draw images that matter?’” he recalled. “You have the power to draw anything in the universe,” he reflected. “So why not do something that is really meaningful and says something about society or even just about our own little sad, joyful lives?”

Van Patten now supports himself solely through his artwork, which is commissioned by musicians, individuals, companies and organizations, and is also sold online. In his free time, he is working on a graphic novel with one of his favorite authors.

As an artist, Van Patten feels Long Beach is the right place to be. “It’s a really good place to grow artistically because the community is so tight-knit,” he said. “If Long Beach likes your work, you can take it to the rest of the world, potentially.”



Dave Van Patten

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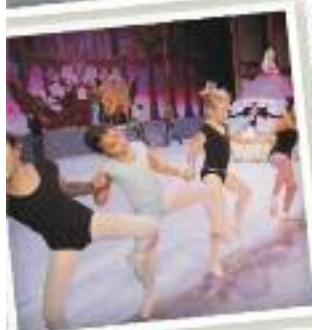
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Internationally Renowned Baroque Ensemble Moves to Long Beach

By SARAH BENNETT

Arts Council For Long Beach Contributor

Even though most of its repertoire was written over 300 years ago, Musica Angelica might be the most contemporary ensemble in Long Beach. With vintage all the rage and some segments of popular music preferring to showcase talent and virtuosity without the aid of electronics, the orchestral chamber concerts of Musica Angelica are a back-to-the-future experience.

“If you go to the farmers market you have natural stuff all the time,” Music Director Martin Haselböck said from Vienna, Austria where he and his other musical projects are based. “We’re back to the roots of musical performance.”



The 23-year-old group itself is also returning to its own roots this season. In May, it moved its operations from Santa Monica to Long Beach, the city where some of Musica Angelica’s first rehearsals took place inside a private home. Now, the group will be based out of The Center Theatre at the Long Beach Performing Arts Center, where the first of five announced shows was September 26 and the next takes place December 5.

Musica Angelica is a major get for Long Beach. Its artists are at the top of their field worldwide, play in the best Baroque ensembles around the globe and include Juilliard faculty members and award winners. The group is world renowned for its expert performances of music from the early Baroque through the early Classical era. At every concert, around 20 musicians play on period instruments or replicas, allowing the audience to hear the music of composers such as Bach, Handel and Vivaldi as audiences were meant to hear them.

But this is no stuffy European ensemble. Unlike the many similar European-based groups, Haselböck said that Musica Angelica is a unique mix of both local and national professional musicians who have the ability to adapt to different pieces and styles of performance.

Since becoming music director around ten years ago, Haselböck has also incorporated multimedia elements into Musica Angelica’s shows (most recently, they toured with a performance of “Black Cat” by Edgar Allen Poe that included dancers, singers and music by Canadian songwriter).

“There is a very California touch to [Musica Angelica] too,” Haselböck said. “When I started with the group, there was a very beautiful lute player and he was doing baroque

music in the style in the modern music. Then you realize there is not so much difference between baroque and contemporary music. I like this fresh approach. The idea is to have a hodgepodge of different musical ideas.”

Moving to Long Beach might make Musica Angelica’s fresh approach to traditional performance art even easier. Already, the city is home to avant-garde opera company Long Beach Opera (which is coincidentally also helmed by a top conductor from Vienna) and a broad base of engaged arts patrons who revel in the unexpected.

“The problem is if you work with the big crowds and big money, you have to work with mainstream works. If you want to be adventurous you have to be off the beaten track,” Haselböck said. “We are that with our repertoire. I’ve never felt so much personal contact as I have since coming to Long Beach. Everybody there wants to be involved. This is something very special – that everything is a little more direct in Long Beach.” ■

Studio Tour Activates Neighborhoods and Connects Communities to Artists

By ARTS COUNCIL STAFF

The Long Beach Open Studio Tour is a two-day, self-guided artist studio tour through suburban neighborhoods of Long Beach. The tour gives the public an intimate look at the working life of local, professional artists and allows attendees to meet these artists in a venue not usually open to the public.

Artist Lisa Wibroe is the brainchild behind the tour. She launched it six years ago as part of October is Arts Month, a month-long celebration of the arts. “Our vision is to bring the community into the personal working spaces of artists that live among them and enlighten all with a plethora of high quality artistic mediums created within the city of Long Beach,” she said.

Each year, the tour takes place on the second weekend in October and attracts more than 1,000 people. This year, the Tour takes place on October 10-11, from 12-5 p.m., and visitors are invited to see 45 artist studios in a variety of disciplines throughout the city.

Ramon Rodriguez, a painter and sculptor, who moved to an eastern Long Beach community 15 years ago from a small village in Bolivia, said he loves opening his studio to groups in the community and that collaborating with participants, “fuels his creativity.”

The tour also includes professional bands to showcase local musical talent. Artist

David Early, recognized internationally as a top contemporary artist, lives in the Wrigley neighborhood and has invited the Long Beach Ukulele Club to perform at his home. The Bad Benson Band will play at Lisa Wibroe’s studio (465 West 25th Street) on both Saturday and Sunday from 1-4 p.m.



Untitled by Ramon Rodriguez

In addition to being a great public event, the Tour helps local artists sell their art. Ceramicist Tracy Thomas sold eight pieces to one Tour visitor last year and said the Tour definitely brings her exposure and a stronger connection to her local community. She also enjoys inspiring her neighbors by demonstrating her process to tour participants.

To attend the event, visit www.lbopenstudiotour.com and follow the suggested route map. Long Beach Open Studio Tour lawn signs also help locate studios.

“This fun-filled weekend allows participants to take advantage of studio pricing for quality fine art,” Wibroe said. “It is a great time to get in some early holiday shopping while supporting local artists and hearing local music!” ■

Gallery Corner

The Belmont Heights Community Association presents *BHA2*, an exhibition featuring 23 artists who live in Belmont Heights and who work in a variety of mediums – including photography,



such as this image by Michele Marek from her series *Images of Burma*. The exhibition takes place at Viento y Agua Coffee House (4007 E. 4th St.) and is free and open to the public. *BHA2* kicks off with a reception on Friday, October 2 from 7-9 p.m. and features food, wine and live music by Second Wind. *BHA2* will be on view through November 3, 2015. Visit mybelmontheights.org for more information.

Investing In Communities – Why Place Really Does Matter



Jennifer Chheang,
Program Manager,
Long Beach,
The California
Endowment

Health Happens Here! It's a simple phrase communicating a profound truth – where you live determines your health. To make long-term improvement to health, we must invest in place.

In fact, research shows that 85% of our health status is determined by our environment and

only 15% by our genetics and access to health care. So our zip code really does matter more than our genetic code. In Long Beach, this point is dramatically illustrated by life expectancy at birth data. Based on 2010 data, life expectancy at birth in the 90802 zip code was 75.6 years while in 90815 it was 82.8 years. That's a difference of more than 7 years, or more than one year per mile!

Residents of Central and West Long Beach face significant health challenges including high rates of obesity and asthma as well as high rates of people reporting poor or fair health – more than twice county and statewide rates. A multitude of factors underlie this disparity including: lack of access to parks, healthy foods, good schools, clean air, healthy housing, and safety. In addition to, and because of these conditions, parents in Central and West Long Beach report lower levels of trust and connection to their neighbors than at the state and county levels. In the California Endowment's (TCE) 2011 health profile of the area, the percentage of youth participating in commu-

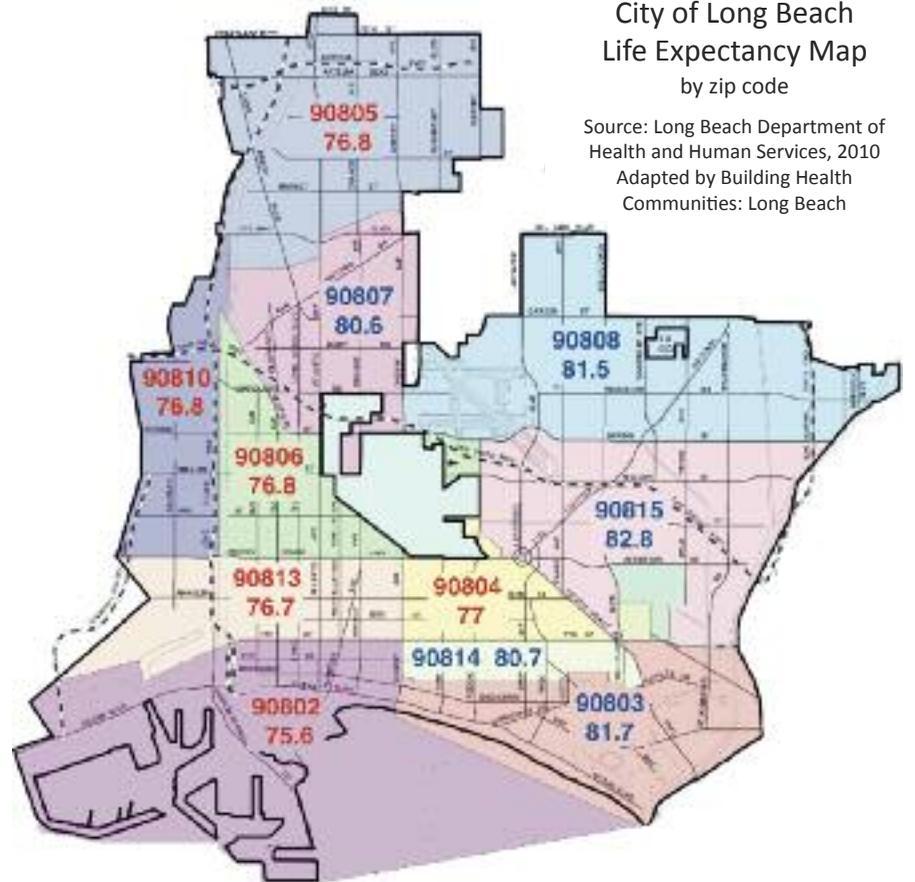
nity service/volunteer work was less than half the statewide percentage (28% and 59%, respectively).

The absence of any one of these factors contributes to poorer health outcomes. The absence of all of them, as is true in some parts of Long Beach, leads to an increase in chronic diseases and premature death.

It is for this reason that TCE is invested in changing health outcomes in Central and West Long Beach (and thirteen other communities across the state) by improving the conditions in these neighborhoods that lead to poor health. And, "Health Happens Here!" is at the center of the ambitious, 10-year Building Healthy Communities' initiative.

At the heart of this work lies the belief that prevention trumps intervention. It's better to prevent an illness than to treat one. It's better to prevent a crime than to incarcerate. It's better to prevent school drop-out than to remediate. It's better to prevent asthma than to buy inhalers...You get the idea. And yet, so many of our public resources are skewed the opposite direction – treating chronic illnesses, incarcerating people, remediating students. The best, most cost effective place to focus on prevention is in the neighborhoods where we are spending the most on intervention – whether that be to treat illnesses or address the effects of crime and poverty.

The idea that we should address chronic societal challenges by focusing on neighborhood conditions is not new. Since the 1960s, community change initiatives have been developed by government and philanthropy targeting specific geographic areas, although often with very different theo-



ries of how community change happens. Different initiatives have focused on infrastructure, jobs, housing, educational reform, leadership development, and civic connectedness as the means by which to improve communities. More recently, the White House's Promise Zone initiative has sought to focus community change around educational reform and integration of services for families. The reality is that each of these challenges need to be addressed collectively and cannot be parsed out into separate efforts.

In Long Beach, several place-based investments are seeking to develop the ability of people to be engaged in the civic life of their community in order to work collectively with government to address community challenges. Social connectedness is a prime factor in preventing violence and civic engagement is key to residents having the personal efficacy to make change. In addition, residents are being given the skills to understand and address the root causes of the social inequities with which they are confronted, many of which stem from historical disinvestment and structural factors that lead to these health disparities being defined by race, class and geography

(which is a topic for another column).

Central and West Long Beach do not just have high needs, but have significant assets. Community members, organizations, and institutions have demonstrated their capacity to work together to shift policies and practices toward healthier outcomes. Five years in to TCE's investment, residents are becoming more engaged in their community and with each other. Projects like the People's State of the City and Participatory Budgeting are offering residents new ways to be involved in governance. Challenges around housing and air quality are being addressed with new and creative solutions, developed and advocated by residents. Youth are running for seats on the School Site Council and are active in budgeting processes. All of these changes portend an active community in Central and West Long Beach working to improve their health and their community.

It is only when residents in all of our neighborhoods are thriving that we can truly say that Long Beach is the kind of city we envision it to be. Investing in the communities with the highest needs – place-based investing – will help to make this vision a reality.

Capacity Corner: Upcoming Calendar of Events

From the Nonprofit Partnership

Master the Science and Art of Time Management

Thursday, October 1, 2015

This engaging, highly interactive workshop will help you think differently about how you spend your time and give you the tools to: increase productivity; enhance chances of success; keep focused with a planning system that integrates the tools you use; effectively manage all the information that comes across your desk; reduce stress by recognizing and eliminating low-priority activities and distractions.

Managing your Financial Reserves – the Long Beach Community Foundation

Tuesday, October 6, 2015, 8-9:30am

This special event, intended for ED's, CFO's and/or Board Chairs of local nonprofits, will provide insight to help to build and maintain future financial stability. You will learn about the value of investment management, being ready to accept a major gift, as well as additional benefits of partnering with the LBCF.

The Essentials of Fund Development—Certificate Program

Thursdays, October 8-22, 2015, 9am-4pm

Through this program, you will learn how to create your fund development plan by participating in interactive discussions and hands-on activities and constructive feedback. This program is ideal for fund development professionals with 2+ years in the field and graduates of the Grantwriting Certificate Program.

Save the Date: Tesoro Nonprofit Partnership Leadership Institute: Board Leadership Series

Thursday, November 19, 2015, 9am-4pm

Purposeful Boards, Powerful Fundraising, with Chuck Loring

From our Partners

Save the Date: CalNonprofits 2015 Policy Convention

November 3-4, 2015 – Oakland, California

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



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Mayor Robert Garcia Names Members Of Queen Mary Land Development Task Force

■ By **SAMANTHA MEHLINGER**
Senior Writer

A 12-member task force has been assembled by Mayor Robert Garcia to examine potential uses for the land surrounding the Queen Mary. The team, dubbed the Queen Mary Land Development Task Force, is made up of Downtown Long Beach residents and stakeholders, and professionals in the fields of real estate development, hospitality and tourism, architecture and design, historic preservation, the arts and more.

Garcia's September 24 announcement naming the task force members indicated that the team will ensure that the public has a voice in the development plan by seeking feedback from the community.

"The city has been meeting with Garrison Investments, the ship's operator and adjacent land lease holder, to develop a time line and process for creating a new master development, and we now have a historic opportunity to reimagine and revitalize the 43 acres surrounding the Queen Mary," Garcia wrote in an e-mailed letter to constituents and media.

The task force members are: Ryan Altoon, executive vice president of AndersonPacific, LLC, which is jointly building two downtown residential high-rises with partner Ledcor Properties; Stuart Ashman, president and CEO of the Museum of Latin American Art; Becky Blair, president and principal of Coldwell Banker Commercial BLAIR WESTMAC and former chair of the Long

Beach Planning Commission; Michael Bohn, senior principal and design director for Long Beach-based design firm Studio One Eleven, which is a subsidiary of P+R Architects; Eric Carr, a downtown resident who serves as director of product management for Custom Building Projects and as account director for the Taproot Foundation; Jeff Hoffman, president of Jeff Hoffman and Associates, a civic engagement, corporate citizenship and philanthropy firm; Julia Huang, CEO of interTrend Communications, Inc. and founder of Imprint Lab; Kenneth McDonald, president and CEO of Long Beach Transit; Cheryl Perry, president of Long Beach Heritage and the Long Beach Navy Heritage Association; Kelly Ruggiero, executive director of the Long Beach

Symphony; Steve Sheldon, director of entertainment events for the Queen Mary; and Jan van Dijks, principal and founder of real estate development firm JR van Dijks, Inc.

As of press time, a date for the group's first meeting had not been determined. ■

New 'Flexible Format' Target Store To Open In Long Beach In March

■ By **SEAN BELK**
Staff Writer

A new smaller size, "flexible format" Target store is set to open near the Veterans Affairs Hospital and California State University, Long Beach (CSULB) at 7th Street, Bellflower and Pacific Coast Highway in March of next year.

The approximately 33,000-square-foot store at the location formerly occupied by Ralphs, which closed in November 2014, features a smaller footprint than a typical Target store and is the first of its size to open in Southern California, according to a statement from Westar Associates, owner of the shopping center called Bixby Village Plaza.

In an e-mail to the Business Journal, Erika Winkels, spokesperson for Target, said the company currently operates 14 flexible format stores – stores that are custom tailored to suit the neighborhood in which they operate – with locations in Los Angeles, San Francisco, Seattle, Portland, Chicago, Boston, Minneapolis and Maryland.

Target plans to open four additional locations (Virginia, San Francisco, Chicago and San Diego) by the end of this year.

"This strategy allows us to open stores in denser, urban markets where our guests may currently have to travel a bit to reach a Target store," Winkels said. "This is all about bringing the best of the Target experience closer to them."

The new stores are called "Target!" and will be branded on the exterior with just the company bull's-eye logo, adding that such stores used to be called CityTarget and TargetExpress; however, the company recently changed the name, to be effective this fall.

Winkels said Target plans to begin the hiring process about three months before opening, adding that those interested in employment may apply online at target.com/careers.

According to Westar Associates, Target will be catering to the needs of neighborhood residents, students and staff of CSULB as well as staff from the VA Hospital. The new location will offer Target Mobile services, a Starbucks and in-store pickup items purchased online.

At the shopping center, Afters Ice Cream, a gourmet ice cream shop known for creative flavors and ice cream sandwiches made with a donut-like pastry, recently opened.

Opening in early 2016 at the shopping center are: Caffé Bene, a coffee house that offers specialty drinks, sandwiches and sweet treats; On the Rocks Bar & Grill, a sports bar and steakhouse; and NAM Vietnamese Eatery. ■



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