

## Inside This Issue



**As #MeToo Movement Grows, Greater Light Is Shed On Health Issues Stemming From Sexual And Domestic Violence**

Page 18



**Grooming Future Leaders Of The Nonprofit Sector**

Page 20



**Small Business Showcase**

Page 23

- 2 PortSide
- 2 In The News
- 3 Perspective: Hotels Embrace Safety As A Top Priority
- 6 Real Estate
- 6 Realty Views
- 10 Newswatch
- New Publication Promises To Cover All Long Beach, All The Time
- Southwest Airlines Adding Flights
- Councilmember Censured
- Local Ballot Initiatives Update
- 15 Health Care Quarterly
- 18 HealthWise
- 20 Focus On Nonprofit Sector
- 23 Small Business Dollars & Sense

### FOCUS ON THE NONPROFIT SECTOR

## First-Ever Leadership Long Beach Grads Reflect 28 Years Later

By **SAMANTHA MEHLINGER**  
EDITOR

**N**early 30 years after they became members of the first graduating class of Leadership Long Beach, seven people gathered at the Business Journal office to reflect

upon their experience with the nonprofit, how it had helped shape them and how it continues to inspire local leaders.

The graduates included: Gayle Clock, retired, who was a human services consultant and the career development instructor at Long

(Please Continue To Page 21)



Members of the first class of Leadership Long Beach gathered at the Business Journal to reflect on their experience. They are pictured here with a key to the city bestowed to the nonprofit organization. From left: Tonia Reyes Uranga, consultant and former Long Beach 7th District councilmember; Rich Kerlin, owner of a marketing agency; Judy Ross, former executive director of The Nonprofit Partnership; Jerry Westlund, owner of a string of national nightclubs; Gayle Clock, former human services consultant and career development instructor at Long Beach City College; Henry Walker, president of Farmers & Merchants Bank; and Rosemary Voss, owner of Voss Consulting. (Photograph by the Business Journal's Pat Flynn)

## Utilizing Genetic Medicine To Prevent And Treat Disease

By **BRANDON RICHARDSON**  
SENIOR WRITER

**T**he study of human genetics is not a new concept or practice, having its roots in the early 20th century. Applying the study to medicine came about more recently but can still be traced back to just after World War II. Today, medical genetics has advanced to the point that it is possible to treat genetic diseases, identify if individuals have a predispo-

sition to cancer, and even edit the human genome.

"I think we are part of the revolution," Dr. Donald Kohn, professor at the UCLA David Geffen School of Medicine and member of the UCLA Broad Stem Cell Research Center, told the Business Journal. "For all these genetic diseases – and there are a couple of thousand single-gene defects in humans – if we can get the genes fixed, we have treatments right at the root

(Please Continue To Page 16)

## Talking Tariffs

### Port Executive On Trade Trends

By **SAMANTHA MEHLINGER**  
EDITOR

**P**resident Trump is moving ahead with proposals to impose tariffs on China and Western allies. On May 29, Trump announced that he would pursue an earlier promise to impose 25% tariffs on \$50 billion worth of Chinese goods in order to address the trade imbalance between China and the United States. Two days later, he went through with a plan to implement tariffs on steel and aluminum imports from Canada, Mexico and the European Union.

Tariffs have not yet gone into effect on Chinese imports. A White House announcement indicated that a list of affected imports

(Please Continue To Page 11)

## Alzheimer's Local Physicians Brainstorm Preventative Measures

By **ANNE ARTLEY**  
STAFF WRITER

**A**lzheimer's Disease, which results in progressive mental deterioration, is on the rise, according to statistics from the Alzheimer's Association. About 5.7 million Americans are living with it, a number that is expected to increase to almost 14 million by 2050. Local physicians agree that making an effort to lead a healthy lifestyle is the best course of action to prevent the disease.

Dr. Susan Sklar, the founder and medical director of the Long Beach-based Sklar Center for Restorative Medicine, attributed the-

(Please Continue To Page 15)

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### MILLENNIAL PULSE

By Editor Samantha Mehlinger

## Can Millennials Save Local News?

Millennials are known as localists. One of our more pleasant stereotypes is that we prefer locally sourced goods to conglomerate wares, locally owned restaurants to big chains. I'd like to think,

for example, that it is in part thanks to our generation that Long Beach has become a local coffee shop and roaster island of sorts, putting a teensy dent in Starbucks' mar-

(Please Continue To Page 5)

# PortSide Keeping Up With The Port Of Long Beach

Nicolas Gomez, a hydrographic surveyor for the Port of Long Beach, is responsible for mapping the seafloor within the port's boundaries. "The maps are used by Port of Long Beach tenants to help out with designing and planning future dredging projects and improvements," Gomez said. To collect the data used to create the maps, surveyors take a boat out to a given location and gather measurements through sonar, a system that detects objects under the water by emitting sound pulses and tracking the echo created when they bounce off of objects. The process takes anywhere from half an hour to six hours. Back onshore, Gomez extracts the data to create a map. "A lot of surveys we do are along the berth, just to make sure that, when the ships come in, they have enough depth," he said. Gomez discovered the hydrographic surveying field when he took a surveying class as part of an engineering and architecture program. One of his classmates worked for the Port of Long Beach and posted a listing for internships in the port's survey division in the engineering service's bureau. Gomez applied and was accepted. According to Gomez, "making sure everything works on the boat and with the software" is the most challenging aspect of his job. "When something goes wrong, it could throw the whole survey off," he explained. He most enjoys the ability to see all the phases of a project, from pre-design, to construction and then the final product.

– Article and Photograph by Staff Writer Anne Artley



## Molina Healthcare, Inc. Appoints New Chief Financial Officer And Treasurer –

Molina Healthcare announced the appointment of Thomas L. Tran to the role of chief financial officer and treasurer. In his new role, Tran will manage the company's finances, accounting, budgeting and investor relations. He has more than 35 years of experience in health care, including six

years as the CFO of WellCare Health Plans, Inc. He will replace current Molina Healthcare CFO John White, who is retiring from the company.

## Nautilus Announces New President Of Metro Cruise Companies –

Long Beach-based Nautilus International Holding Corp. promoted Juan C. Trescastro to president of its Metro Cruise group of companies, which

include: Metro Cruise Services, Metro Shore Services, Metro Pacific Cruise Ship Terminals and Metro Events. He is also taking charge of Terminal Security Solutions Inc. Trescastro most recently served as senior vice president of business development for Metro Cruise. He has 20 years of experience in the cruise industry.

## City Manager Names New Director Of The Parks, Recreation & Marine Department –

Long Beach City Manager Patrick West named Gerardo Mouet as the new director of the city's parks, recreation and marine department. His appointment is effective June 18. For the past 14 years,

Mouet has served as the executive director for the City of Santa Ana's parks, recreation and community services agency. He was responsible for managing the city's 50 parks, 17 recreation centers, the Santa Ana Zoo at Prentice Park and the public library system.

## Harbor Commissioner Appoints Project Controls Director –

The Long Beach Board of Harbor Commissioners announced the promotion of Marlene Dupras, a civil engineer and manager at the Port of Long Beach, as the port's new director of project controls. This division helps the other branches within the engineering services bureau manage the schedule and

budget for the port's capital improvement projects. Dupras began her career at the port in 2001 as a civil engineer.

## Downtown Alliance Hires New Event And Development Manager –

The Downtown Long Beach Alliance announced the addition of Crystal Angulo as event and development manager. She is responsible for overseeing the management and production of all special events, which includes outreach to sponsors and community partners. Angulo previously worked as the director of development and admissions at Long Beach's Westerly School, where she managed the school's relationships and events.

## MemorialCare Chief Human Resources Officer Receives Honors For Leadership –

MemorialCare Chief Human Resources Officer Lorraine Booth was awarded the 2018 Leaders of Distinction Award by the HRO Forum, which is part of the media company HRO

Booth, who has worked at MemorialCare for 27 years, was named Chief Human Resources Officer of the Year for Nonprofit Organizations Nationwide. She is only one of a few health care leaders to receive honors from the HRO Forum.

## Councilmember Starts New Position At LBCC –

Lakewood City Councilmember Jeff Wood started his new position as director of the superintendent-president's office at Long Beach City College.

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### PUBLISHER

George Economides  
SPECIAL ASSISTANT  
& PHOTOGRAPHER  
Pat Flynn

### EDITORIAL DEPARTMENT

#### EDITOR

Samantha Mehlinger  
SENIOR WRITER  
Brandon Richardson  
STAFF WRITER  
Anne Artley

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#### Office

2599 E. 28th Street, Suite 212  
Signal Hill, CA 90755  
Ph: 562/988-1222  
Fx: 562/988-1239  
www.lbbizjournal.com

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The American University of Health (AUHS), founded in 1994 and based in Signal Hill, honored 62 students on June 1 during its annual Pinning and Commencement Ceremonies held at the Beverly O'Neill Theater at the Long Beach Convention & Entertainment Center. The graduates achieved their degrees in Bachelor of Science in Nursing and Master of Science in Clinical Research. According to a statement from the school, "AUHS was originally founded as a Christian based, private, for profit, postsecondary education institute created to provide excellence in education for students interested in a career in healthcare, and this is a mission it still carries out to this day." In 2003, AUHS was established as a corporation and achieved Accrediting Council for Independent Colleges and Schools accreditation. (Photograph courtesy of AUHS)

**PERSPECTIVE**  
**Long Beach Hotels Embrace Safety As A Top Priority**

■ By **GREG KEEBLER**  
 GENERAL MANAGER, HILTON LONG BEACH

The very nature of the hospitality business and a key part of that experience is to provide a safe, welcoming environment for customers and employees. We strive to ensure every employee and guest is safe at all times, and that processes and procedures are in place for possible risks. We want all our employees to feel safe and be prepared for situations as they arise.

We provide our employees with regular trainings that promote awareness and teach prevention techniques. Last year, our hourly hotel employees participated in more than 1,000 total hours of paid safety trainings with local partner organizations, including sexual harassment prevention, self-defense, panic button utilization training, and CPR and human trafficking courses. Every new employee and manager is required to complete sexual harassment training.

These trainings occur monthly throughout hotels in the Long Beach area. Just this past month, Long Beach Hospitality Alliance hotels partnered with local organizations Allied Universal and the WomenShelter of Long Beach for Active Shooter Preparation & Prevention and Domestic Violence Awareness and Prevention trainings. Our leadership has also maintained active participation in the Alliance's Public Safety Meeting.

This April, in coordination with National Sexual Assault Awareness Month, the alliance also launched the #SafetyTogether Campaign. Alliance members and community organizations worked together to raise awareness of sexual assault, and to educate employees and customers on the resources available to report assault, support survivors and prevent sexual violence. Campaign members also distributed resources through their social media channels using #SafetyTogether.

Our Alliance hotels and other hospitality industry professionals also took part in National Denim Day on April 25 as a visible way to raise awareness of sexual assault within the community. Denim Day began 19 years ago following an Italian Supreme Court ruling that overturned a rape conviction.

The court ruled that since the victim was wearing tight jeans, she must have helped the rapist remove her jeans, implying consent. Women in the Italian Parliament came to work the next day wearing jeans in solidarity with the victim. In support of this tradition, hospitality industry employees wore jeans during operating hours while interacting with customers.

Alliance hotel representatives and community partners also took part in Denim Day by wearing jeans at its Second Annual

Alliance Job Fair to continue driving the conversation around safety in the hospitality industry with potential employees and community members. Partnering organization WomenShelter of Long Beach also provided sexual assault awareness and prevention materials that were distributed at the job fair.

The Alliance has taken it upon ourselves to report out on these monthly trainings and proactive safety measures to the Long Beach City Council. For the second month

in a row, we have delivered our Hotel Safety Report to detail the depth of our work. We want our community leaders to know how seriously we take the safety of our staff and guests.

Over the years, I have seen the hospitality industry grow and thrive in the City of Long Beach. As we have grown, we have been a committed partner of the city. As we move forward, we will continue this commitment and our work to build a safe and thriving Long Beach. That commitment begins with our employees' safety. We welcome the city's continued involvement and invite others to join us in our mission to keep our community safe. ■

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(Continued From Page 1)

ket share with joints like Rose Park Roasters, Recreation Coffee, Lord Windsor, Black Ring Coffee and others.

A recent article by NBC News pondered whether “shop local” trend is the way forward for Millennial retail. If the appeal of localism to Millennials might be the salvation for local retail, I ask: why can’t it be the salvation for local news publications, too?

Last year, the Business Journal took part in the Long Beach Media Collaborative, an effort spearheaded by the Long Beach Community Foundation and funded through a grant from the Knight Foundation. I was delighted through that experience to see a strong representation of Millennials in various positions in journalism, from freelancers to staff writers to editorial management. Luckily, it does not seem that there is any shortage of Millennials, or of the next generation, hoping to pursue careers in journalism.

But the state of news media in Long Beach today is much different than it was a year ago, or two years ago, or three. In fact, since I joined the Business Journal five years ago, there have been numerous shifts in the local industry: from the Long Beach Post shutting down its print operation to move solely online, to the Grunion Gazette canceling its Uptown and Downtown editions, to the short life of the ill-fated Long Beach Register, and now to what one source tells me is the gutted newsroom of the Press-Telegram (which another tells me is soon to be restored). The Business Journal has gone through changes, too, switching to glossy stock paper several years ago and joining this century by launching a website. And now, a new publication backed by local investor John Molina is set to debut by July.

Like local news media around the country, in Long Beach the industry is in a constant state of flux. Is it good? Is it bad? Is it both? It depends where you look, and who you ask.

In some cases, funding is an issue. Readers may have noticed pleas from local publications asking for donations and subscriptions of late, all with a mantra that boils down to this: support local journalism.

I polled my Facebook friends asking Millennials who subscribe to online or print news sources whether they were subscribed to a local or national/international outlet. All responded that they supported the latter.

“I did it because John Oliver told me to,” a New York Times subscriber quipped, referring to the HBO comedian known for lengthy, comical-yet-fact-driven rants about contemporary issues. A Washington Post subscriber said he began paying to read the publication because its coverage holds President Trump to account.

I didn’t get too many responses, which either indicates that not too many Millennials I know subscribe to news outlets, or that people don’t enjoy Facebook polls. Based on prior conversations I’ve had with people my age – which typically go something like, “You work for a newspa-

per? Like . . . in print?!” coupled with an expression that reads “You must be broke” – I’m going to go with both.

A report by Reuters on the state of digital news in 2017 found that last year, online news subscriptions increased from 9% to 16% among U.S. respondents due to a “Trump bump.” The report stated, “Most of those new payments have come from the young – a powerful corrective to the idea that young people are not prepared to pay for online media, let alone news.”

The report also found that the number of Americans between the ages of 18 and 24 who paid for online news increased from 4% to 18% between 2016 and 2017. The number of Americans aged 25 to 34 who paid for online news increased from 8% to 20% in the same time period.

An October 2017 article in Politico revealed that the Washington Post, the New York Times, The Atlantic, the Economist and The New Yorker have all recently seen increases in Millennial subscribers.

So why are local publications stretching out their hands for support? Why can’t they hitch onto the traction that national outlets are benefiting from?

I would argue that local publications simply don’t have the resources to fully revamp their efforts to appeal to younger readers. It’s pretty hard to take the time to strategize your website, social media, marketing, editorial focus, design, etc. etc., when you’ve only got a handful of people on board, and constant deadlines.

In other cases, a lack of localism may in fact be the culprit. When national conglomerates take ownership of local papers, slash newsrooms, shuffle around reporters who have been deeply entrenched in their communities to other areas, and begin printing news that has nothing to do with the cities they’re meant to serve, they lose their local brand. And with that, so go the local readers.

But the onus also lies on my fellow Millennials. If you’re frustrated with the national news because you feel like it’s all politics all the time, if you feel like local news stations rely too heavily upon crime coverage and high-speed chases to keep their ratings up, and if you as a result feel that you don’t have the firmest grasp on what’s going on in your community, well, guess what? You’re not looking hard enough to find community-based news.

Local news publications offer more in-depth, regular coverage of communities than you’ll find on TV nowadays, and that you certainly won’t find in a national publication. Think about it this way. Chances are, you not only patronize the local coffee shop down the street because you like supporting local businesses – it’s probably also because their coffee is just better. The same goes for community newspapers and publications both here in Long Beach and throughout the country. If local news is what you’re looking for, guess what? They’re just better at it.

I’m not saying to throw your money at them. I’m just saying, read them. Not only will you learn something, but just the act of regularly reading local news sources will help keep them as just that: local. ■



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■ By **BRANDON RICHARDSON**  
SENIOR WRITER

## New Commercial Space Coming To Bixby Knolls

The southwest corner of Atlantic Avenue and East Roosevelt Road was home to Nino's Italian Restaurant for 58 years before it closed in August 2016. Today, the location would be completely unrecognizable to anyone familiar with the restaurant, as construction is well underway to transform the corner with a new commercial building.

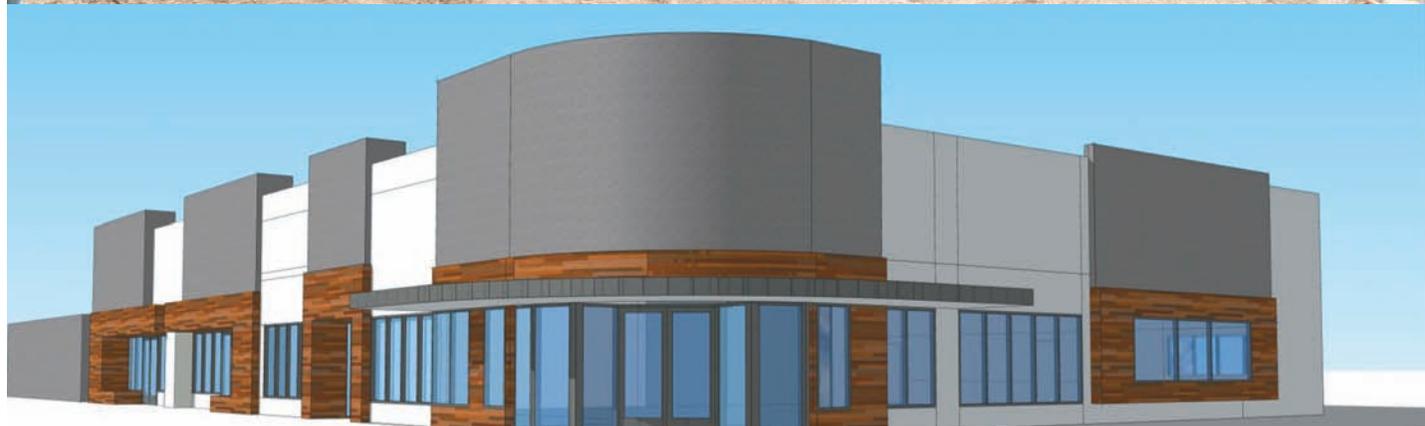
Ramin Tabibzadeh purchased the former Nino's site from the Cristiano family about a year ago for more than \$2 million. He said he is investing "significantly" to enhance and beautify the property and Bixby Knolls.

"We are actually using and salvaging the main building, which is an absolutely beautiful arched building. It has a beautiful roof and a redwood structure that was built in the 1950s. We're planning on maintaining that," Tabibzadeh said. "We're going to be adding another 4,500 square feet on the corner. The project will be a single building of approximately 9,500 square feet."

While operating at Nino's, a storage space was constructed behind the restaurant by the Cristiano family. That structure has been demolished, the main building has been gutted and stripped of its facade, and the asphalt of the former parking lot has torn up leaving the skeleton of a building on a dirt lot.

Depending on interested lessees, the completed building will be home to three or four businesses. The corner is already planned to be occupied by Medcompounds Pharmacy Inc., a pharmacy currently located on Long Beach Boulevard. Tabibzadeh said the space directly next to the pharmacy would be a good location for a small medical office.

As for the former Nino's space, Tabibzadeh said he is hoping for a restaurant, coffee shop, bagel shop or brewery – anything that will draw people into the community. The full 5,000 square feet can be leased to one or two of these types of tenants de-



Construction is underway at the former Nino's Italian Restaurant site, with completion expected in about five months. The new space will be home to Medcompounds Pharmacy Inc., a pharmacy currently located on Long Beach Boulevard, and two or three other tenants. The property owner said he is hoping to fill the remaining space with a mix of medical office, food and beverage. (Photograph by the Business Journal's Pat Flynn, rendering courtesy of property owner Ramin Tabibzadeh)

pending on need and want. Parking for customers is located behind the building.

Construction of the building is expected to be completed in about five months, with an anticipated opening for the pharmacy about two months later. As for the remaining space, Tabibzadeh said buildout times will depend on the tenant type.

"We're very hopeful that we can build a center that will draw a lot of good businesses and help prosper Bixby Knolls," he said. "I think it's a phenomenal area that is being developed and has a ton of opportunity. We feel that we will be able to add to that growth."

drop that sale prices did – the housing shortage made sure of that. But, with the economy teetering, jobs and incomes took a beating that made it difficult to qualify and obtain a mortgage, especially with the increased scrutiny in lending requirements.

For either an institutional investor or a small one, much cheaper acquisition prices coupled with a stable, strong rental income base made SFRs a solid investment – especially as prices started to climb back and one could then unload these cash-producing homes for a nice sale profit as well.

By 2014, many of the larger investors were seeing a lot of the foreclosures drying up and prices increasing, making bargains harder to find, so this trend subsided – that is, until last year.

According to data compiled by Amherst Holdings, with help from CoreLogic Inc., institutional investors purchased more single-family homes in 2017 than in previous years, making for the first increase since 2013. And this time there are new reasons for Wall Street firms like Tricon Capital Group Inc. and American Homes 4 Rent moving in this direction.

## Pine Avenue Business Owner Opens Nation's First Fitness Parklet

Three years ago, Groundwork Fitness owner Giovanna "Gio" Ferraro watched the massive parklet in front of Hamburger Mary's get built and become an instant success for the restaurant. With parklets typically utilized for dining and drinking establishments, Ferraro thought to herself, "Why can't a gym do this?" Fast forward to May 25 and Ferraro celebrated the opening of her fitness parklet with the help of Mayor Robert Garcia

and 1st District Councilmember Lena Gonzalez.

One of the keys is that these large investors now have almost a decade or so of experience in managing and leasing single-family homes – and they are finding it easier to get financing for purchases. Cheaper credit and more efficient operations have led these large bargain hunters to not depend on fire sales as much as they did in years past to make deals pencil out for them.

"If your cost of capital is lower and the asset class has been proven, you don't need to buy at a big discount," said Greg Rand, CEO of OwnAmerica, an online platform for buying and selling rental houses.

Between Tricon, the third largest publicly traded owner of U.S. rental houses, and American Homes 4 Rent, 850 single-family homes were purchased last year. The biggest purchaser was Cerberus Capital Management, with an estimated 5,100 houses, while Amherst bought almost 4,900 homes through its Main Street Renewal subsidiary.

The single-family home market overall is still suffering from a lack of inventory that is low – historically low – which probably says more about Americans' inclination to stay put if they own a home, rather than move up and

take on more debt, if they can even qualify. The values of homes are facing upward pressure from the tight supply, as 91 percent of metro markets saw price increases during the first quarter of this year – with 53 cities seeing increases in double digits – according to the National Association of Realtors (NAR). There was a 7.2% year-over-year decline in the number of homes on the market.

Given the tight supply, with investors taking a large chunk of the already-tight inventory, many industry watchers are seeing this re-emerging trend of large institutional buyers driving prices to yet higher, unaffordable levels. Of course, with mortgage rates at a seven-year high, the cost of homeownership is already climbing. But, as long as rents are higher than the cost of owning, you are likely to see large investors continue to purchase homes and rent them for excellent profits.

(Please Continue To Page 8)

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

## Realty Views

### Rental Homes Back In Vogue As Investments



By **TERRY ROSS**

When the Recession hit the housing market a decade ago, it changed the landscape of investment real estate – especially when it came to single-family homes. With the great number of foreclosures and bargain basement deals to be had, investors – and that included many Wall Street types – found an opportunity in the for-sale bargains available coupled with the high rental rates. Suddenly, single-family homes were the hot investment vehicle for residential instead of apartment buildings.

Then, for at least five years, investors poured money into this category while rents and resale prices began to climb. Home rental rates never really took the



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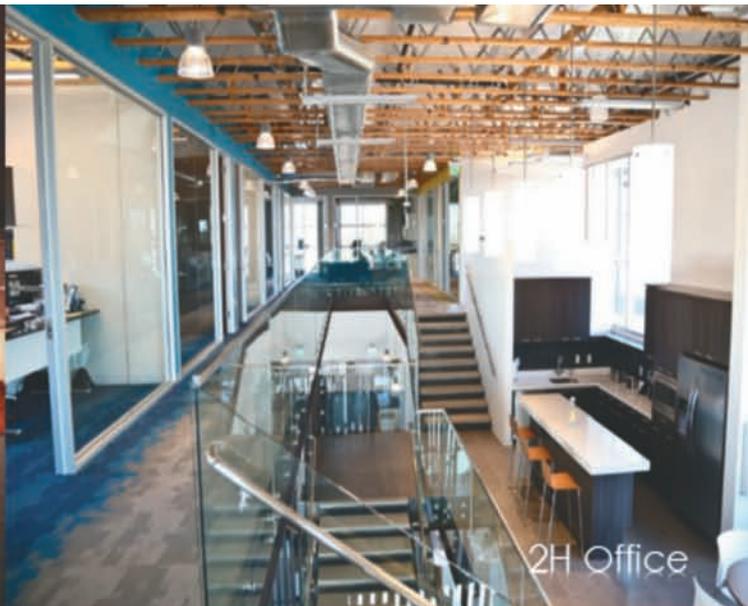
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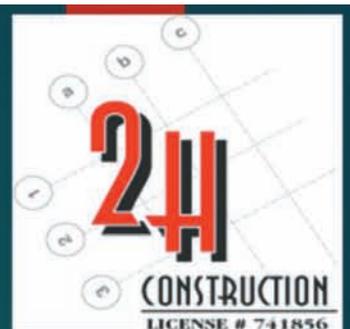
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class for seniors at the parklet is in the works. Ferraro explained that she has done fitness classes with seniors before and noticed that many stay indoors too often. She said the class will be an opportunity for them to get outside, socialize and exercise.

The fitness parklet is the first of its kind in the United States, according to Ferraro. She said that cities, including Long Beach, sometimes have stationary exercise machines at parks but that there is no energy or atmosphere involved. She said being owned and operated by a small business owner and having the added human element make the space truly activated. Trainers will run classes at the parklet with workouts that include functional training, circuit training, weight training, spin bikes, pull-up bars, dip bars, medicine balls and more.

“It’s going to become something way bigger than I initially thought,” Ferraro said. “Now that we are actually using the space, my mind is going crazy with ideas of other stuff that we can do out there. So it’s awesome. I’m excited.”

The city was a huge help in making her vision a reality, Ferraro said, particularly Councilmember Gonzalez. It took several city council meetings and approvals before the project could move forward. An ordinance change by the city attorney was also needed because all verbiage related to parklets identified dining uses and nothing else.

“I couldn’t get a Vegas sign to pop more in front of my business than an actual parklet where people can visually see what we do,” Ferraro said. “And the energy that is in here that is so amazing, to be able to spill that out into the street and let people



Groundwork Fitness Owner Giovanna “Gio” Ferraro opened the United States’ first fitness parklet on May 25. She said the space would be used for community events and as collaborative space, in addition to its standard fitness classes and personal training sessions. (Photograph by the Business Journal’s Brandon Richardson)

witness it and feel it, I can’t ask for anything more than that.”

### Ramen Hub In Bixby Knolls

Ramen Hub opened its doors on May 28 on the northeast corner of Atlantic Avenue and East Roosevelt Road in Bixby Knolls. The location was originally Park Pantry long ago which then became Cafe Bixby, which then became The Breakfast Club, which then became West Bistro. The owners of West Bistro closed down the restaurant to revamp and rebrand. Previously

traditional American food, including a selection of burgers, the restaurant is now serving up ramen and chicken bowls, with plans to introduce sushi and poki menu items soon, according to Blair Cohn, executive director of the Bixby Knolls Business Improvement Association.

### Drink Wine While You Paint At New Downtown Business

Pinot’s Palette celebrated the grand opening of its newest franchise on May 26 in Long Beach. Located at 470 Pine Ave.

at The Streets in downtown, the business brings residents a paint-and-sip experience, where they can drink wine and socialize while enjoying a no-experience-required art class. “Pine Avenue is the perfect location for Long Beach’s only Pinot’s Palette,” Co-Owners Monica Ochoa and Mark Pollard said. “We look forward to enhancing the downtown area with a sprinkling of artistry, alcohol and amusement for locals and visitors alike.” The space offers options such as a two-hour events for \$35 and three-hour events for \$45. Special events

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Pinot's Palette, a paint-and-sip establishment with more than 150 locations in the U.S. and Canada, celebrated the grand opening of its first Long Beach franchise on May 26 at 470 Pine Ave. at The Streets in downtown. Pictured from left: Jeremy Harris, senior vice president at the Long Beach Area Chamber of Commerce; Pinot's Palette Co-Owners Monica Ochoa and Mark Pollard; Catherine Morris, vice president at William Morris Commercial (WMC); Tony Shooshani, managing member of Shooshani Developers and owner of The Streets; Abigail Mejia, senior field deputy for Mayor Robert Garcia; and Toliver Morris, president at WMC. (Photograph courtesy of Pinot's Palette)

include Date Night and Pet Project, where guests paint custom portraits of their pets. For more information, call 562/276-2648 or visit [www.pinotspalette.com](http://www.pinotspalette.com).

**New Senior VP Of Investments At Marcus & Millichap**

After 12 years as senior vice president with RE/MAX Commercial, Brice Head is rejoining Marcus & Millichap as the senior vice president of investments at the firm's El Segundo office, which also serves Long Beach. Head was director of Marcus & Millichap's National Multi Housing Group from 2002 to 2006 in Los Angeles. "The move puts me in a great position to serve my client base from the heart of the South Bay investment property market," Head

said. "I'm excited to reunite my clients with the benefits of working with the Marcus & Millichap platform and range of services."

**Construction Employment Continues To Increase Nationwide**

Construction employment has increased by 286,000 jobs over the past year, with 25,000 jobs added in May alone, and construction spending reached \$1.31 trillion according to The Associated General Contractors of America (AGC). These figures were determined through an AGC analysis of new government data. Association officials credited the Trump administration and Congress's tax reform, reduced regulations

and increased infrastructure spending as the reason for spending increases.

"Construction workers and their employers are clearly benefiting from steps Congress and the administration are taking to boost economic demand," Stephen Sandherr, the association's chief executive officer, said. "Construction pay, employment and demand have all increased as business conditions have improved."

As of May, construction employment totaled 7,210,000, a 4.1% growth over the last 12 months. Year-over-year growth rate for nonfarm payroll employment was only 1.6% over the same time period. The association noted that construction employment is at its highest since 2008.

Hourly earnings for the industry increased 3.2% over the last year for a \$29.65 average in May. This average is 10.1% higher than the average for all nonfarm private sector jobs, which grew 2.7% over the past year to \$26.92.

The construction unemployment rate decreased to 4.4% last month, one of the lowest levels on record and the lowest rate since July 2000. Residential construction employment grew by 10,000 jobs in May, while nonresidential grew by 15,400.

Construction employment increased in 256 out of 358 metro areas between April 2017 and April 2018, according to AGC. Employment declined in only 63 of these areas, while 39 remained unchanged.

"Industry demand is still showing strength, as construction employment reached a new high in 54 metro areas," Ken Simonson, the association's chief economist, said. "However, despite these signs, further growth in the industry may increasingly be stymied by a lack of qualified workers."

**Stepp Commercial Sells Long Beach Multifamily Property For \$2.75 Million**



Stepp Commercial Principal Robert Stepp and Vice President Todd Hawke represented the seller, Long Beach Trading Company, in the \$2.75 million sale of an apartment property at 3719 E. 1st St. "We secured a buyer who offered \$100,000 over the asking price for this well-situated property on a corner lot with a tremendous value-add upside," Stepp said. "The prime location is within walking distance of Belmont Shore's 2nd Street shopping area, and a short walk to the beach and Belmont Pier." Built in 1954, the two-story, eight-unit apartment consists of two-bedroom, two-bathroom units in the Belmont Heights neighborhood. The property features a brick facade, hardwood floors, high ceilings and an interior courtyard. The transaction closed at a price of \$343,750 per unit. ■



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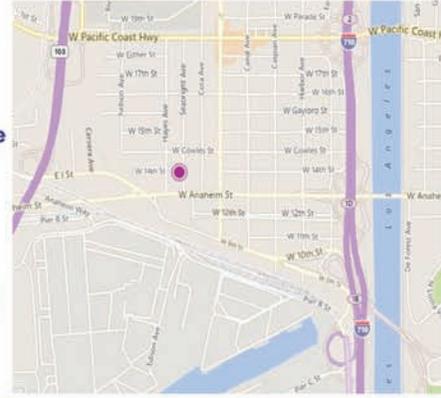



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# As Press-Telegram Staff Dwindles, New Publication Promises To Cover All Long Beach, All The Time

■ By **SAMANTHA MEHLINGER**  
 EDITOR

In early May, there were four writers left on staff at the Press-Telegram. When long-time columnist Tim Grobaty and two others, Melissa Evans and Jeremiah Dobruck, left weeks later, somewhere Agatha Christie began humming in her grave, counting down to none.

The three abandoned ship when opportunity called. According to Grobaty, Pacific6, an investment firm that includes former Molina Healthcare CFO John Molina amongst its ranks, asked them to join its latest local venture – a new publication focused solely on Long Beach.

“I think we all left for the same reason,” Grobaty said. Working at the Press-Telegram under the ownership of parent company Digital First Media was no longer tenable due to that firm’s ownership, Alden Global Capital. Alden is a hedge fund that has been called out in recent months by its own newspapers, such as The Denver Post, for slashing newsrooms and cannibalizing their resources even as they continued to turn profits.

An article about Alden in The Nation that ran last September was titled, “How Many Palm Beach Mansions Does A Wall Street Tycoon Need?” with the subhead, “As many as destroying American’s hometown newspapers can buy him.”

“Every penny we were making was going to them,” Grobaty said. “The CEO owns a number of Palm Beach mansions and has made some bad investments. And he just goes back and gets more money from us,” he lamented. Three reporters and a columnist were hardly the resources necessary to cover a city of 470,000 people, he said of the state of the Press-Telegram when he left it. “It was really depressing being there. Everybody was looking for work. I was thinking about retiring.” When this new opportunity came up, he jumped at it.

The new publication, which according to Grobaty may be solely online, will likely have about 12 people on staff to begin with. “There’s going to be Press-Telegram people there. There are going to be some other people from SCNG, some other papers,” he said. SCNG stands for Southern California News Group, a group of papers within Digital First Media that include the Press-Telegram, The Daily Breeze, the Orange County Register and others.

“I’ll be writing columns and editing, and mentoring after a fashion. We’ll have some young people joining us in addition to people not quite as old as me, but [who are] experienced people,” he said, chuckling. “We’ll have a calendar and cover food and entertainment as well as hard news.”

When asked if he’ll be able to get away with using four-letter words, he replied, “I haven’t tested that yet. I don’t think it’ll be like the Orange County Weekly. . . . I hope to get the occasional word in there that you might hear on TV, but not HBO. Primetime swear words.”

David Sommers, a spokesperson for Pacific6, told the Business Journal that the format of the publication – online, in print, or both – has not yet been determined. “We’re closely considering every option available, with the primary goal being that which best serves the needs of the readers of the publication and the residents of this community,” he said.

The goal is to launch the publication by July 1 or sooner, according to Grobaty.

Grobaty was unsure of the Press-Telegram’s future. “It’s getting a lot of publicity and they’re kind of reacting by throwing a bunch of people in there to make it look busy. I don’t know how long that’ll last,” he said. In the end, he speculated, “The only way to fight Alden is to starve them out.”

Although the Press-Telegram met its financial target in its last fiscal reporting period – 17% profit, according to Grobaty – writers were still laid off. “I’m not mad at the Press-Telegram at all. This isn’t about the Press-Telegram. It’s about Alden,” Grobaty said. “And the only way to beat them is to not make any money at

all, and then they’ll leave us alone finally. But by that point we won’t have any advertisers or subscribers, so someone is going to have to come in and buy us and try to build us up again, I guess.” Correcting himself, he said, “Or, them.”

“When I started working at the Press-Telegram we had 44 people in our features department and about 60 in our news department. And we had dozens of sports. We had travel editors, society editor, religion editor,” Grobaty recalled. But this many people aren’t necessary to pull off a publication these days, he noted. “You need more than three or four people to do it. But 12 is a pretty good start, because you can cover courts and crime, [and] tell people what’s going on. You can do a lot with 12 people. It’s not prohibitively expensive for wealthy people [to fund].” He added, “It’s easy for me to tell people to spend their money on us.”

Eric Morgan, communications director for SCNG, responded to an inquiry about the Press-Telegram’s current staff with the following statement: “We have dedicated full-time staff, and an extended network of skilled freelance contributors, specifically covering Long Beach and news events and institutions within the city that impact the entire region. In addition to the Press-Telegram daily newspaper, Southern California News Group also has dedicated staff covering the greater Long Beach area for the 52,000-circulation Grunion Gazette weekly newspaper across 11 ZIP Codes.” Morgan added that SCNG is replacing journalists who recently left the Press-Telegram. ■

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Citywide Printing Paper REBID	ITB LB18-061	06/19/2018
Window Glass	ITB LB18-069	06/19/2018
LBFDD Rescue Boat Pump & Engine Replacement & Hull Outs Vessels 126, 127 & 128	ITB FS18-100	06/21/2018
Installation, Operation, & Maintenance of Publicly Accessible CNG Fueling Stations	RFP GO18-037	06/22/2018
Seismic Feasibility Study for Comm. Hospital of LB	RFP DV18-109	06/26/2018
Alamitos Tank No. 4 Rehabilitation Project	WD-07-17	07/03/2018
Citywide Custodial Services	ITB LB18-082	07/24/2018
On-Call Public Health & Human Services	RFQ HE18-099	07/31/2018
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\*\*Some of the listed projects have scheduled mandatory pre-bid meetings which may have already occurred due to publication lead times\*\*

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## Tariffs

(Continued From Page 1)

would be released by June 15, and that “specific investment restrictions and enhanced export controls for Chinese persons and entities related to the acquisition of industrially significant technology” will be released by June 30.

In April, the Port of Long Beach reported a 10.8% increase in cargo volumes compared to the same month in 2017, a jump Executive Director Mario Cordero attributed in part to “anxious shippers” rushing to get their goods overseas due to trade tensions.

“We believe one of the factors that’s driving our continued growth is the fact that all the rhetoric surrounding potential tariffs is inducing shippers and cargo owners to advance orders in hopes to beat any proposed tariffs,” Noel Hacegaba, chief commercial officer for the port, told the Business Journal. Although May cargo figures have yet to be released, Hacegaba said that “we haven’t seen any material changes in the weekly services that call our terminals” that would indicate increased concern over trade tensions.

Approximately 70% of the port’s business is derived from trade with China, according to Hacegaba. Asked how cargo traffic through the port would be impacted if the tariffs on Chinese goods are ultimately implemented, Hacegaba said it was premature to speculate. “Shippers over the years have proven to be very resilient. And case in point is their response to e-commerce,” he said. “So, I would expect that, if any tariff were to be adopted, shippers would respond in a way that put them in the best position to move their product.”

In addition to trade tensions, one of the other factors at play in increasing cargo volumes is a change in strategy amongst beneficial cargo owners and shipping lines in response to e-commerce demands, Hacegaba pointed out. The inventory-to-sales ratio of consumer goods stocked by retailers in the United States continues to grow, which indicates that companies are stocking up on goods, he explained. “They are trying to move products closer to the consumer, and we believe that that is a key factor behind the growing inventory and the advancing of cargo [shipments],” he said.

Hacegaba noted that tariffs have a more far-reaching effect that goes beyond the targeted country, and provided an example related to the aluminum and steel tariffs. “There’s a thing called aluminum ingots. Aluminum ingots look like bars of aluminum. And aluminum is formed into aluminum ingots in a factory in Canada,” he said. “From there, those aluminum ingots are shipped to a factory in Kentucky where they are rolled into aluminum rolls. The factory in Kentucky then ships those aluminum rolls to an auto assembly plant in Mexico where they are used to manufacture vehicles. Those vehicles are then shipped to either Asia or Latin America.”

Hacegaba continued, “I use this example to illustrate that a tariff on a commodity from a country has the potential to touch multiple markets across the Western hemisphere and the globe. And this is why the recent headlines and the potential for new tariffs has the potential to change behavior, not just in the U.S. and in China, but really across the globe.” ■

## Southwest Temporarily Allocated Additional Flight Slots

By **BRANDON RICHARDSON**  
SENIOR WRITER

Southwest Airlines announced last week that from September 5 to October 31 it will add two weekday nonstop flights to Sacramento and three weekday nonstop flights to Las Vegas from the Long Beach Airport

(LGB). The flight slots are currently allocated to JetBlue Airways, which recently notified airport staff that they would be not be utilized. The announcement came as part of a nationwide extended flight schedule for Southwest through 2019.

In April, JetBlue – LGB’s most active airline – announced a reduction of its daily flight slot utilization from 34 to 23 beginning September 5. This reduction allowed Southwest to request the temporary use of these flight slots, though they are still permanently allocated to JetBlue, according to city staff.

“[This] schedule extension shows the depth of Southwest’s growing network with new nonstop links among even more cities than ever before,” Adam Decaire, Southwest’s managing director of network planning, said in a company statement. “Our teams are highly energized by continuing

to develop our route map with more flights between more places, while maintaining our core focus of connecting people to what’s important in their lives.”

Daily flight slot allocations, which are maxed at 50, are as follows: JetBlue, 34; Southwest, 6; Delta Air Lines, 4; American Airlines, 3; Hawaiian Airlines, 1; UPS, 1; and FedEx 1. Hawaiian celebrated its inaugural flight from Long Beach to Honolulu on June 1.

“Long Beach is a nice alternative to other airports in the region and we provide great support for airlines wishing to offer more choices for travelers to and from our city,” LGB Director Jess Romo said in a statement to the Business Journal. “Southwest has been a quality airline partner and we remain optimistic about their commitment to Long Beach Airport.” ■

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here and now. We work in offices that are probably younger than most of the people working in them.

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Contrast that with the perspective of a farmer.

The farmer may live in the same home that his or her grandparents or great-grandparents built. Likewise, the fields may have been passed down by generations before.

All of this leads to several traits that are common among farmers: appreciation for the contribution of others; responsibility; a long-term perspective; a desire to leave things better; and a broader purpose than immediate financial gain. These traits fall under the umbrella common in the farming community – stewardship.

### ATTRIBUTES OF A GOOD STEWARD

- **Appreciation.** The perspective of a good steward begins with an appreciation for the contribution of others in creating the opportunities for the good steward. Even if the good steward is a first generation entrepreneur, he or she will recognize the contribution and sacrifices others have made to position the entrepreneur for success. Just as

a farmer understands that crops don’t spring out from his own hands, good stewards recognize the resources they’ve been entrusted with present opportunities for which they should be thankful.

- **Humility.** Good stewardship is also founded on humility. Humility comes from doing whatever it takes to get the job done, no matter how unglamorous. It also comes from seeing yourself as part of a much bigger picture.
- **Long-term perspective.** Like a farmer contemplating previous generations who tended the farm and the generations after, the good steward’s perspective is long-term. The good steward favors building lasting value because he or she is seeking to position the business for long-term success.
- **Responsibility.** Owners generally owe no duty to the thing they own – they can use it and discard it as they see fit. Good stewards, on the other hand, feel a deep sense of responsibility to dutifully tend to the resources given to them.
- **Helping the Enterprise Thrive.** Just as farmers strive to leave their farms better, good stewards of businesses also want to help all around them thrive.

Stewardship is what my father passed on to my siblings and me as fourth generation owners of a family business. His perspective as a steward is what gave him deep appreciation for previous generations, and a feeling of responsibility to the company and to the family to help them thrive long into the future. This is also what allowed him to grow a small bank in rural Missouri to a large organization spanning several states. While we now have offices in places like Long Beach, our farming roots and striving to be good stewards, are never far from our hearts.



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# Councilmember Censured As Recall Signature Verification Process Continues

■ By **BRANDON RICHARDSON**  
SENIOR WRITER

For the first time since 1993, the Long Beach City Council voted to censure one of its own when it voted unanimously to reprimand 2nd District Councilmember Jeannine Pearce during its May 22 meeting.

Prior to the vote, no comments were made by the other eight councilmembers or Mayor Robert Garcia. Pearce read a prepared statement in which she apologized for her actions and decisions that have “reflected poorly on the city.”

The request to censure Pearce was sponsored by councilmembers Dee Andrews, Al Austin, Suzie Price and Daryl Supernaw following an investigation by the Long Beach Police Department into a June 2, 2017, incident involving Pearce and her former chief of staff, Devin Cotter, with whom she was having an affair. The investigation included allegations of domestic battery and driving under the influence against Pearce and resulted in no criminal charges being brought against her.

Information revealed through the investigation caused concern amongst councilmembers and city staff, according to the council item. By hiring an employee she was engaged in a relationship with, Pearce opened the city up to potential sexual harassment lawsuits, conflict of interest and failure to adhere to the city’s code of ethics, according to a staff report. An investigation by the Los Angeles County District Attorney’s Public Integrity Division is ongoing.

On the night of the incident, Pearce identified herself to responding officers as a city councilmember, which, according to the council item, “put the integrity of the Long Beach Police Department at risk, after several public allegations of preferential treatment were made.” The resulting internal affairs investigation required more than 300 hours of work and ultimately determined that the allegations were unfounded.

Most recently, Pearce’s office has come under fire after a staff member sent a political campaign e-mail during business hours. The California Attorney General has been asked to review the matter as potential inappropriate use of public resources, as the e-mail equates to Pearce’s office using taxpayer dollars for political campaigning.

At the May 22 meeting, Pearce listed several items that she plans to bring to the council and asked for her colleagues’ support, including: requesting a full audit of the city’s human resource practices; creating a website that allows city employees to file complaints online and that provides information about their rights and responsibilities regarding discrimination and harassment; instituting a robust orientation and annual ethics training for all legislative staff regardless of position; establishing an ethics commission; and making Long Beach a “trauma-informed city.”

Nearly an hour of public comment followed Pearce’s statement. Supporters of the councilmember claimed that the censure was sexist and a form of victim shaming. Supporters also claimed the move was politically driven to oust Pearce for her out-

spoken support of unions, particularly with regard to a union-backed effort to place an initiative related to hotel workers’ rights on the November ballot.

Pearce has also stated that the current effort to recall her this November is a result of her push for hotel workers’ rights. However, the Committee To Recall Councilmember Jeannine Pearce cites the same incidents as the censure as the cause for the recall effort. To get the recall vote on the November ballot, the group needs 6,363 verified petition signatures from registered voters in her district. On May 9, the organization turned in 9,050 signatures that are under-

going verification by the city clerk’s office.

As of June 1, 4,833 signatures have been verified; however, more than 2,600 are being challenged, according to the city clerk’s office. Of those 2,600, more than 2,000 signatures are being challenged because the person may live out of the 2nd District or because they may not be registered to vote.

“The number of challenged signatures may potentially change, as they will eventually be reviewed by multiple employees before a final determination is made,” according to an e-mail from the city clerk’s office.

Pearce did not respond to multiple requests for comment. ■

## Hotel Employee Protection Initiative Step Closer To Ballot But Rent Control Stalled

■ By **ANNE ARTLEY**  
STAFF WRITER

While one proposed local ballot initiative is in the validation phase for signatures collected and may make it on the November ballot, another measure has been stalled.

Two weeks ago, the Long Beach Coalition for Good Jobs and a Healthy Community (the Coalition) submitted petitions to the Long Beach City Clerk’s office with just over 46,000 signatures for a ballot initiative aimed at creating hotel worker safety protections and workload restrictions. The required number is about 27,000, according to Coalition Director Victor Sanchez. The Coalition is a project of the Los Ange-

les Alliance For A New Economy (LANE).

“We’re very happy,” Sanchez said. “The issues around sexual assault and physical abuse in the industry have been pretty pervasive.” The city clerk’s office is now in the process of counting the signatures and ensuring they are all from Long Beach registered voters.

The proposed Hotel Workplace Requirements and Restrictions ordinance would set new standards for hotels with 50 or more rooms. It would require hotels to provide employees who work in guest rooms without other workers present with a personal alarm. Other provisions include limiting the amount of space a worker is allowed to clean in an eight-hour workday, and pro-

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## Wells Fargo To Expand Housing, Environmental Grant Programs

■ By **ANNE ARTLEY**  
STAFF WRITER

In its 2017 Corporate Social Responsibility Report, released on May 30, Wells Fargo & Company pledged to donate \$400 million to nonprofits in 2018. It also announced its intention to distribute \$200 billion to sustainable businesses and projects by 2030.

“We recognize that achieving our goal to become the financial services leader in corporate citizenship requires a specific, sustainable commitment from leaders, and

engagement at all levels of the company,” Tim Sloan, Wells Fargo’s president and CEO, said in a statement. “It also requires that we consistently look for new ways to take a leadership role in helping address long-term and complex global challenges that are important to our company and stakeholders.”

To this end, The Wells Fargo Housing Foundation announced on May 31 that its annual VeteranWINS grant program will distribute \$300,000 to nine nonprofits across the country that address sustainable housing for military veterans. The program awarded five \$40,000 grants to organizations in larger communities located in Collingswood, New Jersey; San Antonio and El Paso, Texas, Los Angeles and Phoenix. It also distributed four \$25,000 grants for small to medium-sized communities.

“Everyone deserves a safe and secure place to live, especially our veterans, who have already sacrificed so much for our country,” Jeff Chavannes, program manager and a U.S. Army veteran, stated. “The VeteranWINS program is just one way Wells Fargo is doing our part to ensure veterans are being taken care of. We are proud to support the great work these nonprofits are doing for veterans in their communities.” Since its inception, VeteranWINS has donated a total of \$600,000 in grants for veterans’ housing programs.

The corporate social responsibility report also outlined the organization’s specific goals for strengthening its programs related to community and environmental engagement. For example, Wells Fargo plans to invest \$75 million this year into expanding its NeighborhoodLIFT initiative, which

provides grants for down payment assistance and homebuyer education programs.

The company also plans to set aside \$20 million to expand the Wells Fargo Innovation Incubator program. This is a collaboration with the U.S. Department of Energy’s National Renewable Energy Laboratory to promote emerging green technologies and startup companies.

In terms of meeting objectives from the previous year, Wells Fargo has exceeded its goal to reduce carbon emissions by 45% three years ahead of schedule. The company also met all of its global electricity needs through renewable energy. As for social justice initiatives, Wells Fargo volunteers helped build more than 1,000 homes for low-income seniors, veterans and families through partnerships with Habitat For Humanity and Rebuilding Together. ■

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## Long Beach Area's HOSPITALITY & TOURISM INDUSTRY



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## Alzheimer's

(Continued From Page 1)

frequency of Alzheimer's in part to toxins in the environment, poor diet, lack of exercise, loss of social structure and less sleep. "People are getting way less sleep than [they did] 30 or 40 years ago," she said. "They're also eating more sugar, and there is more obesity and diabetes. These are all the risk factors for Alzheimer's."

Sklar is a practitioner of functional medicine, which approaches health care from a holistic standpoint rather than merely prescribing medication for symptoms.

As part of its Alzheimer's prevention program, the Sklar Center performs genetic tests on patients who have a family history of the disease. Sklar said a genetic predisposition doesn't necessarily lead to development of the disease, just as those without one may acquire it through their habits. "There's a saying that your genes are the gun, but your lifestyle pulls the trigger," she said.

According to Sklar, other possible factors that lead to brain function decline include toxins in a patient's environment, such as mold in the house, and pesticides. "People who live on golf courses get exposed to them, and they're really not good for the brain," she explained.

Dr. Omid Omidvar, a neurologist at MemorialCare Long Beach Medical Center, said early signs of Alzheimer's include forgetfulness as well as getting lost and experiencing difficulty recalling recent encounters. He added that it is sometimes difficult to differentiate signs of dementia from the natural aging process. According to the Alzheimer's Association, dementia refers to a decline in mental agility severe enough to inhibit daily functions. There are different types of dementia, with Alzheimer's accounting for 60% to 80% of cases. "There's a condition called MCI: mild cognitive impairment," he said. "That's a transitional state. From there, people can devolve into real dementia. Some people stay within that phase, and we don't know why, while others recover from that state."

For a patient in the transitional phase, Omidvar would recommend natural remedies as well as lifestyle modifications. "Isolation is a toxin to the brain," he said. "And watching TV is not healthy. Studies show our brain metabolism, if you sit quietly and do nothing, is higher than if you sit and watch TV." Omidvar added that recent research includes examining the incidence of Alzheimer's in other cultures, and the factors



Dr. Omid Omidvar, a neurologist at MemorialCare Long Beach Medical Center, checks the reflexes of volunteer Vivian Kapono. When a patient presents symptoms of Alzheimer's, physicians attempt to rule out other pathologies first, Omidvar said. (Photograph by the Business Journal's Anne Artley)

leading to the contraction of the disease.

"We've learned that a Mediterranean diet, which is high in vegetables and low in fat, red meat and fried food, seems to protect our brain," he said. "Turmeric [a spice] may also help. This [information] is based on certain cultures where the incidence of Alzheimer's is lower because they consume more turmeric. When it's cooked and mixed with fat, the brain absorbs it more." But Omidvar said these observations are not objective, but rather represent a "fluid science that may change tomorrow."

Hae-Ryong Oh, a neurologist at HealthCare Partners, expressed agreement about the benefits of a Mediterranean diet. She also said people with higher education levels are less likely to contract the disease. "It's [due to] an increase of cognitive reserve," she said. "It's like we have a bank in our brain. Through education and social activity, you're storing up a bank."

As for medications, Oh and Omidvar said cholinesterase inhibitors were commonly prescribed for milder forms of Alzheimer's. This category of drugs blocks the destruction of neurotransmitters within the brain that contribute to memory formation. Another medication, memantine, regulates the activity of glutamate, a chemical that aids in information storage and processing.

"Unfortunately, we don't have great treatments for someone who's already diagnosed," Dr. Carolyn Kaloostian, an assistant clinical professor of family medicine and geriatrics at the University of Southern California (USC) Keck School of Medicine, said. "Once Alzheimer's starts, it's like a cascade; so far it has been impossible to stop." Kaloostian is also a lead physician educator for the Alzheimer's Association.

Kaloostian mentioned that a drug called Aducanumab is currently undergoing a phase three clinical trial. The highest level of devel-

opment, a phase three trial compares the test drug against the current standard treatment for safety and efficiency. According to Kaloostian, Aducanumab is a preventative treatment that clears the brain of amyloid clumps. Amyloids are proteins in the brain that block neurons from firing when they accumulate, leading to loss of memories.

"We recommend learning new things, languages and tasks, even if you're cognitively normal," Kaloostian advised. "It's going to build more neurons and preserve more cognition. We want to make as many brain cells and keep them safe. That's why we advise minimizing alcohol; we want to preserve them."

According to Kaloostian, USC is performing a study on how to leverage technology to reduce the risk factors of Alzheimer's. "We're using virtual reality as well as memory tests for some of our patients who are cognitively normal, but they may have some other impairments, like they

can't go outside and run in the park," she explained. "Instead, they sit on a stationary bike and navigate the park through virtual reality." Kaloostian said the medical school plans to follow the subjects long-term to determine whether continued use of these methods prevents the onset of dementia.

As for other preventative measures, Sklar is holding monthly training sessions at the Sklar Center beginning this summer called "Supercharge Your Brain and Prevent Alzheimer's." Classes are planned for the fourth Wednesday of the month for six consecutive months. Topics range from stress prevention to the importance of sleep. The first session will take place June 27. Her offices are located at Kilroy Airport Center.

"In general, doctors have viewed [Alzheimer's] as something you can't stop, that it's incurable and mysterious," Sklar commented. "That's why people end up with a late diagnosis: because they feel like nobody can do anything about it and they don't want to face the fact that they may be developing it. That's why I want to teach these classes." Sklar is also teaching the same course through the City of Lakewood Recreation & Community Services Department in August. One of her future goals is to start a nonprofit organization dedicated to the disease.

All physicians interviewed by the Business Journal agree that, not only does preventative care help block the development of Alzheimer's, it also decreases the likelihood of other health concerns such as cancer, heart disease and diabetes. "When you're on a healthy lifestyle program, you lower your risk of all the chronic diseases that take people down," Sklar remarked. ■

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For the past 30 years, Dr. Donald Kohn, professor at the UCLA David Geffen School of Medicine and member of the UCLA Broad Stem Cell Research Center, has been researching and developing a treatment for Severe Combined Immunodeficiency. The treatment uses the HIV virus to correct a genetic code error in babies who have no immune system. (Photograph courtesy of the UCLA David Geffen School of Medicine)



Molly Lehman, right, a genetic counselor at Long Beach Medical Center's Todd Cancer Institute, said that genetic testing of patients may determine if they have inherited a predisposition to contracting cancer. By identifying increased risk early on, Lehman said cancer diagnoses would hopefully decrease in the future. (Photograph by the Business Journal's Pat Flynn)

## Genetic Medicine

(Continued From Page 1)

cause rather than dealing with symptoms that are five steps away. I would hope that in the future there will be a gene therapy for all of these diseases that can correct the gene in the patients and make them better.”

For the past 30 years, Kohn has been researching and developing a treatment for Severe Combined Immunodeficiency (SCID), which is characterized by ineffective T cells and B cells (types of white blood cells), making the person highly susceptible to infectious diseases. The condition is commonly known as “bubble baby disease” after a young boy suffering from the disorder was outfitted with sterile bubble to live in during the 1970s – the Bubble Boy, David Vetter.

Bubble baby disease occurs when a person is born with bad copies of the gene needed to develop an immune system from both parents, Kohn explained. Without the blueprint to create an immune system, he said that nearly every baby with the disease dies before their first birthday.

New blood cells are produced in the bone marrow. For the last 30 or 40 years, it has been known that SCID could be treated with bone marrow stem cells from a healthy brother or sister who is a match, Kohn said. However, many children do not have siblings, and if they do they may not be a match.

Kohn has been conducting clinical trials for SCID treatments since 1993. Early trials utilized a retrovirus that typically affects mice as a delivery system for the missing gene. A retrovirus is a virus that inserts a DNA copy of its genome into a host cell to replicate. In this process, bone marrow is removed from the patient; then the virus, which has been altered to contain the missing gene, is introduced to the stem cells.

The virus inserts the gene into the chromosome, Kohn explained. The stem cells are then intravenously placed back into the bone marrow space where they produce healthy blood cells, ultimately replacing those missing the gene and allowing the patient to develop an immune system.

Clinical trials with this retrovirus were not very effective, resulting in minimal benefits for patients, Kohn said. In 2008, development of the current UCLA Broad Stem Cell Research Center approach utilizing another retrovirus – the human immunodeficiency virus, or HIV – began.

“This class of virus does what we need it to. When they infect a cell, they insert their genes into the chromosome of the cell. Other viruses don’t do that. We learned that HIV was more efficient at getting the gene into human cells,” Kohn said. “Because all the harmful HIV genes have been removed from the virus’s system, there is literally no chance that it can cause AIDS or any problems. It’s just sort of a one-time delivery tool that gets our gene into the cells, and there is no more of the virus left after that point.”

Since 2013, when clinical trials for the current approach began, doctors at UCLA have treated 33 bubble babies using the modified HIV virus. The first 21 patients had a 100% success rate with the procedure being done immediately after the cells were altered. For the next trial, 12 patients had their cells frozen and reintroduced to the body one month later. This process was effective in 11 patients, Kohn said.

Over the course of three decades of work, Kohn noted how greatly the treatment has evolved and improved. He said the current method only mildly affects the babies, since the stem cells being introduced to the body are their own. Because the cells are a perfect match, the body does

not try to reject them, and the babies are usually out of the hospital after about a month with a developed immune system.

Recently, UCLA has licensed out the treatment to Orchard Therapeutics, which could attain U.S. Food and Drug Administration approval within a year, Kohn said. The biotech company will eventually bring this and other new therapies to the commercial market, making them widely available, he added.

“We’re always careful not to use the ‘cure’ word,” Kohn said. “Even for our bubble babies, until we follow them for 70 years, we can’t guarantee that it’s going to last forever. But so far, we have seen no drop in activity. I think one by one we will find treatments for all genetic diseases.”

Genetic testing of patients can also determine if a person was born with a predisposition for contracting cancer. If a patient has already been diagnosed with cancer, genetic testing can determine if they have an increased risk of another type of cancer. If a person’s genes indicate a predisposition or an increased risk for cancer, doctors are able to make recommendations to minimize the chances that cancer will be contracted. The procedure also enables the detection of cancer in its earliest stages, Molly Lehman, a genetic counselor at Long Beach Medical Center’s Todd Cancer Institute, explained.

Before testing takes place, doctors analyze a patient’s personal and family history to look for certain criteria that may suggest a hereditary predisposition to cancer. If doctors conclude that a patient has increased risk, a saliva or blood sample is taken at the hospital and sent to an outside

laboratory where the genetic information is sequenced and analyzed.

“What they are looking for is to see if the patient has a genetic mutation, which is basically like a spelling mistake,” Lehman said. “Our genes are like a computer code that is made up of a lot of different letters, and the laboratory looks through a certain subset of genes . . . and they check for any spelling mistakes, or chunks that are missing.”

The laboratories utilize algorithms and teams of genetic counselors to analyze the genetic data and determine whether or not changes are going to lead to an increased cancer risk, or if they are just normal genetic changes, Lehman said. Each person’s DNA undergoes many changes and mutations that result in the uniqueness of individuals, she explained. Most changes are benign and in no way impact a person’s health. However, certain mistakes or gaps found within particular subsets of genes are associated with increased cancer risk, she noted.

Genetic counselors at hospitals, such as Lehman, assess the results with three possible outcomes: positive for a harmful mutation, negative for a harmful mutation, or uncertain. In the case of a positive result, Lehman said recommendations can be made ranging from lifestyle changes to prophylactic surgery.

For example, if a woman is found to have an increased risk of ovarian cancer, Lehman said it is often recommended that she have her ovaries removed, thereby eliminating the possibility that cancer ever develops. However, these types of permanent recommendations have sparked an ethical debate because it is possible that a particular genetic alteration currently thought to be harmful may not be associated with an increased risk of a disease in the future. If this proves to be the case, there would be a population of people who will have undergone unnecessary surgeries.

Because of these ethical questions, Lehman said the current practice is to treat uncertain results as negative results until such time as they can be confirmed as either positive or negative. When results confirm a harmful mutation, however, she said that there is a high confidence level in making recommendations to patients.

“Looking to the future, we can only assume that, with the more information that we have, the better our classification is going to get and the better our interpretation of these results will be,” Lehman said. “We hope that having this tool at our disposal can potentially reduce cancer diagnoses in these populations that have a very high increased risk for cancer.” ■

features businesses in nine categories: art, music and creativity; farm to table dining; sustainability and resilience; health and body work; movement and meditation; professional services; personal growth and intuitive sciences; and spiritual practice. The guide debuted in April.

Fowler found many of the businesses through the Long Beach chapter of The Holistic Chamber of Commerce, an international trade organization that supports businesses promoting a healthy lifestyle. “It’s also about connecting businesses to each other,” she said. “We’re giving them a platform to add authenticity. We value collaboration over competition and we want to show these businesses how powerful they are when they join together.”

The guide also features a glossary of terms familiar to this community. Some of them include “farm to table,” which refers to a food service establishment that sources food from a specific farm; and reiki, a form of alternative healing that focuses on the transfer of energy. Other practices identified are “holistic healing,”

which analyses a patient’s physical, nutritional and emotional environment to treat a condition and “intuitive science,” the study of engaging intuition to guide decision-making.

Fowler established an online platform and publicizes her effort through the social media platforms Instagram and Facebook. She has reached out to the Aquarium of the Pacific and Long Beach Airport about making the guide available to visitors. “Our businesses aren’t necessarily high-traffic areas, so it’s a matter of finding key destinations around Long Beach to put the book.” Fowler has also started attending community meetings and several farmers markets.

“I want to meet with Mayor Garcia so he can possibly show this to mayors of other cities,” she said. Another future goal is to gain more monetary support, since Fowler funded the \$25,000 effort out of her own pocket. “It’s a labor of love, and I don’t regret a moment, but . . . we’re a resource guide, and we ourselves need resources,” she remarked. ■

## ‘Coastal Catalyst’ Resource Guide Connects Sustainable, Creative Businesses

■ By ANNE ARTLEY, STAFF WRITER

After 15 years of running her own product development company for handbags and leather goods, Long Beach resident Cyndy Fowler grew restless. Upon discovering the abundance of independent businesses in the city promoting a healthy lifestyle, she decided to apply her background to forming her own nonprofit.

Along with her friend, Maria Mejia, who has a background in commercial printing, she put together a free resource guide highlighting culturally creative, independent businesses in Long Beach. The booklet, entitled “Coastal Catalyst,”

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# As #MeToo Movement Grows, Greater Light Is Shed On Health Issues Stemming From Sexual And Domestic Violence

■ By **SAMANTHA MEHLINGER**  
EDITOR

Ariella Barker's life has been completely altered by rape.

There was a time when Barker could not leave her home for fear of running into the man who assaulted her.

Having a pap smear, a routine annual gynecologic exam for women, causes her such terrible, consuming anxiety that she recently had to be put under anesthesia to undergo the simple procedure.

She rarely has close friendships with men. She avoids being alone with them. And she certainly would not have a drink with one.

Before meeting someone for a date, she runs a background check on him.

She looks at all the people around her differently, from her acquaintances to strangers on the street, more attuned to the nuances

that give away a potential predator.

Barker has changed many aspects of her life to protect herself from being attacked again, because it hasn't happened to her once – it has happened twice. And there have been other near misses.

"Eighty percent of women with disabilities are sexually assaulted in their lifetimes, and many of them are often assaulted more than once. And, unfortunately, I fall within that second category," Barker told the Business Journal in a phone interview. Barker has Spino-muscular Atrophy Type III, a condition affecting the motor neurons in the body that allow muscles to function normally. As a result, she has very limited mobility, and is in a powered wheelchair. The strongest parts of her body are her facial muscles, hands and feet. Her hips and shoulders are quite weak. If another person were to attack her, as has happened twice now, it would be extremely difficult for her to fight back.

Barker is an accomplished attorney who resides in North Carolina. She practiced litigation for many years representing Mayor Michael Bloomberg and the City of New York in labor law and employment claims, and now specializes in disability policy. She advises politicians on disability-related issues.

"The first time I was sexually assaulted was when I was in law school, and it was an acquaintance rape. It was actually my best friend," she said. "It took me a really long time to get over that. I had a lot of anxiety and stress after that."

"Six or seven years later, I was assaulted again by a stranger," Barker said. This attack occurred when Barker was waiting for a bus at night with waning cell phone and wheelchair power. A man pulled up in a truck, got out, and began to molest her. As he went to lift her out of her wheelchair, she spun it around, sending him off kilter. It was the most she could do. He was scared off by a car driving by.

"Everywhere I went, I thought I saw him. And I couldn't leave my house for weeks," Barker recalled. "And I just had terrible PTSD [post-traumatic stress disorder] afterwards."

Although Barker called the police, they refused to launch an investigation. "They basically blamed me for their lack of investigation in the fact that I didn't have the wherewithal to get his license plate number when he was rushing away," she said. In the hopes of finding help, she went to a nearby rape victim crisis center. It was there that she began to have a better understanding of why she had been repeatedly victimized. "I went there and I said, 'I don't understand what I'm doing that this keeps happening to me.' And they explained that I am an easy target because I am disabled," she said.

The mental and emotional impacts Barker has experienced are common among survivors of sexual assault. Depression, post-traumatic stress disorder and flashbacks are some of the top effects experienced by victims, according to the Rape, Abuse & Incest National Network (RAINN). Other common mental and physical health problems resulting from sexual abuse may include: sexually transmitted infections from the incident, self-harm, substance abuse, dissociation, eating disorders and sleep disorders. Suicide may also result, according to RAINN.

People with disabilities are at greater risk for sexual assault, according to Lauren Appelbaum, communications director for the disability advocacy nonprofit RespectAbility. "Children with disabilities are three times more likely to be victims of rape or sexual assault than children without disabilities," she said, citing a study by another disability nonprofit, The Arc. "Every nine minutes, an adult with a disability is sexually assaulted or raped," she added, citing RAINN. "According to the National Crime Victimization Survey . . . approximately half of all adults with cognitive disabilities will experience 10 more sexually abusive incidents in their lifetime."

Appelbaum said there are a number of reasons for the high rate of sexual abuse of



Ariella Barker is an accomplished attorney and disability policy advisor. She is also a survivor of sexual assault. An Orthodox Jew who dresses conservatively, Barker wondered what it was about her that resulted in her being attacked not once, but twice – and with other near misses. She later learned that persons with disabilities are at higher risk for sexual abuse. (Photograph provided by Ariella Barker)

the disabled. "One is that there is a lack of sexual education for children and teens with disabilities," she explained. As a result, it can be more difficult for people with disabilities to recognize when someone is exhibiting sexually inappropriate or abusive behavior towards them. Another reason for the high risk of sexual abuse among the disabled is that they are more vulnerable. As in Barker's case, some are unable to fight back. In the case of individuals with cognitive disabilities, they may be unable to express what has happened to them, she explained.

"There is an issue with caregivers," Appelbaum said. "Anecdotally, if you are reliant on someone to help you get up in the morning and take you to the bathroom and feed you, and that person is sexually abusing you – let's say that you know that it's wrong, and you want to tell someone. Who are you going to tell? This is the person who keeps you alive."

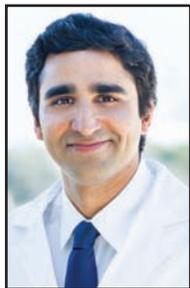
The lesbian, gay, bisexual, transgender and queer (LGBTQ) community is also at higher risk of sexual assault, as well as of intimate partner violence, according to the Centers for Disease Control. The CDC's National Intimate Partner and Sexual Violence Survey found the following high rates of violence, both sexual and between intimate partners, among the LGBTQ community:

- 44% of lesbians and 61% of bisexual women experience rape, physical violence, or stalking by an intimate partner, compared to 35% of heterosexual women
- 26% of gay men and 37% of bisexual men experience rape, physical violence, or stalking by an intimate partner, compared to 29% of heterosexual men
- 46% of bisexual women have been

## HealthWise

### Underlying Causes Of Back Pain

■ By **AMANDEEP BHALLA**



By **Amandeep Bhalla, M.D.**

Almost everyone can expect to experience an episode of back pain at some point in their life. Back pain is one of the most common reasons people visit the doctor or miss work. Back pain often develops without a specific cause that your doctor can identify with a test or imaging study.

Back pain can be caused by a number of factors, including, but not limited to:

- **Sprains and strains:** Injuries to ligaments, muscles and tendons that support the spine and its joints can lead to back pain. This often happens when you lift something and twist at the same time. It also can happen because of car accidents and sports injuries.

- **Agging:** As you age, your muscles lose elasticity, your bones lose strength and your spine loses the natural cushioning in between your vertebrae. This natural process can lead to arthritis which may contribute to pain.

- **Lifestyle Triggers:** Back pain can be brought on by things you do in your daily life, including: poor posture, lifting heavy objects, being overweight, not exercising and smoking. Many medical conditions also are linked to back pain, including:

- **Arthritis:** With age and normal wear and tear, the cartilage that lines the joints of the spine erodes, bones can then rub together and cause inflammation and pain. Bone spurs (abnormal bone growth on normal bone) also may develop. This is your body's way of trying to heal the affected area. A bone spur is not sharp. It is actually smooth to the touch. But because a bone spur grows on top of normal bone where it doesn't belong, it can press on other bones, as well as on ligaments, tendons, and nerves, wearing them down and causing pain.

- **Disc Herniation:** This condition occurs when the soft center of a spinal disk pushes through a crack in the tougher exterior casing of the disk. Most herniated discs cause no symptoms. However, in some cases a herniated disc can irritate nearby nerves and result in pain, numbness or weakness that radiates to the arms or legs. Not every disc needs intervention. When appropriate, treatment can include medication, physical therapy and surgery.

- **Spinal Stenosis:** Spinal stenosis can put pressure on the spinal cord and the nerves within the spine. It commonly occurs in the neck and lower back. The condition is often caused by arthritis. Symptoms may include pain, numbness, muscle weakness difficulty walking, and possibly even impaired bladder or bowel control. Treatment may include medication, physical therapy, epidural injections, or even surgery.

- **Osteoporosis:** Osteoporosis is the thinning of bone. It is generally associated with aging. Metabolic imbalance, genetics and medications also are factors. Osteoporosis is not painful by itself. However, it may lead to fragility fractures – any fall from standing height or less, that results in a fracture – which can cause significant back pain. In certain cases the fractures also may result in spinal deformity that can lead to a hunched back and/or decreased height.

Patients living with chronic neck or back pain, particularly with radiating symptoms to the extremities, such as numbness, pain or difficulty walking would likely benefit from a consult with a spine surgeon to learn more about their condition and potential treatment options.

(Amandeep Bhalla, M.D., is an orthopedic spine surgeon at the Spine Center, MemorialCare Long Beach Medical Center.) ■

raped, compared to 17% of heterosexual women and 13% of lesbians

- 40% of gay men and 47% of bisexual men have experienced sexual violence other than rape, compared to 21% of heterosexual men

The 2015 U.S. Transgender Survey found that 47% of transgender people are sexually assaulted within their lifetimes.

Mieko Failey, director of legal services at the LGBTQ Center Long Beach, noted that the statistics are alarming. “We do have a substantial number of people accessing our legal services. And I can say that more than half of the people who access our legal services are survivors of some form of violence,” she said.

Failey has a concentration in LGBTQ anti-violence legal issues and has served hundreds of survivors, and trained thousands of service providers nationwide. She serves on the Advisory Board of the Family Violence Appellate Project and is a board-member of the California Conference for Equality and Justice.

“Aggressors often exploit the vulnerability of LGBTQ people,” Failey said. “They know that an LGBTQ person may be more likely to be isolated. They may be more likely to experience discrimination. They may not be believed. Or they may be victim-blamed or shamed when they speak out about the violence that they are experiencing.”

When other minority demographics are combined with an LGBTQ identity, the risks can be even greater. “According to National Coalition of Anti Violence Programs, LGBTQ people who live with multiple oppressed identities – including people of color, people with disabilities, immigrants and people living with HIV – are some of the most impacted by violence, including sexual assault or sexual violence,” Failey said. “And they face unique challenges and tremendous barriers when accessing resources.”

“When LGBTQ survivors reach out for support from either the criminal legal system or social services systems, the health care system and other traditional systems, they often face tremendous barriers when they are accessing these resources due to discrimination and misinformation about the LGBTQ community . . . . And these barriers are often life threatening and very dangerous,” Failey said.

Navigating systems and service networks that were constructed based on the needs of the heterosexual, cisgender community may retraumatize LGBTQ individuals who have experienced some form of violence, she explained. When LGBTQ community members reach out for support they often experience bias and discrimination, which can lead to a fear of coming forward in the future, she noted.

LGBTQ victims of violence may also avoid seeking help due to a fear of being outed. An aggressor may threaten to out them to their employer or family, Failey explained. “For LGBTQ people that can mean tremendous loss: loss of family, loss of job, homelessness, and many other really serious and even catastrophic consequences for LGBTQ people,” she said.

The Center provides free LGBTQ-specific services to victims of sexual assault and abuse, including: mental health programming, HIV testing and STI testing and treatment, a domestic violence services program, crisis counseling, legal support, and a Cyber Center where individuals

can access computers for \$1 per hour.

The #MeToo movement has famously brought sexual assault and its health-related impacts to the fore of national conversation. Sparked in 2017 by a series of articles detailing graphic allegations of rape and sexual assault by famed Hollywood executive Harvey Weinstein, the movement has expanded exponentially, far beyond the Hollywood elite. Fueled by shared stories on social media and in the press, the movement has shed greater light on the issue of sexual violence against women and vulnerable communities than ever before.

Domestic and dating violence, too, has become a more outspoken issue. WomenShelter of Long Beach is one of the few organizations in the Greater Long Beach area that offers inclusive services to victims of such abuse – not just to women, but also to men, youth and the LGBTQ community.

One in three women and one in four men have been victims of some form of physical violence by an intimate partner within their lifetime, according to a fact sheet from WomenShelter. Domestic violence is also linked to homelessness. According to research cited by WomenShelter, 80% of homeless women with children have previously experienced domestic violence.

“It’s women 18 to 24 who are most at risk of experiencing domestic violence, stalking or sexual assault,” Tatiana Dorman, associate director of WomenShelter, said. She noted that this is likely because women typically leave their childhood homes at this age.

Alexis Sandoval, outreach coordinator for WomenShelter, noted that it is a common misconception that minority and low-income woman are more likely to be victims of domestic violence. She speculated that this is because these are the individuals who typically seek out assistance from nonprofit organizations with low- or no-cost services such as WomenShelter. Because these organizations are often government funded, they are required to report statistics about who they are serving. “It’s a little bit more public, whereas someone who is of a higher socioeconomic status can deal with it more privately,” she said.

Victims of domestic violence are often prevented by their abusers from visiting physicians or seeking out needed health care because it provides them an opportunity to disclose their situation, Dorman said. “It’s a way for them to reach out for help, to access resources, and their abuser does not want that to happen. So many ailments go untreated,” she explained. As a result, there are many health issues associated with domestic violence. “Victims who come to our emergency shelter haven’t had a mammogram or a pap smear for years and can’t remember the last time they went in for a well-woman exam,” she added.

While victims often tell WomenShelter staff that they will heal from bruises, the emotional and mental impacts they experience impact their daily lives. Some victims are afraid to go outside – even to sit on their front porch, Sandoval said. “Another thing that is really affected is their self-esteem. They don’t feel like they are worth anything. They [feel that they] are not deserving of a healthy relationship, of being loved and respected,” she reflected.

“Domestic violence is linked to, of course, homelessness, but also a slew of other health problems,” Dorman said. “You’re always on this continuum of healing.” ■

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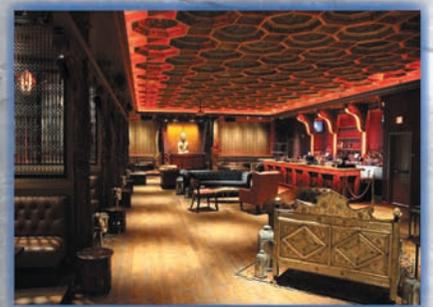
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# Grooming The Future Leaders Of The Nonprofit Sector

■ By **BRANDON RICHARDSON**  
SENIOR WRITER

Job hoppers. This is a term often associated with Millennials, even though a 2017 Pew Research Center study found young people between the ages of 18 and 35 in 2016 were job hopping at a slightly lower rate than Gen Xers in 2000. Regardless of the proverbial butting of the generational heads, one thing is clear: employers are finding it difficult to attract and keep young people for one reason or another. Just as this is true in the private sector, so it is in the world of nonprofits.

“Younger generations volunteer and manage differently,” Marcelle Epley, president and CEO of the Long Beach Community Foundation (LBCF), said. “We all know that. And it’s a top subject of conversation amongst employers: how to attract and retain college students and Millennials to the workforce and keep them around for an amount of time that is beneficial for the organization and for the employee.”

Younger generations often hop around to different causes and frequently do not have the discretionary income to make financial contributions to those causes, Epley noted. Because of this, nonprofits and their boards need to really think about what they want from youth, she said. Fundraising? Volunteering? Fresh ideas? What Millennials lack financially, they make up for by being social media savvy and being able to rally together for a cause, she added.

Service and volunteering are typically more ingrained in Millennials than in previous generations because most were required to complete a certain number of volunteer hours to graduate from high school, according to Michelle Byerly, acting executive director of The Nonprofit Partnership. The key for continued engagement from young people is to ensure they feel connected to the story and mission of an organization, she explained.

Continued youth involvement with the Long Beach Ronald McDonald House is maintained through strong word-of-mouth promotion at California State University, Long Beach (CSULB), and Long Beach Polytechnic High School, according to Development Director Rebecca Jackson Lai. At Poly, a Ronald McDonald House Club was established several years ago by the daughter of a supporter and it continues at the school today. At CSULB, fraternities and sororities are a primary target for outreach, as they are often required to serve the community, Lai added.

Because young people have a different work style than the generations that came before them, Epley said nonprofit staff and boards need to give up some control and abandon the “this is how we’ve always done it” mentality. She explained that young people like to be in charge and that to keep them engaged it is best to give them a goal and allow them to get to the finish line in their own way, which is often more creative.

Only about 30% of leadership positions in the nonprofit sector are filled internally, about half as much as in the private sector, according to Byerly. In the case of LBCF, the organization has two full-time and one



Marcelle Epley, president and CEO of the Long Beach Community Foundation, said Millennials are the most globally aware generation with the desire to make meaningful change in the world. She explained that these qualities make work in the nonprofit sector ideal for them as it combines their desire to save the world with their need to make money. (Photograph by the Business Journal's Pat Flynn)

part-time positions, along with its 14-member board of directors. Due to its small staff, Epley said the best way to get young people involved is through one of its seven committees, such as the asset development and professional advisor committees.

“It gets the individual involved at a level where they can take time to understand the organization. At the same time, they can create maximum impact by advising with ideas, new energy and a different outlook,” Epley said. “We have an advisory board member on a committee who is a Millennial and it just so happens that individual comes up with some of the best ideas and has the most energy . . . on that committee. It has been very beneficial for us.”

Succession planning should be a top priority for nonprofits, but oftentimes does not get the attention it requires because organizations might lack the resources to make it a focus, Byerly explained. To assist the nonprofit sector, The Nonprofit Partnership offers an Emerging Leaders Program to train and groom the next generation of nonprofit leaders, particularly those who wish to become executive directors.

Throughout the six years since Emerging Leaders began, Byerly said 75 people from the Greater Long Beach Area have gone through the development program. She explained that it was designed to focus on skills such as working with boards, development strategy, strategic planning, leadership and communication, and financial acumen.

Aside from building up these leadership skills, Byerly said the program also allows young people to engage with one another and begin building a network within the nonprofit sector. While young professionals focus on their work, they often do not have the opportunity to network, Byerly explained.

“The last component of that program is a mentorship. Participants are matched with someone in the nonprofit arena who

does leadership development or has been an executive director so they have a connection to someone who can guide them through their journey,” Byerly said. “This program has been utilized by nonprofits as part of succession planning. Even in Long Beach, some of our current nonprofit leaders came from that program.”

Long Beach Ronald McDonald House (RMH) started the Red Shoe Society in 2012 to engage young professionals between their early 20s to mid-40s. In the beginning, the society was small, with few membership mixers and volunteer opportunities. However, the group has grown to more than 115 members who participate in two special fundraising events each year and attend mixers and volunteer opportunities year round, Lai said. The Red Shoe Society has its own board, which Lai said RMH will look to when board seats need to be filled.

In past years, Lai explained that the Red Shoe Society’s annual gala was heavily promoted on social media, specifically Facebook and Instagram. However, for this year’s gala, she said she noticed a desire by young professionals for simpler forms of communication for event promotion.

“We’ve really seen a shift in this last 12 months that Millennials and younger groups are moving more toward short, simple text message type apps,” Lai said. “So, one of the things we’re looking at is being able to do batch text messages to our Red Shoe Society constituents. E-mail blasts still work, too. But for the most part we’re finding we’re not having as much engagement on social media.”

Young people are also looking for easier ways to donate to nonprofit organizations, Lai noted. Because of this trend, she said RMH is looking at utilizing Pledgeling, a digital platform that has raised millions of dollars for thousands of nonprofits. Between app-driven donating and text message correspondence, Lai said technology

is the key to engaging and retaining Millennial interest in the nonprofit sector.

The Assistance League of Long Beach currently has 850 members, making it the national organization’s largest chapter, Executive Director Annette Kashiwabara said. The Long Beach chapter has four auxiliary groups, including Assisteens, which is made up of high school students. Each auxiliary group has its own governing body, with the Assisteens being overseen by an adult coordinator who represents them on the Assistance League board.

“Assisteens are learning leadership skills. They attend conferences and have sessions where they learn how to lead meetings and they learn about Robert’s Rules of Order. They are getting an idea of what it’s like to be involved in a governing body and to participate actively as a board member,” Kashiwabara said. “We’ve had a couple boardmembers who were once Assisteens way back when.”

To appeal to Millennials’ desire for episodic volunteering, Kashiwabara explained that the Assistance League is shifting away from long-term volunteer commitments to short-duration opportunities. One example is the Operation School Bell program, which provides free school uniforms, backpacks and supplies to 10,000 Long Beach Unified School District students each year. Volunteers can help pack the donations or help deliver them to students at their schools, no long-term commitment required.

Sheryl Pearl, the incoming strategic planning chairman on the board, said one of the keys to retaining young professionals at the Assistance League is the guided approach the organization has for advancement. Pearl joined the Assistance League as part of its Rick Rackers auxiliary, of which she eventually became chairperson. In this role, Pearl served on the board. She said that people pursuing leadership at Assistance League are never alone and are always teamed up or job shadowing to help guide them into higher levels in the organization.

When speaking as to why outreach to young professionals and drawing them into the nonprofit sector is important, the leaders agreed that the main reason is because they are the future of the country, nonprofit and otherwise. Epley noted that Millennials are the most globally aware generation ever, adding that they have achieved the highest rates of graduating from college. She said most Millennials desire to make a meaningful change on some level, be it in their own community or at a national or even global level, although working in nonprofits is often not something they consider. But the inclusion of young professionals in organizations now is equally as important as in the future, Byerly added.

“Diversity is important . . . because it changes the conversation. And it’s important that we are engaging them in a way that doesn’t make them a token individual,” Byerly said. “We need to change our perspectives a little bit. We’re asking young people to be on the board, we’re asking them to volunteer, we’re asking them to be leaders because they are the future and they have a different perspective. They are more innovative.” ■

# Focus On The Nonprofit Sector

## Leadership Long Beach

(Continued From Page 1)

Beach City College in 1990; Rich Kerlin, owner of a small marketing agency, who was then the communications director for the Queen Mary and Spruce Goose Entertainment Center; Judy Ross, retired, who at the time had taken a job within the Long Beach Health Department and later became the executive director of the Long Beach Nonprofit Partnership; Tonia Reyes Uranga, consultant and former Long Beach City Councilmember, who was then a consultant for the Private Industry Council; Rosemary Voss, owner of Voss Consulting, who was the owner of Century 21 A Marketplace; Henry Walker, president of Farmers & Merchants Bank, who had been working at the bank for two years at the time; and Jerry Westlund, owner of a chain of nightclubs throughout the country who was then president of Westlund Asset Management.

Formed in 1990 by whom Walker referred to as the “old guard of Long Beach,” Leadership Long Beach (LLB) took the shape of a nonprofit dedicated to informing, activating and connecting community leaders to more meaningfully serve the city. The organization operates on these principles: community, inclusiveness, informed leadership, trusteeship and principled leadership.

The Leadership Long Beach Institute, a 10-month program open to any adult who lives or works in the city to apply, combines experiential learning with in-depth dialogue to help participants grow their knowledge of the Long Beach community. It includes monthly sessions with presenta-

tions by local leaders, a weekend retreat and a culminating class project. The Institute was the organization’s first program, and LLB has since expanded to offer youth and executive leadership programs as well.

The handful of members from the first Institute class took some time to settle in for the interview with the Business Journal – after all, they hadn’t been in one place together for nearly three decades. They had come to LLB from varying backgrounds and professions, with differing views on many topics – but the program, they reflected, had brought them together.

“For me, what I learned most was that at the end of the day it’s all about relationships with people who have much more in common with you than they are different than you,” Kerlin said.

Each of them had applied to participate in the first class of LLB for their own personal development, but also to expand their connections within and to the Long Beach community. Voss said she had first found out about the program through an article in the Press-Telegram. “I read about it and I thought, this is really a great way to learn about the city,” she said. “And, as a realtor, I thought, I’m kind of an ambassador for the city. We don’t just sell houses, but we sell the surrounding areas. So I wanted to learn more.”

Clock had seen the program as a chance to approach the concept of leadership in a new light. “I was really disenchanted with elected leadership at that time and I felt that they often let us down as people in the community,” she recalled. “And this offered an opportunity to talk about leadership in a

(Please Continue To Page 22)



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Members of the first class of Leadership Long Beach who graduated in 1990 came together at the Business Journal's offices to discuss what the organization has meant to their personal development and to the community. Pictured counterclockwise from right, are: Tonia Reyes Uranga, who was a consultant for the Private Industry Council in 1990; Jerry Westlund, who was president of Westlund Asset Management; Rich Kerlin, who was then the communications director for the Queen Mary and Spruce Goose Entertainment Center; Business Journal Editor Samantha Mehlinger; Rosemary Voss, who was the owner of Century 21 A Marketplace; Henry Walker, who had worked at Farmers & Merchants Bank for two years at the time; Gayle Clock, who was a human services consultant and career development instructor at Long Beach City College; and, with her back to the camera, Judy Ross, who at the time worked for the Long Beach Health Department. (Photograph by Oscar Cosby, Leadership Long Beach)

## Leadership Long Beach

(Continued From Page 21)

totally different way." After participating in the program, she said she began to see possibilities not just in herself, but in all those around her. "[The idea that] wherever I was, I could live from the principles of leadership and be a functioning leader and impact other people's lives was really meaningful to me," she said.

Westlund pointed out that the Institute presented an opportunity for people from different professions, who would never typically interact, to get out of their bubbles. "There were 30 lanes on the highway here, you know," he said, gesturing to the 1990 graduating class roster, which was on the conference table. "Henry talked banking and what he does. You talked to realtors," he said, ref-

erencing Voss. "It taught me – and I use this every day across the country in the stuff that I do – if I don't like the direction I'm going here, let's go to the next channel. Because there are multiple layers to how a community operates and [how] decisions are made."

Uranga said she had applied to the program to expand her horizons and to serve as a voice for the community. She had particularly wanted to ensure that the Latino community was in the mix, as organizations "tend not to have a lot of diversity," she noted.

"I was active in my schools [and] in the community in Central Long Beach and Westside, so that wasn't the problem. I guess what it helped define was what the definition of community is," Uranga said. "I was able to expand what it really means to be involved in your community, and that

helped me grow. Also, in terms of leadership, it helped me consider other areas. I ran for office, and it took a while, but I won. It was something I didn't think I would ever be able to do if it weren't for this," she said. Uranga served as councilmember for Long Beach's 7th District from 2002 to 2010.

Kerlin called Leadership Long Beach "fundamental" to his leadership development and involvement in the community. "I was young, inexperienced, unconfident. And it taught me the fundamental principle of getting out of self for the greater good of the community, and that giving back and serving others was integral to leadership," he said.

"It really opened my eyes to so many areas of the community, the city, that I really didn't know about," Ross said. "I think that was a real broadening experience for me in learning about various businesses, various economic struggles that both businesses and [the] government were experiencing, and other communities were experiencing."

Although Walker is the fifth generation of a long-time Long Beach family, he noted that he did not actually grow up in the city, so participating in LLB gave him a greater understanding of the area. "It absolutely helped create a foundation for me in the understanding of the community," he said. "And it has also helped me as I have traveled through my professional career here through Long Beach to continue to have empathy and understanding for all the different communities within our great city." He noted that he has encouraged multiple F&M managers and executives to go through the Institute.

Voss's LLB experience reinforced her commitment to giving back to the community and helped her to see that each individual is capable of leadership in whatever they do. "An example is [that] mothers are some of the greatest leaders. And by their actions [they] show us how to behave and how to respond and how to act," she said. "So my feeling with all the people that I worked with or mentored over the years was, you are a leader in what you're doing."

The first class of the Leadership Long Beach Institute graduated the program on the precipice of a precarious time for the city. "[Some] thing that was going on about that time was the Navy was pulling out, so the whole city was being resurrected and trying to figure out: what is our city about?" Ross said. Walker chimed in, "It was a tough economic time."

Uranga pointed out that there had been issues stemming from police brutality and that, just two years after their class gradu-

ated, the Los Angeles riots occurred. "The first class got together after and said we need to do something. . . . We need to do something so this city isn't torn apart," she said. Uranga held a community meeting at her home in Wrigley. "People had to drive down Willow and make a left, and they had to drive by Pacific and Willow where the DMV was burned down. It had been trashed."

Voss pointed out that the United States had entered a recession in the early 1990s. "What I didn't know at the time, we were entering one of the biggest real estate recessions we would have," she recalled, noting that home values had dropped by half in some cases.

The 1990s were also a difficult time for the city's hospitality and tourism industry, Kerlin noted. In 1990, Disney had announced plans to transform Long Beach's waterfront adjacent to the Queen Mary, which it operated at the time, into a concept dubbed "Port Disney." But Disney canceled the project in 1991 and pulled out of the Queen Mary lease the following year.

"In those tough times, I think because we had been through Leadership Long Beach, we had a different sense of responsibility for what was going on in the city," Clock said. "And we didn't go out as a group and work, but I think we did continue to support the city on our own paths."

When asked about the importance and value of Leadership Long Beach to the community, Voss said that its impact occurs "one person at a time." Westlund agreed. "How do you eat an elephant? One bite at a time," he said.

These LLB graduates have continued to follow the organization, and a few noted that some changes in support and participation may not have been for the best. Westlund noted that, for some time, there seemed to be more government employees than private sector professionals in the program.

Uranga pointed out that some of the strong local financial backing for the organization has since gone by the wayside. "Now that you have institutions or corporations that are more . . . regional in nature, you don't have that investment in one community the way we did in the past. And I think that's a little sad, because Long Beach is the second largest city in L.A. County," she said. People who make money in Long Beach and invest throughout the region should also invest in Long Beach and in LLB, she said. "I don't know how much corporate sponsorship we have now. But certainly, we had the best and brightest corporate sponsorship in 1990."

Moving forward, Uranga said her first hope for Leadership Long Beach is that it retains financial stability. "The second is that we continue to redefine what we think the City of Long Beach is . . . Because, as the people change in the city, so does our vision of what Long Beach is," she said.

Ross said the LLB experience was "the beginning of a love affair with the city" for herself and her peers. "I would hope in the years to come that all classes would have that feeling, and the opportunity to really embrace the city as a whole."

Jeff Williams, executive director of Leadership Long Beach, said that applications for the next class are available at the organization's website, leadershiplb.org, through June 25. "Becoming a part of the 20th class of Leadership Long Beach is an opportunity to join a legacy of leaders committed to making our community better," he said. ■

Page 14 Long Beach Business Journal October 17-30, 1989

## Leadership Long Beach Class Of 1990

 <b>Maurice Anderson</b> Owner/Builder ERA Anderson Realty	 <b>Caroline Bader</b> Technical Specialist, C-17 Program McDonnell Douglas Corp.	 <b>John Barrett</b> District Manager ARCO—Fox Corners Pipe Line Company	 <b>Sandra "Sandy" Blascochea</b> Accounts Receivable Supervisor Hughes Aircraft Company	 <b>Stephen Brunton, M.D.</b> Director, Memorial Family Medicine Residency Long Beach Memorial Medical Center	 <b>Thomas Burkhardt, CPA</b> Audit Partner Ernst & Young	 <b>Jody Campbell</b> Senior Marketing Executive Kilroy Industries
 <b>Jay Chung</b> Vice President of Advance Development Tayo Engineering, Inc.	 <b>Gayle Copp</b> Human Services Consultant & Career Development Instructor Long Beach City College	 <b>Howard Fletcher</b> General Auditor & Department Administrator Security Pacific Corp.	 <b>Gwen Henry</b> Instructor/Director Dance Activities Milikan High School	 <b>Deborah Hill</b> Senior Employee Relations Representative Shell Oil Company	 <b>Jack Hinscho, CPA</b> Partner Winkes & McCaughy, Certified Public Accountants	 <b>Chris Hunter</b> Fire Chief City of Long Beach
 <b>John Hyland</b> Attorney at Law	 <b>Michael Jhin</b> Executive Vice President & Chief Operating Officer Long Beach Memorial Medical Center	<p>The 30 business people shown here are the inaugural class of Leadership Long Beach. They were selected from 94 applicants representing a cross-section of the community. They will participate in a 60-hour curriculum which will include seminars, a weekend retreat and interaction with city, corporate and community leaders. Classes begin this month with graduation in June 1990. Leadership Long Beach is based on over 650 community leadership development programs throughout the nation. The program is being presented specifically for those interested, involved and committed to serving Long Beach. The Long Beach Business Journal salutes these individuals.</p>		 <b>Dean Keller</b> President Bancap Self Storage Group, Inc.	 <b>Rich Kerlin</b> Manager, Publicity & Public Affairs The Queen Mary & Spruce Goose	
 <b>Robert "Bob" Manarino</b> Senior Vice President EM Corp.	 <b>Cynthia May-Angeletti</b> Director of Benefits Administration Kaiser Permanente	 <b>Alexander My</b> Program Coordinator United Cambodian Community, Inc.	 <b>Judith "Judi" Pierson</b> Executive Director Community Rehabilitation Industries	 <b>Mack Quintana</b> Senior Vice President of Sales & Marketing Press-Telegram	 <b>Judith Ross</b> President Long Beach Youth Connection	 <b>Louis Skelton</b> Principal Innerspace Design
 <b>Wayne Teuerle</b> Executive Director and Founder Long Beach Rescue Mission	 <b>Tonia Uranga</b> Administrative Consultant of Operations and Oversight Business Health Services, Inc.	 <b>Rosemary Voss</b> President Century 21 A Marketplace	 <b>William Henry Walker</b> Management Training Program Farmers & Merchants Bank of Long Beach	 <b>Charles "Jerry" Westlund</b> President		

An announcement in the October 17-30, 1989, edition of the Business Journal listing the first class of Leadership Long Beach.

# Support Local Small Businesses

Articles by Staff Writer Anne Artley and photographs by the Business Journal's Pat Flynn and Anne Artley

## Ruby Tuesday Bead Company

Ruby Tuesday Bead Company owner Connie Haywood started out as a jewelry designer. "I had a lot of extra inventory, so I opened a bead store," she said. The name of her shop came from a pseudonym she used as a designer and the Rolling Stones' song by the same name. Haywood, who has been in business for 17 years, still makes jewelry samples to display as inspiration for customers. "I've always been crafty, ever since I was young," she said. Her products include beads made out of various gemstones and the materials needed to assemble jewelry, such as chains, cord and clasps. She said her favorite part of running the business is the "creativity" and the ability to "give other people ideas and have them go from there." Haywood said that jewelry styled after Mala prayer beads, traditionally used in Buddhism, is now a popular fashion trend. Macramé, a form of decorative knotting, has also made a comeback. "Everybody is [also] layering several different bracelets at one time with charms and chains," Haywood said. "Everything's reinvented every year into something new." Ruby Tuesday holds regular classes for various levels. "We have fun, mini-workshops on Saturdays," Haywood said. "For example . . . we're making a macramé bracelet. We do those in three sessions. They almost always sell out. People like those quick projects now. We're all so busy." Ruby Tuesday Bead Company is located at 1766 Clark Ave. For more information, visit: [www.beadstrands.com](http://www.beadstrands.com) or call 562/498-2700.



## Beach City Deli & BBQ

Beach City Deli & BBQ Co-owner Mark McKim, who grew up in Pennsylvania, moved to Long Beach in 1977 to join some friends in the city. "It all started nine years ago," he said. "I couldn't find a sandwich in town that I liked, so I figured I'd better open up a place myself." He opened his first location in San Pedro. When the conditions of his lease for that store changed, he closed the store. By that time, he had opened a second location in Long Beach, which was about four years ago. Beach City Deli & BBQ offers a variety of hot and cold sandwiches as well as barbeque. McKim said the barbeque beef brisket sandwich is a top seller. Other specialties are the baby back ribs and the 6-Way Italian, a sandwich with six Italian meats: ham, sopressata, mortadella, capicola, salami and prosciutto. "We [also] have the most authentic Cuban-style sandwich in town," McKim said. This toasted sandwich includes house-made slow-roasted pork loin, ham, Swiss cheese, pickles, mustard and mayonnaise. McKim said his favorite part of owning the business is seeing his customers happy. "We get a lot of positive feedback," he said. "If it wasn't for that, I wouldn't continue because you don't get rich in this business. You have to get some emotional nourishment from it. It can't be all financial because it's hard to run a small business and make a lot of money." Beach City Deli & BBQ is located at 1714 Clark Ave. For more information, visit [www.beachcitydelibbq.com](http://www.beachcitydelibbq.com) or call 562/676-6753.



## Nails BB

Kat Dinh, co-owner of Nails BB, moved to the United States from Vietnam when she was 12. After having lived in several different states, she moved to California about four years ago to join her cousin, Elaine Eliptico, and Eliptico's husband, Kelvin, in starting a business. "At first, we weren't looking to go into nails, we were looking into [opening] a print shop, but there are too many of those around here, like Staples and FedEx," Dinh said. They decided to open a nail salon since Elaine had worked in one for almost 20 years. "Instead of working for others, why not have others work for us?" Dinh remarked. "We were driving by and saw that this space was available," she said, referring to the location off of Atherton Street and Clark Avenue. "We took a peek and thought it would be the perfect nail salon. Within a month, it was off and running." In addition to manicures and pedicures, the salon also offers eyebrow waxing and gives customers the option of a mini-facial while they are having their nails done. "We love waxing and gives customers the option of a mini-facial while they are having their nails done." "We love waxing and gives customers the option of a mini-facial while they are having their nails done." "We love waxing and gives customers the option of a mini-facial while they are having their nails done." Although she paints nails from time to time, Dinh is mainly responsible for customer service. "I love all the people who come here," she commented. Pictured from left are co-owner Elaine Eliptico, manager Raymond Le and Dinh. Nails BB is located at 1720 Clark Ave. For more information, call 562/588-9353 or visit [www.nailsbb.com](http://www.nailsbb.com).



## Small Business Dollars & Sense

### Your Child Has Graduated, What Next?

As the sound of Pomp and Circumstance runs a constant loop in everyone's head this graduation season, small business owners with recent graduates have plenty to think about. With student loans, monthly living expenses and the grind of a new job, how do you and your children begin to plan their financial futures?

Below are 7 tips for recent graduates and future small business owners, starting their careers:

**1. Live below their means.** If your recent grad can maintain a frugal college student mindset the first two or three years after obtaining their first job, they may be amazed at how much they can save and invest. The more that they invest now, the more potential they have to benefit from their long-term investment time-horizon to help grow those assets.

**2. Set money aside for emergencies.** Your former student should set up a separate bank account for this purpose with the goal to accumulate enough money to cover three to six months of basic living expenses. Although it may not feel like it, surprisingly it is easier to accumulate this cushion now when they have fewer financial commitments than any other time in their lives. Speaking of emergencies, they should also consider signing up for employee offered disability insurance.

**3. Start retirement savings with the first paycheck.** Retirement may be the last thing on your child's mind when starting their first job, but if they don't take advantage of a company's savings plan, they may be giving up an opportunity for free money. Most companies include 401(k) plans that offer some level of matching contributions. At a minimum, they want to capture the full matching amount. Starting to save early can help them benefit from the power of compounding – where over time the interest earned on their investment helps it to grow at an accelerated rate. Your child should consider saving a minimum of 10% of their income.

**4. Create separate savings accounts for large purchases.** They should never, ever withdraw money from an investment account for a purchase of a consumer product.

**5. Keep credit card balances low in relation to overall credit availability and ability to pay it off in full.** Debt is easy to get out of hand. Your child needs to not only understand their credit score, but also how credit works.

**6. Borrow prudently.** Your recent graduate should only take out a loan only for purchases that will likely appreciate over time. They should avoid borrowing for items such as clothes or furniture, which lose value before the first payment is made.

**7. Be a smart car shopper.** Before buying a car, your child should consider its resale value and the total cost of ownership. They should carefully consider whether buying a new car that depreciates the moment they drive it off the lot is the right financial move. Often a car that is a year or two old with low miles and lots of warranty coverage remaining offers a better value than buying a new car.

Keeping these tips in mind will aide small business owners in navigating and advising your children as they embark on their next phase in life.

(Natasha Mata, a 22-year veteran of Wells Fargo, is region bank president of the greater Central Los Angeles Area, which includes Long Beach and some North Orange County cities.)



By NATASHA MATA



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