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44th Toyota Grand Prix Of Long Beach



With a new contract in hand after beating back an attempt to replace IndyCar with Formula One, Jim Michaelian is pumped for this year's running of the Toyota Grand Prix of Long Beach. (Business Journal photograph) **See story Page 6)**



Legendary race car driver and 1963 winner of the Indianapolis 500, Parnelli Jones reflects on an auto racing career that began with a jalopy race at age 17 in 1950. (Business Journal photograph) **See story Page 8)**



From Sports Illustrated "Driver of the Year" in 1962 to the owner of a racing empire, Roger Penske talks about his success in motorsports. (Scott LePage LAT/USA photograph) **See story Page 10)**

'The Hangout' To Grow In Size, Take Over Space Of Former Vintage Store In Retrospect

■ By **ANNE ARTLEY**
STAFF WRITER

Due to the "one-two punch" of declining sales and increasing rent, vintage store In Retrospect, located on 4th Street's Retro Row, closed February 25 after six and a half years of operation. Another busi-

ness owner on the street plans to transform the space into a shop and collaborative space for artisans.

"We probably could've weathered one or the other," owner Chris Giaco said, "But both at the same time became an unsustainable situation." Giaco also serves as the president of (Please Continue To Page 24)

Despite Challenges, Urban Commons Makes Progress On Queen Mary Repairs

■ By **SAMANTHA MEHLINGER**
EDITOR

From a distance it appears as though the Queen Mary has one freshly painted, bright red and black stack. Up close, though, it is apparent that the paint is peeling. And the other two stacks remain unpainted, dulled to a light pink. It's a visual representation of the complications of revitalizing and caring for an immobile, historic vessel — an effort that is, in some ways, like navigating uncharted territory.

Under previous leaseholders, the ship was neglected to the point that it developed structural issues, thousands of leaks, and a myriad of other problems of the sort that are bound to crop up when an aging metal ship sitting in water isn't given the care she needs. When Urban Commons took over the ship and surrounding property in 2016, the lease with the City of Long Beach was structured so that (Please Continue To Page 19)

Local Leaders Support Legislation Extending Alcohol Sales Until 4 A.M.

■ By **BRANDON RICHARDSON**
SENIOR WRITER

California legislators are in the process of determining whether or not six cities, including Long Beach, will be given the ability to allow alcohol sales until 4 a.m. At least two city leaders are in favor of the proposal as outlined in Senate Bill (SB) 905 — with one stipulation.

"I don't support 4 a.m. hours citywide, I don't think that works. I think that would be very disruptive to a lot of the neighborhoods," Mayor (Please Continue To Page 25)

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MILLENNIAL PULSE Parsing The Young Generations

By Editor Samantha Mehlinger

It has become increasingly apparent to me that a lot of folks are still struggling to understand how old Millennials actually are and where to draw the line with the next generation. In fact, many people I encounter on the regular (that's a delightfully Millennial way of saying "regularly," for those of you who

are unfamiliar) do not seem to realize that the next generation is already here.

In March, Pew Research Center decided where it would draw the line between Millennials and the next generation. Anyone born between 1981 and 1996 (that's adults aged (Please Continue To Page 23)

PortSide Keeping Up With The Port Of Long Beach

For Nathan Shaw, dive supervisor for the Port of Long Beach, every day on the job is different, thanks to changing water conditions and an ever-growing list of below-water tasks. “We maintain all the subsea infrastructure for the port,” Shaw, who has worked as a diver for the port for nearly 10 years, said. The seven-person dive team is responsible for maintaining a myriad of infrastructure, including piers, fire boats, bridges, docks and more. “One of the bigger challenges we face is visibility,” Shaw said, explaining that the silt in the harbor impairs visibility when disturbed. “If we can see our hands it’s a really good day. . . . So being able to complete a task when you can’t see anything is probably one of the more challenging aspects of the job.” The team, which used to work for the port on a contract basis but is now integrated into port staff, is also on call for emergencies. The divers operate from a Vietnam War-era Army vessel with a crane and a movable bow ramp that enables them to recover objects from the water. In one instance, the team was called out to retrieve the wreckage of a plane that had crashed in the harbor, Shaw recalled. The team also regularly finds and removes a variety of debris from the port’s waters. Near the old Navy shipyard, Shaw once found thousands of plates he suspects were tossed overboard by a Navy private who didn’t want to do the dishes. “I like it a lot,” Shaw said of his job. “They have been really good to me and I have no intention of going anywhere else.”

– Editor Samantha Mehlinger



Photograph by the Business Journal's Samantha Mehlinger

Mayor Welcomes Long Beach Native As New Communications Deputy

Veronica Quezada has been named Mayor Robert Garcia’s communications deputy. She previously worked for Time Inc. conducting audience engagement for Money Magazine. Quezada graduated from the University of Southern California, where she majored in broadcast journalism and Spanish. She is a Long Beach native and current city resident.

New L.A. Harbor Commissioner Appointed As President Steps Down

The Port of Los Angeles announced that Vilma Martinez stepped down last week as president of the Los Angeles Harbor Commission tomorrow. Los Angeles Mayor Eric Garcetti appointed Jaime L. Lee, who has served as board president and commissioner on the Los Angeles City Employees’ Retirement System Board of Administration for the past four years, to re-



Lee

Two New Vice Presidents Appointed At Long Beach City College

Long Beach City College recently announced two new executive staff appointments: Dr. Kathleen Scott as the vice president of academic affairs and Dr. Mike Munoz as vice president of student support services. Scott was previously the acting vice president of academic affairs, and will continue to oversee the college’s academic programs and deans. In his new role, Munoz will manage en-



Scott



Munoz

rollment services, counseling, financial aid and student affairs. His most recent position was executive dean of counseling and student equity at Rio Hondo College.

Long Beach Chief Information Officer To Serve At Los Angeles Metro

Bryan Sastokas, Long Beach’s former chief information officer and director of the city’s technology and innovation department, will serve in the same role for the Los Angeles Metropolitan Transportation Authority, the nation’s third largest transit agency, beginning April 9. In addition to leading technology initiatives, Sastokas will also help prepare Los Angeles to host the 2028 Olympic Games.



New Additions At Ship & Shore Environmental

Signal Hill-based Ship & Shore Environmental, Inc., a pollution abatement firm, appointed Mike Pawlowski, Gunnar Peterson and Michael Rupp as senior sales managers. As senior sales engineering manager, Pawlowski has four decades of experience within the power generation, plastics, specialty chemical and consumer products markets. Serving as senior technical sales manager, Peterson has vast experience in the remediation sector, specializing in applications where sites are contaminated with chlorinated or hydrocarbon and co-mingled volatile organic compounds (VOCs) and in-organics. Rupp, serving as head of oxidizer and aftermarket sales, has two decades of sales and engineering experience in regenerative thermal oxidizers and VOC concentrator systems. ■

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Pictured, clockwise from top right, are members of the Grand Prix Association of Long Beach staff: Steven Halley, customer service representative; Cindy Forster, controller; Cecelia Ruebel, customer service representative; Tammy Johnson, manager of customer service and ticketing; Martin Bannon, director of marketing and sponsorship; Aileen McBride, marketing assistant; Gemma Bannon, HR and office manager; Allison Wilson, manager of advertising and promotions; Jim Michaelian, president & CEO; Joey Soto, merchandise assistant; Edmund Valvao, merchandise assistant; Richard Martinez, manager of corporate sales; Chris Esslinger, director of communications; Sandy Hendrix, administrative assistant to the director of marketing; Nick Kopinski, public relations assistant, and Gordie Morris, staff writer. (Photograph by the Business Journal's Brandon Richardson)

The Toyota Grand Prix Of Long Beach Returns With Added Intrigue And Staying Power

■ By **SAMANTHA MEHLINGER**
EDITOR

Coming off of a successful event in 2017, the Toyota Grand Prix of Long Beach is back – and, after being reaffirmed last year by the Long Beach City Council in lieu of a Formula One-based event, it's here to stay. Event attendees are again in for three days packed with roaring race cars, soaring super trucks, classic muscle cars, dramatic drifting, off-track activities for all ages, and, of course, fierce competition on the racetrack.

"I think the opportunity to present a variety of different forms of racing is really one of the keys to making this event attractive," Jim Michaelian, president and CEO of the event's organizer, the Grand Prix Association of Long Beach, told the Business Journal. "You have open wheel [race cars], you have sports cars, you have trucks flying through the air. You've got drifting at night, and you've got historic cars of a different era. They all have a different look, a different feel, a different sound, a visceral effect to them."

The main ingredients for race weekend remain the same this year, with one key exception. Last year's replacement for the Toyota Pro/Celebrity Race, a longtime fan favorite that was retired in 2016, was the Can-Am Challenge – a Saturday competition that brought classic race cars to the streets of downtown. This year, that event is replaced with the Historic Trans-Am Challenge, a race of 1970s-era muscle cars – Mustangs, Javelins, Firebirds, Camaros – including a couple of vehicles driven by the likes of famed racers Parnelli Jones and Mark Donohue.

"We've replaced the Can-Am as the historic component of the weekend with the

Trans-Am, which I think the public will even more identify with because those are the cars that were on the street in the late '60s and '70s," Michaelian said. "They were the cars that we called muscle cars. Those are the cars that we owned as kids. And when the Trans-Am Series was going, it was really popular."

The main event, Sunday's IndyCar race, also promises added excitement this year thanks to an expanded pool of cars and new body work on the vehicles. "There are 24 entries, six rookies," Michaelian said. "With this new body work, they took away a lot of what's called downforce. And without getting real technical, what that means is that the cars are freer, looser – which means that the driving aspect of the competition has been heightened."

Removing downforce, an aerodynamic element that causes the cars to be more stable, means that the drivers will have to work harder, Michaelian explained. "That's a good thing in the sense that it identifies those who have the real driving skill," he said.

Michaelian said a new element introduced last year, a welcoming area at the Long Beach Boulevard entrance to the event with a beer garden, seating and a big screen for watching the action, will return this year. "We're not only bringing it back, we're doing some new things in there," he said. A small stage will be added for a lineup of contemporary acts, including street performers, musicians and dancers.

This year, the Grand Prix has a number of new sponsors for various components of race weekend. SMG, the group that manages the Long Beach Convention & Entertainment Center where the Grand Prix Lifestyle Expo is held, is sponsoring the event's Friday and Saturday night concerts. "We have Ozomatli on Friday night,

and The Cult is on Saturday," Michaelian said of the lineup.

The Grand Prix also has new official beers – Coors Light as the official domestic beer, Modelo as the official import, and Ballast Point as the official craft brew.

The Grand Prix Association is continuing its various community partnerships for the event, including an expanded relationship with the Boy Scouts, who are assisting the longstanding Grand Prix volunteer group, the Committee of 300, with ushering in the grandstands. As part of the partnership, the Boy Scouts are allotted a space within the Lifestyle Expo. "We think the Boy Scouts are an integral part of the community and we wanted to showcase them at our event," Michaelian said.

This year, the Grand Prix Association has partnered with the Long Beach Unified School District and Banc of California to bring STEM (science, technology, engineering and mathematics) students to the event (see story in this section). "The things that we do to integrate ourselves in the community, whether it's youth or schools or [the work of] the Committee of 300 or the Grand Prix Foundation with their charitable donations, all are things that are intended to further establish or to further reinforce that relationship between us and the community," Michaelian said.

With about 183,000 attendees, last year's event was "a record high for the modern era," Michaelian noted. Last year, 95% of respondents to the race weekend fan survey rated their experience as either "excellent" or "good," he pointed out, adding, "I think that's an indication of people's level of satisfaction with what the event is bringing and the entertainment value and the overall impression they get of the event."

Pre-race, free events like Roar In The Shore on 2nd Street and Thunder Thursday in Downtown Long Beach were also a hit last year, according to Michaelian. Last year was the first time that Thunder Thursday, a free community event with motorcycle stunts, race car displays, racing simulators and more, was held in front of the Pike Outlets. "We had 5,000 people down there sitting in the grandstands and mingling in that Pike Outlet area. That helped to kick off the weekend," Michaelian said. "We've modified the layout so we can get more people in there [this year]."

After the Long Beach City Council decided last year to stick with the Grand Prix Association of Long Beach-run IndyCar event rather than allowing another organizer to bring Formula One in instead, the Grand Prix is now guaranteed to continue on for the next five years. As part of that agreement, the association committed to a quicker setup and take-down time for the event beginning this year.

"We waited a full week to begin installation. It used to be 60 days, now it's 53 days," Michaelian said. "We also delayed putting in . . . some of the safety system in front of the Aquarium. And we also agreed to remove tire marks in specific locations around the circuit, which was a request of some of the downtown stakeholders."

"The residents and the citizens of this city need to feel proud of this event – whether they come to this event or not, it doesn't matter," Michaelian reflected. "But we want to conduct this event in a way that everybody says, you know what, I'm proud of the fact that our city hosts the Grand Prix. That's important to us."

For tickets and the schedule of race weekend events, April 13-15, visit gplb.com. ■



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Parnelli Jones Reflects On His 1970 Trans-Am Win, Famed Career

Grand Prix Trans-Am Challenge To Bring Vintage Race Cars To Long Beach Streets

■ By **SAMANTHA MEHLINGER**
EDITOR

It was 1970, and famed race car driver Parnelli Jones was hurtling along the Riverside International Speedway in a yellow

Boss 302 Mustang, competing for Ford in the Trans-Am Series alongside teammate George Follmer. The race would end up being one of his toughest, and proudest, victories.

"I was the fastest qualifier at Riverside,"

Jones recalled in an interview with the Business Journal at his office in Torrance. "I started lapping a back-runner car. And as I went underneath him, he was looking in his mirror at another car because he was defending himself. And when he did, he

didn't make the turn. . . . And he ran in the side of me, knocked me off the course." Jones got back on the track with a damaged spoiler and caved-in door. But the car wouldn't turn.

"Because it wouldn't turn, I'd have to hit the curbing and get the car on two wheels to make a turn," Jones said. For the duration of the race, Jones had to bounce his car off the wall at every turn. Despite the odds, he pulled out of eighth or ninth place, passed his teammate, and won the championship for Ford. "I always said it was one of my best races that I had ever run. . . . It's one of the toughest races I ever drove."

Jones has a soft spot for that Mustang, and he'll soon see it again racing through the streets of downtown at the Toyota Grand Prix of Long Beach's newest event, the Historic Trans-Am Challenge, held during race weekend on April 14. The classic car will be up against other Trans-Ams of the 1970s era of racing, driven by their current owners. Jones said he'll be there, watching – and hoping he doesn't see the classic vehicles get banged up.

"The competition in the 1970 series was really tremendous," he said. At the time, the Trans-Am series was a manufacturers' competition rather than a drivers' championship, he noted. "We had a lot of top name race drivers. You know, Dan Gurney . . . Mark Donohue, who was a real threat."

Trans-Am vehicles were the "stock car version of a pony car," Jones said. "They were called pony cars because they were smaller and more set up for road racing, as opposed to oval racing high-bank [courses] like NASCAR runs." Because the Trans-Am series was popular in the '70s, the cars that raced in the series at the time have become quite expensive. Racing them along the course of the Grand Prix track could be risky – if a car spins out, it'll crash into a wall, Jones noted. "It's kind of like renting a real expensive car and crashing it," he said with a chuckle.

Jones won the Indianapolis 500 in 1963 and would have won it again in '67 had his car not quit on him with just a few laps left to go. "But right before it quit, I was thinking winning again was not going to be as exciting as it was the first time," he said with a laugh. "So I made a decision at that time to quit running open cockpit cars, which meant IndyCars. That's why I started doing the stock cars and off-road and Trans-Ams – cars that had a roll cage over my head," he recalled. Jones also married in '67, and having a family played into his decision to race in safer vehicles.

Jones has competed in several series and won in all of them. A native of



At top, famed race car driver Parnelli Jones joins Grand Prix Association President & CEO Jim Michaelian to kick off track construction for the 44th Annual Toyota Grand Prix of Long Beach. The vehicle pictured, a Boss 302 Mustang, was driven by Jones in the 1970 Trans-Am Series. Below, Jones is pictured in his garage in front of a photo of that race. Although the car in his garage is similar to the vehicle he drove to the win in 1970, Jones said it doesn't have the same power. (Photograph by the Business Journal's Samantha Mehlinger)

Toyota Grand Prix Of Long Beach

Arkansas and transplant to Southern California, Jones famously sold his horse as a teen and used the money to buy his first hot rod. He started out in jalopy races under the pseudonym "Parnellie" Jones (his real name is Rufus Parnell Jones), so that his parents wouldn't find out. The nickname was bestowed upon him by a friend who teased him about a crush he had on a girl named Nellie. The name stuck (although the e was dropped), his parents found out, he dropped out of high school, and he made a name for himself at jalopy races all over Southern California throughout the 1950s.

Jalopy racing gave way to glory in sprint car, stock car, off-road and midget car racing. Among his many racing accolades, Jones won the 1963 Pikes Peak International Hill Climb, and broke the stock car speed record in the same year. He won five of nine midget car events, including the Turkey Night Grand Prix, in 1966. He won the Mexican 1000 off-road championship in 1968 and in 1973. He boasts six IndyCar race wins, four wins in 34 NASCAR starts, 25 midget car wins and 25 sprint car wins.

"They're all tough. Everybody wants to win," Jones said, when asked what series was the most challenging. "A lot depends on your personality, too. I know a lot of race drivers are good race drivers, and

they're just lacking that little bit of desire at the end. I've always carried myself as not so much talent as desire. I couldn't stand to lose."

In 1970, Parnelli and business partner Velko Miletich established Vel's Parnelli Jones Racing and won the Indy 500 as car owners with Al Unser driving in 1970 and 1971. It was as an owner that Jones became involved in the Grand Prix of Long Beach, running Al Unser and Mario Andretti in the inaugural Formula 5000 race in 1975.

Jones said he attends the Grand Prix every year. "I have always wanted to help the Long Beach Grand Prix as long as I could because it's not only valuable for Long Beach, in my opinion, but it's invaluable for IndyCar racing, period. Because next to Indianapolis, it's our second largest crowd," Jones said.

"I am real proud of the Long Beach people not catering to Formula One, because Formula One usually prices themselves out of the market. And they're not good for the long run," Jones noted, referring to the decision by the Long Beach City Council last year to continue allowing the Grand Prix Association of Long Beach to host the race as an IndyCar-centered event, rather than going with another organizer pitching Formula One.

Jones reflected, "I'm behind the Grand Prix 100%. Have been from the get-go." ■



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Roger Penske's Racing Empire: 'Our Teams Push Each Other'

"Racing is [the] common thread in our company, and we take the lessons we learn in motorsports and apply it across all of our businesses – from teamwork, to persistence and attention to detail.

– Roger Penske

■ By **MICHAEL GOUGIS**
CONTRIBUTING WRITER

Roger Penske's name is synonymous with racing at the very highest levels of the sport. If you've heard of the race or the series, Penske likely has been there and won – or had a damned good shot at a win.

Daytona 500? Won it twice. Formula One? Won there. Long Beach Grand Prix? Multiple wins, multiple series. 24 Hours of Daytona, the 12 Hours of Sebring? Check. Indy 500? Won that one 16 times.

For more than half a century, Penske's immaculately turned-out vehicles have raced into the record books and into legend around the world. The Penske Camaro and AMC Javelin Trans-Am cars are objects of mythical proportions in racing circles. The elegant Sunoco-liveried McLaren M-16B that Mark Donohue raced to the 1972 Indy 500 win for Penske defined the shape of open-wheeled race cars in the U.S. for years. And the mere mention of the turbocharged flat-12 Porsche 917-30 that Penske and Donohue developed in conjunction with the German manufacturer will make the hair stand on the arms of motorsports fans. Seriously – that thing was a flat-out beast.

Today, Penske races in a wide variety of series, from sports cars to open-wheelers to stock cars in North America and Australia.

"We certainly have a full plate right now. Our teams are competing in more series than we ever have at one time," Penske told the Business Journal via e-mail. "Currently, Team Penske is racing in the Monster Energy NASCAR Cup Series, the NASCAR XFINITY Series, the Verizon IndyCar Series and the IMSA WeatherTech SportsCar Championship here in North America. We also partner with Dick Johnson Racing in Australia on our DJR Team Penske Shell V-Power team that races in the Virgin Australia Supercars Championship."

Racing teaches you lessons, usually hard ones about how easy it is to lose and how much work it takes to win. Penske says the racing operation – which alone employs more than 500 people – sets the tone for Penske Corporation, a \$29 billion transportation, auto retailing and racing conglomerate with operations around the world and 59,000 employees.

"Racing is [the] common thread in our company, and we take the lessons we learn in motorsports and apply it across all of our businesses – from teamwork, to persistence



Roger Penske, owner of racing empire Team Penske, talks over the radio during an IndyCar race at a past Toyota Grand Prix of Long Beach. As a team owner, Penske has won the Indianapolis 500 16 times. Team Penske also operates race teams for other series, including the NASCAR XFINITY Series. (Photograph provided by the Grand Prix Association of Long Beach)

and attention to detail. We enjoy the competition, and each racing series where we compete provides a different and unique challenge," Penske says. "The one thing about racing that I enjoy the most is that you get your quarterly report every week. You learn each race where you stack up against the competition, so you have to stay on top of your game."

Racing in so many different series with such a wide range of technology, vehicle configurations and circuits present opportunities and challenges, Penske says. IndyCar is an open-wheel series with small-displacement turbocharged engines. NASCAR's sedans are powered by big-bore V8s. The Acura ARX-05 in the IMSA

WeatherTech SportsCar Championship is a high-tech prototype closed-wheel, closed-cockpit sports racer. They are widely different cars, run on widely different tracks from the high banks of Daytona to the tight streets of Long Beach.

The biggest opportunity is the accumulation of so much technology and knowledge in one facility. And for several years now, that has been literally true – Penske's North American racing operations are now all located in one building.

"All of our North American race teams are based out of one shop in Mooresville, North Carolina, about an hour north of Charlotte," Penske says. "For many years we operated our IndyCar program in Read-

ing, Pennsylvania, but in 2005 we began the process of bringing everyone together into our new facility in Mooresville, where our NASCAR teams called home.

"The move to bring all our teams under one roof has been terrific for our organization overall. There are a lot of synergies between our teams, from personnel to fabrication and design and even in training and how our pit crews work to improve their performance. Our teams push each other, and it has raised our level of competition across the board."

Motorsport looks like a solo effort, as at the end of the day there is only the driver, the car and the track. But there are few human endeavors where a team is needed from bottom to top to achieve success, and Penske says the biggest challenge is putting the team in place.

"We've always said that our greatest resource is our people. We believe we work with the best in the business," Penske says. "One of the biggest challenges we face as we have continued to expand our racing teams is making sure that we have the best people working in the right positions within our company. It is always something that we focus on as we continue to try and improve our overall performance."

Donohue's autobiography, "The Unfair Advantage," details the way that Penske does racing. It's a well-funded, fully professional attack on the goal, with the team looking for every edge, every development that gives it an advantage over the field. Penske is always looking to the future of motorsport and feels that is the only way to remain successful. The history of racing is littered with the remnants of teams, companies and race operations that simply failed to keep up with technology or the business needs of the sport.

Penske has survived those challenges for decades and intends to continue to do so. His son, Jay Penske, chairman and CEO of Penske Media Group, also owns Dragon Racing, which competed in IndyCar for several years before making the switch to the all-electric Formula E series. Penske says he is keeping an eye on that series as well as looking for other emerging opportunities.

"There are many unique forms of motorsports today and it is interesting to see what appeals to the different fan bases and manufacturers," Penske says. "In any business you always need to pay attention to the changing trends and opportunities, and that is certainly true in motorsports." ■

Private And Public Sectors Come Together To Educate Students At The Grand Prix

Banc Of California, Catalina Express Team Up With Grand Prix Staff

■ By **BRANDON RICHARDSON**
SENIOR WRITER

About 100 high school students from the Long Beach Unified School District (LBUSD) will arrive at the Long Beach Convention & Entertainment Center on Friday, April 13, for a day of work-based learning experience courtesy of a partnership between the school district, the Grand Prix Association of Long Beach (GPA), Banc of California and Catalina Express.

“This is one of the best examples of work-based learning experiences we can offer students because they not only get to hear about someone talk about an industry, but they get to literally see it, hear it and feel it,” Pete Davis, assistant superintendent of high schools at LBUSD, said. “Us being able to do that for 100 kids at one time is pretty amazing. Opportunities like this don’t come along every day.”

When students arrive at the convention center, they will be split into groups of 25, Davis said. These groups will tour the various paddocks, including those for the Indy-Car and IMSA series, as well as the Historic Trans Am Challenge race. Students will have the opportunity to interact with drivers and GPA staff about all aspects of the racing world. The 11th and 12th graders will also have an opportunity to speak with members of the California State University, Long Beach Society of Automotive Engineers, which allows students to work together on designing, analyzing, manufacturing, testing and racing two vehicles every academic year at the university.

Banc of California has maintained an outstanding community development rating, which emphasizes its commitment to the communities it serves, explained Chris Garcia, Community Reinvestment Act vice president for the bank. He noted that the majority of the bank’s financial literacy events are aimed at young people to provide building blocks for their financial futures. During the student’s lunch break at the event, bank staff will present a program on financial literacy.

“The curriculum will be building blocks for their adult life as they go into college and beyond – the importance of credit, savings, budgeting,” Garcia said. “It’s meant to provide them with a broad perspective on financial education and how that’s going to apply to their adult lives.”

The GPA has been a client of the bank for eight years and two years ago asked if it would like to sponsor the annual race, according to Samantha Haugh, senior vice

president of marketing at Banc of California. She said the bank saw the type of work King Taco was doing with the Grand Prix in terms of community outreach and was inspired to do the same. Talks between the GPA and the bank regarding student involvement began last year, Haugh explained.

“It’s pretty impressive what [the GPA] does with its small staff and how it impacts Long Beach. It’s a huge city and has lots of pockets of lower income areas. I love the fact that they go into those areas,” Haugh said. “This is part of who they are – they are putting on a race, but they are also about the community and the kids and empowering. So it’s great to partner with somebody that has that same focus and that same commitment.”

Following the lunch-and-learn program, students will have the opportunity to watch practice laps from the promenade outside the convention center, Davis said. Also during this time, students may speak with GPA staff about all the facets of putting on the race, from the planning process to the checkered flag.

Schools participating in the field trip are Cabrillo, Jordan, Long Beach Poly, McBride, Millikan and Sato high schools. Many of the students attending the event were part of a program with Greenpower, an England-based company who provided schools with kits for students to build and race single-person electric cars. The Greenpower races have previously been held on portions of the Grand Prix track. Other students invited to participate include those in education pathways focused on engineering, business, entrepreneurship, and hospitality and tourism, Davis said.

Catalina Island’s Avalon High School is also sending five students with the assistance of Catalina Express, which offered to sponsor students by transporting them to the mainland and back free of charge.

Catalina Express President Greg Bombard heard GPA President and CEO Jim Michaelian give an update on the Grand Prix during a Long Beach Area Convention & Visitors Bureau board meeting, Bombard told the Business Journal. After the meeting, he approached Michaelian and offered his services to get Catalina Island students involved.

“It’s always good for the kids to get off the island, especially for a school function like this,” Bombard said. “I was born on the island and raised there, and I know it’s a good thing when you get the opportunity to get out of there and meet people on the mainland. It’s something that just doesn’t come up that often and you end up on the island most of the time.” ■



The Grand Prix Association of Long Beach teamed up with the Long Beach Unified School District (LBUSD), Banc of California and Catalina Express to give 100 high school students a work-based learning experience at the 2018 Toyota Grand Prix of Long Beach. Pictured at the Grand Prix track along Shoreline Drive is Banc of California Community Reinvestment Act Vice President Chris Garcia, left, with the school district’s Assistant Superintendent of High Schools Pete Davis. (Photograph by the Business Journal’s Pat Flynn)

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Weekend Schedule Of Events

FRIDAY, APRIL 13

- 7 a.m. Spectator gates open
- 7:40 a.m. IMSA WeatherTech SportsCar Championship (IMSA) practice
- 8 a.m. Lifestyle Expo opens
- 10 a.m. INDYCAR practice 1
- 11:40 a.m. Historic Trans Am practice
- 12:20 p.m. Stadium SUPER Trucks (SST) Practice
- 2 p.m. INDYCAR practice 2
- 3 p.m. Historic Trans Am qualifying
- 3:30 p.m. Pirelli World Challenge (PWC) Practice
- 4 p.m. Verizon IndyCar Series Fan Appreciation All-Driver Autograph Session (INDYCAR Paddock)
- 4:45 p.m. IMSA qualifying
- 6 p.m. Lifestyle Expo closes
- 6:45 p.m. Super Drift practice
- 6:45 p.m. SMG Presents Fiesta Friday Starring Ozomatli (Plaza Stage in front of Long Beach Convention Center)
- 7 p.m. Motegi Racing Super Drift Challenge Competition #1



SATURDAY, APRIL 14

- 7 a.m. Gates open
- 8 a.m. Lifestyle Expo opens
- 8:45 a.m. PWC practice
- 9:20 a.m. PWC qualifying
- 10:45 a.m. INDYCAR practice 3
- Noon Historic Trans Am RACE
- 12:30 p.m. Commence IMSA pre-race
- 1:05 p.m. BUBBA burger SportsCar Grand Prix at Long Beach RACE (Race #3 of the IMSA WeatherTech SportsCar Championship – 100 minutes)
- 3:30 p.m. INDYCAR qualifying & FIRESTONE FAST 6
- 5:05 p.m. Speed Energy Stadium SUPER Trucks RACE #1
- 6 p.m. Lifestyle Expo closes
- 6 p.m. SMG Presents The Cult (Plaza Stage in front of Long Beach Convention Center)
- 6:25 p.m. Super Drift practice
- 7 p.m. Motegi Racing Super Drift Challenge Competition #2



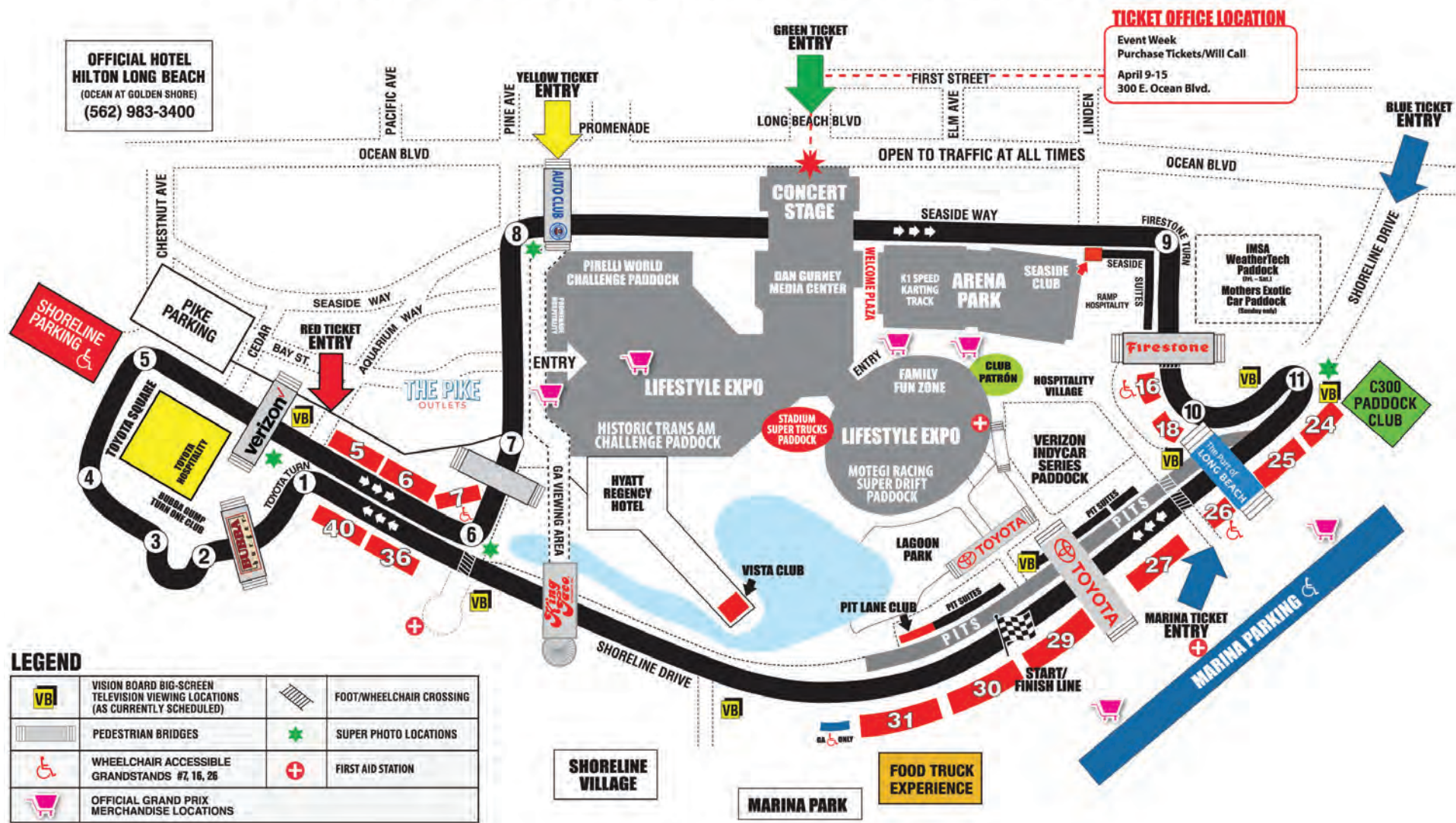
SUNDAY, APRIL 15

- 7 a.m. Gates open
- 8 a.m. Lifestyle Expo opens
- 9 a.m. INDYCAR warmup
- 10 a.m. Pirelli World Challenge RACE
- 11:50 a.m. Mothers Exotic Car Parade
- 12:30 p.m. INDYCAR Pre-Race Ceremonies
- 1:23 p.m. “Drivers, start your engines!”
- 1:40 p.m. 44TH TOYOTA GRAND PRIX OF LONG BEACH (Race #3 of the 2018 Verizon IndyCar Series – 85 laps)
- 4:05 p.m. Speed Energy Stadium SUPER Trucks RACE #2
- 5:00 p.m. Lifestyle Expo closes



(Schedule Subject to Change without Notice)

TOYOTA GRAND PRIX OF LONG BEACH CIRCUIT MAP



Toyota Grand Prix Of Long Beach



Janice Paculba, 58, has served as a volunteer for the Toyota Grand Prix of Long Beach for the past 36 years. "The Grand Prix brings everybody together," she said. "It's like one big, happy family." (Photograph by the Business Journal's Anne Artley)

Longtime Race Volunteer Paculba Looks Forward To Another Lap

■ By **ANNE ARTLEY**
STAFF WRITER

Janice Paculba's passion for the Toyota Grand Prix of Long Beach began as a teenager, when she cheered in the stands as a spectator. Now she attends the event every year as a volunteer, a tradition she has maintained for 36 years.

"I love volunteering for something I enjoy," she said. "I've always loved Long Beach. When I was a kid, there were Navy ships in the harbor and roller coasters. I've seen Long Beach grow. It's so beautiful now. Everybody falls in love with this city."

Paculba, 58, was born and raised in Carson, where she still lives today. She works at Port Hueneme in Oxnard, loading and unloading cargo from ships. Paculba became involved in the Grand Prix through her connection to another longtime volunteer, who is a family friend. "[One day] I came home to my mom and dad's house and his car was there. It had a Toyota Grand Prix bumper sticker on it," Paculba said. "I said, 'Please will you get me in?' and he did."

In her role, Paculba ensures that spectators in the hospitality suites are comfortable and that the caterers "are on their game." The suites include amenities such as a lounge area, passes for convenient parking and wait staff service. When the Grand Prix held its Toyota Pro/Celebrity race for actors and sports stars, Paculba had the opportunity to meet several celebrities, including actors Paul Walker and Patrick Dempsey. The event was discontinued after 2016.

In fact, meeting actor Paul Newman about 20 years ago is Paculba's favorite memory as a volunteer. "It was really windy, and he had a tall suite," she recollected. "All this debris blew in and he was trying to pick it up. I offered to get him a vacuum cleaner and he said, 'if you could do that you are awesome.' And I did it," she said, laughing.

Paculba described the Grand Prix volunteers as "like family," and said that they treat the spectators as such when they attend the event. "The Grand Prix brings everybody together," she said. "The spectators love us; they keep coming back. That's why I like the Toyota Grand Prix, it's like one big, happy family." ■

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Deep Cleaning The Streets (And Alleys) Of Long Beach

■ By **BRANDON RICHARDSON**
SENIOR WRITER

The Long Beach Clean Team, a division of the Long Beach Environmental Services Bureau, spends its days removing litter, debris and illegally dumped items from streets and alleys citywide. Sometimes, the team is responding to calls for service, while other times they are scouring the city on a depressing scavenger hunt in hopes of clearing away blight.

In October, the Clean Team expanded its efforts to include a weekly “deep clean” of high-traffic business corridors, often near the Blue Line and selected for their excessive calls for service. Aside from the removal of litter, debris and illegally dumped items, the deep cleans include other city departments in an effort to rid corridors of all blight at once, including weeds and graffiti, code enforcement violations, and sometimes tree trimming.

“The city has provided those services in the past, but the Clean Team really turned it into a more coordinated effort,” Diko Melkonian, manager of the environmental



In October of last year, the Long Beach Environmental Services Bureau’s (ESB) Clean Team expanded its services to include “deep cleans.” The program includes partnering with other city departments to clear all blight from major, high-traffic business corridors every Wednesday. Pictured from left: Leigh Behrens, recycling specialist II with the ESB; Richard Roe, acting Clean Team supervisor; Ken Roberts, Clean Long Beach superintendent; Diko Melkonian, ESB Manager; Michael Garmorg, refuse operator; Craig McCullough, refuse operator III; and Cleo Lee, refuse operator. (Photograph by the Business Journal’s Brandon Richardson)

services bureau, said. “We were able to capitalize on the synergies of the different crews working together rather than just piecemealing the work.”

Every Wednesday, these crews focus on major corridors and adjacent alleys, according to Ken Roberts, Clean Long Beach superintendent with the bureau. He explained that the Clean Team has a quarterly schedule for deep cleans, which rotates through various corridors. However, he noted that, if the teams have a slow week, a second deep clean may be added.

For each deep clean, the Clean Team

has two teams, each with its own van, trash truck and equipment. The teams will begin on opposite ends and sides of a corridor and work their way down, cleaning the gutters, sidewalks, planters and adjacent alleyways as they go. All the while, other teams examine the same stretch looking for weeds, graffiti and code violations.

“The thing that makes it unique is [that] in the past, when we didn’t coordinate efforts quite like this, we could have a crew going to pick up all the dumped items, but the graffiti is still there, the weeds are still

there – so it never looks exactly right,” Melkonian said. “But when we get everyone in there and everything goes away, it makes the perception, the aesthetics, much different. It’s a much better result.”

Currently, the Clean Team has 23 full-time staff. Its 2017 budget was \$1.3 million, which covered personnel, vehicles (two vans, three trash trucks and two flatbed trucks), disposal costs, equipment and supplies. In addition to its staff, the Clean Team allows for residents to serve community service hours. Roberts said the team can take up to 20 people serving

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A Long Beach Clean Team crew and several residents serving community service pick up litter and debris along Pacific Avenue near Pacific Coast Highway as part of the team's deep clean initiative to beautify major business corridors. (Photograph by the Business Journal's Brandon Richardson)

community service per day but that on average they have six or seven.

Last year, according to Melkonian, environmental services responded to nearly 21,000 calls for service for illegally dumped items and more than 21,000 calls for service for scheduled collections of bulky items. The department collected over 15,000 mattresses and box springs alone, 40% of which were illegally dumped.

Long Beach residents that have city trash service for their homes previously were allowed two free special collections for up to eight items per year. In an effort to reduce

illegally dumped items, the bureau increased the services to four pickups per year. Melkonian explained that these pickups are far more efficient and cost effective than responding to reports of illegally dumped items. Pickups may be scheduled by calling 562/570-2876 or visiting www.longbeach-recycles.org.

"I think the team is doing a great job, not only with getting out and just doing it but in their efforts in educating along the way," Roberts said. "The team seems to be very motivated in what they do."

To further educate the public, Melkonian

said the bureau is developing outreach materials in multiple languages, as well as working with business improvement districts and neighborhood associations to get more businesses and residents involved in the efforts to keep the city clean. In 2017, the city had 163 neighborhood cleanups and 195 homeless encampment cleanups, many of which the Clean Team participated in.

Other programs initiated by environmental services to assist the Clean Team's efforts include the Can Your Butts and Litter Free Zone campaigns. The Can Your Butts campaign was rolled out one year ago when

the bureau gave cigarette butt receptacles to selected businesses along the Broadway corridor. According to Leigh Behrens, recycling specialist with environmental services, the campaign has now reached five corridors with 72 businesses participating.

The Litter Free Zone campaign is a partnership between the city and business to keep storefronts clean and free of trash and debris. In return, the city provides free trash cans, brooms and other tools to participating businesses. The campaign increased 17% last year, bringing the total of participating businesses to 526.

"Another effort as part of the Clean Team is we are reviewing all the public litter container locations and replacing ones that are old and not very good anymore, and also looking to where we can add some," Melkonian said. "If we make it more convenient for people not to litter, then we hope they won't."

The department is also looking into testing locking trash bins, examining policies such as those related to abandoned shopping carts and attempting to work with owners of vacant properties, which Melkonian said often become areas of excessive litter and dumping. He said the best thing for residents and businesses to do is simply get involved, particularly those in dense, multi-family neighborhoods, which experience the most blight.

"It's for the beautification of our city. We want to make sure our city stays clean," Melkonian said. "We're trying to be proactive. The idea of the Clean Team goes beyond just being out in the field and picking things up. It's developing a plan to change people's perception of their waste." ■

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Long Beach Entrepreneurs Join Forces To Stop Plastic Pollution

■ By **ANNE ARTLEY**
 STAFF WRITER

“A World Without Plastic Pollution” is the theme for this year’s Earth Day, and Long Beach businesses and educators are ahead of the curve. Local entrepreneurs are cutting back on their use of plastic products and encouraging consumers to do the same, while a local nonprofit continues to be a pioneer in the fight against oceanic plastic pollution.

Long Beach-based research organization Algalita has worked toward ending plastic pollution since its inception in 1990. Through its partnerships with educators, Algalita aims to impart its mission to the next generation.

According to Algalita’s founder, Capt. Charles Moore, Long Beach’s shoreline probably has the highest concentration of consumer plastic pollution in the United States. He cited his 2010 study of the Los Angeles and San Gabriel Rivers, which roughly border Long Beach on the west and east. His research found that about 2.3 billion pieces of plastic had flowed from Southern California’s inland urban centers into the city’s coastal waters within three days of sampling.

To raise awareness, Algalita has partnered with the city as well as the waste management



Katie Allen is the executive director of Algalita, a Long Beach-based organization researching plastic pollution. Capt. Charles Moore is the founder. According to Moore, Long Beach’s shoreline probably has the highest concentration of consumer plastic pollution in the United States. Algalita has advocated for change since its inception in 1990. (Photograph by the Business Journal’s Anne Artley)

department to introduce education programs in the Long Beach Unified School District. Algalita staff visits schools to educate local students on plastic pollution and instructs teachers how to teach about the issue.

“We’d already been doing a lot of that work, but now we’re being provided support by the city,” Algalita Executive Director Katie Allen said. “We’ve engaged many Long Beach high school students in our research. We’ve taken them out on our vessel to help with [pollution] monitoring efforts.”

This initiative, called the Ship-2-Shore Field Research Program, takes students to collect samples in the East San Pedro Bay. To analyze the findings, Algalita enlists the participation of students from California

State University, Long Beach. Allen said that last semester, a group developed cleanup programs with local businesses Kayaks on the Water and Long Beach Waterbikes. Participants are able to rent them for free on certain days if they collect trash in the water while they are out.

“The students developed a trawl that can go on the back of a kayak so it can collect those surface samples for us,” Allen said.

Algalita is collaborating with the Long Beach Environmental Services Bureau to engage businesses and consumers in other initiatives. Allen said a possible project includes encouraging consumers to bring their own containers to restaurants.

Kerstin Kansteiner, the owner of Portfolio

Coffeehouse, Berlin Bistro, Portfolio Fit and The Art Theatre, has switched plastic straws for compostable ones in all of her eateries.

“I saw a 30-minute documentary at the Art Theatre called ‘Straws’ about the plastic pollution in oceans on a Saturday morning,” Kansteiner said. “On Monday morning, I called all of my resources for vendors and asked them to switch all of our straws over to compostable straws. It was that impactful.”

Kansteiner also said she stopped the practice of “auto-strawing,” where a waiter automatically provides a customer with a straw in a drink. Although compostable straws are three to four times more expensive than plastic straws, Kansteiner said the total cost is around the same after she started distributing them only on request.

Dina Amadril, the owner of Long Beach Creamery, is another local entrepreneur who has eliminated plastic straws from her business. In addition to paper straws, she also uses bowls made out of gluten-free wheat straw pulp, and spoons and tasting sticks made of wood.

“The paper straws go with the look and feel of an ice cream shop,” Amadril said. “But sometimes people have to get another straw. The straws are so biodegradable, they’ll biodegrade right into your drink.”

Amadril said she has always made an effort to create an environmentally conscious business, and that she is “constantly evaluating” her current practices. She is considering using new corn-based utensils, but is concerned they will affect the taste of the ice cream.

To raise awareness about recycling, Amadril collects pictures from customers

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Dina Amadril, the owner of Long Beach Creamery, has made an effort to reduce plastic pollution. Some of her initiatives include replacing plastic straws with paper ones, using bowls made out of gluten-free wheat straw pulp and spoons and tasting sticks made from wood. (Photograph by the Business Journal's Pat Flynn)

who employ creative uses for her ice cream pint containers. Some of these include using them as a planter or as a container for hairbrushes and makeup. She then posts them to the Long Beach Creamery Instagram page.

Julie Darrell, owner of pop-up shop Bring Your Own Long Beach, also uses her Instagram account to demonstrate simple product switches that benefit the environment. Darrell makes her own reusable bags, beeswax wraps and cloth napkins to sell at the Long Beach Farmers Market on the first Sunday of every month. She also sells sustainable products from mostly California-based brands.

Selling reusable straws made out of stainless steel or bamboo is one way Darrell tries to cut down on plastic pollution. She also

sells "food truck kits" for to-go meals that includes chopsticks, a spoon and a fork, and is small enough to fit in a purse or backpack.

"Another thing we don't think about is dental floss. It always comes in [a] plastic [dispenser]," Darrell said. "I source a brand out of Maine because it's the only company I've seen that comes in a glass container. It's called silk floss and it's compostable. . . . and you can just buy refills for the floss instead of buying a new container every time."

Darrell's long-term goal is to own a brick-and-mortar location with a grocery store aspect for customers to purchase package-free grains, beans, nuts, herbs and spices. "It's just a matter of getting the financial side worked out," she said. ■

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Port of Long Beach Executive Director Mario Cordero speaks during the Zero-Emissions Terminal Transition Project launch event on April 4. The project includes transitioning 25 cargo-handling vehicles to zero emission to test their performance in a real-world setting. (Photograph courtesy of the Port of Long Beach)

Nation's Largest Zero-Emissions Port Project Launched In Long Beach

■ By **BRANDON RICHARDSON**
SENIOR WRITER

Officials from the Port of Long Beach, Southern California Edison (SCE) and the California Energy Commission launched a pilot project on April 4 to test zero-emissions terminal equipment at the

Pacific Container Terminal, one of three terminals included in the program.

"The Zero-Emissions Terminal Transition Project kicks off a new era in transportation electrification and the port's own transformation to zero emissions," Long Beach Harbor Commission President Lou Anne Bynum said during the launch event. "We are grateful for the partnerships with the Energy Commission and Southern California Edison that are making this a reality."

The project is the nation's largest zero-emissions pilot for cargo handling equipment for seaports. Under the project, zero-emissions equipment such as cranes and vehicles will be in use for one year to "test their performance in a real-world setting," according to a port press release. Nine diesel-electric rubber tire gantry cranes will be converted into fully electric equipment at one terminal, while two other terminals will receive 12 battery-electric yard tractors. Four liquefied natural gas trucks will also be converted into plug-in hybrid trucks for a drayage trucking firm that operates within the terminals.

The project is a direct result of the San Pedro Bay ports' 2017 approval of an updated Clean Air Action Plan, which set the goal of all terminal equipment being converted to zero-emissions technology by 2030.

"The projects we are kicking off today will help to address some of Southern California's biggest challenges – cleaning up the air and reducing harmful greenhouse gases that cause climate change," SCE President Ron Nichols said. "SCE's vision for a clean energy future means partnering with the port and other SCE customers to electrify transportation, as well as working hard to make sure the electricity that we provide to power those vehicles is produced with clean, renewable resources."

The port anticipates the project will reduce greenhouse gases more than 1,323 tons and nitrogen oxides by 27 tons annually. The transition will also save an estimated 270,000 gallons of diesel fuel. The zero-emissions port project is mostly funded by a \$9.7 million grant from the California Energy Commission. ■

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Queen Mary Repairs

(Continued From Page 1)

lease payments, as well as passenger fees from Carnival Cruise Lines operations, would go right back into caring for the Queen. The city issued \$23 million in bonds to fund the most necessary initial repairs. Since then, Urban Commons has been, by the account of Urban Commons' chief development officer, Dan Zaharoni, doing its best to bring the Queen back to her former glory.

"It's an 82-year-old ship that's sitting in water out in the sun," Zaharoni said. "We're not only trying to maintain a ship, we're trying to maintain history. And when you do that, unfortunately you sometimes don't have access to some of the tools and resources you would in a normal situation." He added, "We believe it is manageable, and we believe that the problems we have encountered have been something that we can handle."

That one painted stack, for example, was a bit of a failed experiment. It was painted last fall, and work to paint the other two stacks was halted to allow them to remain visible during holiday events like Dark Harbor and CHILL. "By the time CHILL was done, we started noticing some real problems with that paint – defects and imperfections," Zaharoni said. "We didn't want to continue painting until we figured out the problem." After consulting with the paint manufacturer, Zaharoni is confident that the issue has been identified and will be corrected. Paintwork on the next two stacks will begin within 30 to 45 days, after which the first will be repainted again, he explained.

One of the first projects Urban Commons tackled was repairing leaks on the ship. "We knew there were 2,000 leaks. We didn't expect there to be another 500 after we finished that," Zaharoni said. Dealing with these leaks – a problem Zaharoni expects to be ongoing due to the historic nature of the ship – has proven to be one of the bigger maintenance challenges.

"Inside those walls, you can't just go in and replace all the pipes, because to do so, you'd have to basically destroy the rooms and the common areas and all these historic places that you can't touch," Zaharoni said, noting that Urban Commons is not allowed to do this, nor would the company advocate for it.

An independent contractor hired by the City of Long Beach to oversee maintenance of the ship has noted both progress and problems aboard the Queen Mary in months-worth of reports provided to the Business Journal by the city. One area of issue noted was the exhibit hall – long closed to the public, the hall has had flooding, leakage and rust problems for years. Urban Commons made headway on the area, but, as the inspector detailed in some reports, work seemed to stop for a time, and rust cropped up again even after a rust inhibitor had been applied.

But the reports don't tell the whole story, according to Zaharoni. When the city issued the \$23 million in bonds, only \$11 million was initially deposited into an account for Urban Commons use. "But the \$11 million ran out before the [remaining] \$12 million of bond funds showed up. So between sometime around Thanksgiving of

last year and late January of this year, there was no money coming from the city," Zaharoni said.

Johnny Vallejo, property services officer within the Long Beach Economic Development Department, confirmed this. "There were some delays on some of the work that was being conducted. That was primarily due to, or partly due to, the city's internal financing mechanisms," Vallejo said.

When it comes to the issue of recurring rust, Zaharoni said it turned out that the rust inhibitor wasn't applied correctly in certain areas where the rust was thicker than had been originally thought. "The rust in certain areas had built up thicker than the amount that the inhibitor could penetrate," he explained. "You have to scrape the rust off and you have to get down to the metal, or at least close enough to the metal, so that the rust inhibitor can penetrate. It's so difficult to scrape the rust off down there at the hull, not only because of the lighting and the area, but you know, the hull is fragile. It's 82 years old. You can't get too aggressive in the rust removal."

Despite some hiccups, progress is being made throughout the ship, both by Zaharoni and Vallejo's accounts. According to Zaharoni, finished projects include improvements to Sir Winston's Restaurant & Lounge, replacement of teak flooring on the M Deck, the repair and refurbishment of the ship's executive offices and replacement of one of the ship's expansion joints. Repairs to infrastructure that is part of the Ghosts & Legends Tour – which includes boiler rooms, gangways

and some structural components – have also been completed.

"The biggest repair that everybody is waiting for is the structural stability of the ship, which is the hull and the tank top and the girder system," Zaharoni said. After consulting with engineers and conducting extensive structural testing, Urban Commons has determined that it should take about \$50 million to make these structural repairs. An earlier marine survey of the ship commissioned by the city found that it would cost \$289 million.

"That marine survey, you should know, was three or four people who walked around the ship and made visual observations for about a week," Zaharoni said. "They just walked around. The Queen Mary staff told them what was wrong, and they made estimates based on what they saw. We have recently discovered, and the city has approved, that the amount of money and time it is going to take to stabilize the ship is pennies on the dollar compared to what the marine survey and some of the previous estimates were."

Zaharoni said he expects this structural work to be completed within six to nine months.

Despite progress on the Queen Mary, Zaharoni noted that news of any problem seems to get far more attention from the press and on social media. "We do everything in our power to be a steward of history and we just wish that the successes that we have were as celebrated as the misses that we encounter," he said. Structurally, the ship is in "the best shape it has been in years," he noted.

(Please Continue To Page 20)

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Queen Mary Repairs

(Continued From Page 19)

As for upgrading the hotel rooms and common areas onboard, Zaharoni said Urban Commons has been courting a number of major hotel brands before proceeding. “That has really been the hold up. Not because we didn’t want to move forward, but because we have been speaking with every major national brand you can think of,” he said. “That’s not done yet, but we feel like we’re very close with one of them and we’re working in that direction.”

It will take at least five years before development of the land surrounding the Queen Mary starts to come to fruition, according to Zaharoni. “The entitlement process is long and arduous. And that’s not something we’re happy about, but that’s just the way California is, especially when you’re dealing with a historical structure on the water,” he said. “We believe entitlement process alone will continue until about 2020. And then construction will take about three years as well. We’re anticipating a grand opening of around 2023.”

According to Vallejo, Urban Commons is upholding its end of the bargain with the city. “I truly feel like Urban Commons is doing a very good job, particularly as compared to the history of the ship,” he said. “I believe Urban Commons is definitely adhering to their obligations under the terms of the agreement.” ■

Real Estate News

■ By **BRANDON RICHARDSON**
SENIOR WRITER

Construction Underway On Harvey Milk Park Renovations

Construction began last month on the \$700,000 “re-envisioned” Harvey Milk Park on 3rd Street and The Promenade. The 500-square-foot park is being transformed into an outdoor public space that encourages collaboration and connectivity, while



Construction is underway on the \$700,000 renovation of downtown’s Harvey Milk Park on 3rd Street at The Promenade. Improvements include new landscape and hardscape, a stage for events, an improved honor wall and more. The project is scheduled to be completed before the 2018 Long Beach Lesbian & Gay Pride Festival & Parade on May 20. (Rendering courtesy of the City of Long Beach)

celebrating Harvey Milk and the local LGBTQ+ community.

“We created Harvey Milk Park when I represented the downtown [as 1st District councilmember] on the city council, and it has become an important gathering place for the public and to honor so many LGBTQ leaders in our city,” Mayor Robert Garcia said. “I’m excited about the investments and improvements coming to the park.”

Improvements include new landscape and hardscape, a stage for events, an improved honor wall for local LGBTQ+ leaders, a mural honoring Harvey Milk, charging stations, shade and seating. Americans with Disabilities Act (ADA) and pedestrian accessibility work is also being done to the adjoining City Place Parking Garage C as part of the project, as the garage has an exit into the park.

Funding for the project is as follows:

- 25% from grant funding
- 40% from city collected permit fees
- 15% from Transportation Funds for the bus stop area
- 20% from Measure A funds for ADA improvements and garage accessibility

Extensive community outreach was conducted by city staff to understand residents’ needs. As part of a Long Beach Innovation Team campaign, community members voted on various types of furniture and technology solutions they wanted in the park.

“The transformation at Harvey Milk Park

not only represents a new opportunity for residents to connect with each other in a public space but it highlights the importance of the LGBTQ+ community in Long Beach,” said Councilwoman Lena Gonzalez. “I am so thankful to all of our Harvey Milk Park Equality Plaza Committee Members who helped to design this park as a constant reminder of the fight for equal rights in Long Beach and throughout our nation.”

The project is scheduled to be completed before the 2018 Long Beach Lesbian & Gay Pride Festival & Parade on May 20.

Panel Discussion April 13 On Alamitos Bay Waterfront Vision

The Long Beach Commercial Real Estate Council is hosting a panel discussion on the Alamitos Bay Waterfront Vision on Friday, April 13. Third District Councilmember Suzie Price is giving the panel kickoff address and Sergio Ramirez, deputy director of the Long Beach Economic Development Department, is serving as moderator. Panel members include: Christopher Koontz, advance planning officer for the City of Long Beach; Scott Choppin, founder & CEO of The Urban Pacific Group of Companies; Whit Latimer, president of Bancap Commercial Real Estate Services; and Steve Shaul, senior director of development for CenterCal Properties. The event is 7:30-9 a.m. at The Grand, 4101 E. Willow St. To register: <http://lbrec.com/upcoming-events/>.

that when the government seized the two GSEs it was supposed to be a temporary conservatorship. He also claims that the bailout was not really a bailout, but a “stick-up” where the Treasury was able to lock itself into being the conservator for the GSEs, then purchase \$187 billion in preferred shares with a 10 percent dividend.

The real troubling aspect is that the housing market rebounded in 2012, and the government did not want to give up its cash cow, so, as Hindes explained: “the housing market had turned around, the accounting entries had to be reversed and Fannie and Freddie suddenly became massively profitable. Within days of the announcement of robust (2012) second quarter earnings – which far surpassed the dividend on the government’s preferred shares – Treasury demanded that the dividend rate be changed to 100% of the companies’ earnings and net worth in perpetuity.”

He also added that, as of the end of the last quarter, Freddie and Fannie would have repaid \$100 billion more than the \$187 billion loaned by the treasury as a stock purchase. So the additional borrowing or bailout is nothing more than asking for its own money back.

“Among the documents the government

Local Landlords Being Tapped To Help End Homelessness

The Housing Authority of the City of Long Beach (HACLB), in partnership with the Housing Authority of the County of Los Angeles (HACOLA), hosted an outreach event in an attempt to tap local property owners to help end homelessness.

During the event, more than 120 landlords learned about the Homeless Incentive Program (HIP), which offers financial incentives to landlords who partner with the city, county and nonprofit service providers to end homelessness in the area.

“The Homeless Incentive Program is a great opportunity for landlords to get involved with combating homelessness in Long Beach. We recognize that housing this vulnerable population can come with challenges, and we are optimistic that this program will offset some of those challenges,” Vice Mayor Rex Richardson, Housing Authority Commission chair, said in a press release. “I am excited about the opportunities this program provides for both landlords and tenants.”

The program is comprised of three major components, according to the press release:

- One month payment to hold the rental unit while a tenant is referred.
- Move-in assistance to individuals experiencing homelessness such as money for the security deposit and utility connection fees.
- Financial assistance to landlords to mitigate damage caused by tenants during their occupancy.

The HACOLA initiated the HIP program last year, though it has been hosting similar events since February 2016. The HACLB began its own program last month. Landlords interested in participating the city or county programs may visit www.haclb.org or www.hacola.org.

“Only by working together can we begin to address homelessness within our City,” said Mayor Robert Garcia. “I encourage those who own property to learn more about the incentives available to help landlords be a part of the solution.”

resisted making public are Aug. 18, 2012, emails from Jim Parrott, a senior advisor to President Obama. . . . [O]ne such email makes clear that the purpose of changing the dividend rate on Treasury’s preferred stock was to saddle Fannie and Freddie with concrete life preservers so that they could not “repay their debt and escape,” adds Hindes, who describes this treasury loan to the GSEs as a “mafia-type loan” with none of the payments used toward the principal of the debt.

Over the past decade there have been many calls for reforms of the GSEs and not a legislative session goes by without someone calling for an overhaul of these agencies, new safeguards for taxpayer money and an end to bailouts that are not really bailouts.

But from this case – and there are many others that are pending against the government because of this action – it looks like the reform needs to start with the Treasury and those who allowed this to happen in the first place.

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

Realty Views

When Is A Bailout Not A Bailout



By **TERRY ROSS**

Government accounting can be an interesting exercise when it comes to what is real and what is not real. What is real is that the public narrative and perception that can follow the release of government accounting statistics can be very different from what is actually happening. Numbers can be manipulated to say whatever is desired, especially when it comes to presenting market conditions that impact real estate and even lending.

Recent action by the two Government Sponsored Enterprises (GSE) that insure the bulk of mortgages in America – Fannie Mae and Freddie Mac – has shed some light on the so-called bailouts of 2008 that politicians have been using for the past decade as an example of government help for the lending industry that needs to be

reined in and in need of more regulation.

Freddie and Fannie announced in February – much to the chagrin of Congress and so-called watchdogs – that that they were going to need a \$4 billion “draw” from the U.S. Treasury to keep their books balanced and maintain positive net worth. This was due to an accounting write-down of the assets of these two agencies, which are not part of the government but which are sponsored and assisted by the U.S. government.

The write-down, curiously, is supposedly due to the new tax laws and these agencies having to write down the value of their assets because of its impact. Since the new laws are only a few months old, how is it even possible to know what the impact will be on these mortgages and the underlying properties that secure them?

The larger story behind the bailout of 2008 is the way that the government structured the bailout in the first place – going back a decade.

In a revealing narrative in American Banker, Gary Hindes, chairman of the Delaware Bay Company – an investment management firm that has held Fannie and Freddie securities for many years – and now a plaintiff in a lawsuit against the government and challenging their actions, says



Supermarket To Open At Long Beach Exchange April 25

Whole Foods Market 365 is opening the doors of its eighth store nationwide at Long Beach Exchange on April 25. Located at 3881 Lakewood Blvd., the 28,000-square-foot store will be the third Whole Foods Market 365 in Southern California, with others in Santa Monica and Silver Lake.

"We are very excited to serve the Long Beach community with this new Whole Foods Market 365 store," Jeff Turnas, president of Whole Foods Market 365, said in a press release. "Customers will find a fun and modern take on the neighborhood grocery store, with great deals and convenient shopping options."

All products sold in the store will be free of artificial flavors, colors, sweeteners, preservatives, hydrogenated fats and high-fructose corn syrup. The store will carry organic products, GAP 5-Step Animal Welfare rated meet, sustainable seafood, and fresh grab-and-go items.

The store will also have a restaurant by

Yellow Fever and a cafe by Groundwork Coffee, as part of the store's Friends of 365 program that partners outside chefs, food and lifestyle brands to bring shoppers additional in-store experiences.

Baja Sonora Bixby Knolls Location Permanently Closed

In an April 2 Facebook post, local restaurateurs Mary Sophiea and Mike Mendelsohn announced the Bixby Knolls Baja Sonora located at 3502 Atlantic Ave. would not reopen for business after shutting down in late February for remodeling. "One of the reasons it was going to cost well over \$100,000 to fix everything," Sophiea said in an e-mail to the Business Journal. "The parking lot is in such bad shape we were worried for our customers." The business partners' other Long Beach Baja Sonora location at 2940 Clark Ave. remains closed but Sophiea said she expects to reopen sometime this month.

Two New Breweries Prepare To Open In Bixby Knolls

The long awaited Liberation Brewing Co., a new craft beer brewer in Bixby Knolls, is set for a soft opening event April 19 from 5 to 8 p.m. for members of the Bixby Knolls Business Improvement Association (BKBA). Located at 3630 Atlantic Ave., the brewing of the first batch of beer began on March 22. According to BKBA Executive Director Blair Cohn, Liberation will be open for regular business hours on May 3, though hours have not been announced. A second addition to the Bixby Knolls craft beer scene, Ambitious Ales, should begin its build out of 4019 Atlantic Ave. soon, with an opening around late summer, Cohn said. ■



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Bicycles & Related Equipment for Bike Share Prog.	ITB PW18-089	04/12/2018
Three (3) One-Ton Customer Service Trucks	WD-17-18	04/16/2018
Citywide On-Site Shredding Services	ITB LB18-080	04/19/2018
Body Worn Camera Equipment – Pilot Program	RFP PD18-090	04/20/2018
RFP for AMI Water Meter Replacement & Retrofit Services		04/23/2018
Development of Access Functional Needs	RFP DC18-072	04/24/2018
Emergency Response Annex		
Annual Contract for Citywide Traffic Improvements	R-7120	04/25/2018
Waste Characterization Study	RFP PW18-077	04/26/2018
On-Call Historic Preservation Consultant Services	RFP DV18-081	04/26/2018
As-Needed Professional Land Surveying Services	RFP GO18-085	04/27/2018
Self-Contained Breathing Apparatus (SCBA)	ITB FD18-088	05/04/2018
Qualification and Selection of Peer Reviewers	RFQ DV17-112	Continuous

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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(Continued From Page 1)

22 to 37) qualifies as a Millennial, while anyone born after are part of the new generation commonly referred to as Generation Z.

For those of you who are having some trouble figuring out whether that young person you're barking at for crossing the street while texting is a Millennial or a Gen Z-er (boy, that doesn't roll off the tongue, does it?), here are a couple of handy guideposts: One is that most Millennials were old enough to understand the world-shaking significance of 9/11 when it occurred, or are at least likely to have some memory of the event. Generation Z isn't likely to remember it at all. The other is that Millennials came of age during the Great Recession. The young adults among Generation Z now have the benefit of exiting high school in a strong economy.

It's too soon to tell how these generations are inherently different, or if they are different at all. Do they share our affection for avocado toast? Our crippling need for strangers we have never met to validate our lives on social media? And, more importantly, will they help us put a lid on all these stereotypes?

Time will tell what will set them apart, but as the students of Marjorie Stoneman Douglas High School have ignited a national movement for gun reform in America at an unprecedented scale, we at least know that this generation wields the strongest mastery over the Twitter-verse than any before them.

We may not yet know how Generation Z is different from the Millennial generation, but we do know quite a bit about Millennials,

als, from the challenges they have faced to their prevailing attitudes. So perhaps now the better question is this – what can Generation Z learn from us?

Hopefully there are a number of things that, if they've been watching Millennials closely, Gen Z has learned to avoid. The big kahuna in this category is student loan debt. Realistically, this is pretty difficult for your average college-going student to avoid. But there are ways to try to prevent being stuck in their parents' houses far longer than they would care for. For example: Taking a job during college. Thoroughly researching financial aid options. Comparison shopping schools and loan providers. Studying hard and participating in a lot of extracurriculars in high school so you'll be primed for scholarships. In general, taking an active role in your future.

On the flip side, what positive lesson can the up-and-coming Gen Z impart from Millennials? Well, some might argue with me on this, but I'd say that movements like Black Lives Matter and #MeToo, which have enacted positive social progression in this country, have been able to flourish in part because of the attitudes and social media-savvy of Millennials. Studies show that Millennials are more diverse and are educated in greater numbers. Combine these simple factors with our penchant for making things go viral via social media, and you've got a generation made for social progress. And, while we've been able to help spread the word about social issues that have long been suffered in silence, it already appears as though Gen Z might already be taking that strategy a step further. ■


Farewell, for now...

With construction and renovation of the Breakers Hotel beginning soon, the historic Sky Room restaurant and Cielo Rooftop Bar will close on April 30, 2018.


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Long Beach Board Of Water Commissioners Support Proposed Consolidation With Gas Utility

■ By **ANNE ARTLEY**
STAFF WRITER

The Long Beach Board of Water Commissioners voted to approve a proposed consolidation of the city's water and sewer utility with the gas utility at its March 29 meeting. The water and sewer utilities are currently under the purview of the Long Beach Water Department and the gas utility is run by Long Beach Gas and Oil. Three public meetings are required before the city council votes to place the measure on the November 2018 ballot. The commission estimated that the first meeting may take place in May or June.

According to the water department, Long Beach is the only California city with two separately managed municipal utilities. The city council approves the rates for the gas utility and its director is hired by, and reports to, the city manager. The five-member board of water commissioners sets the rates for the water utility, and General Manager Chris Garner reports directly to the board.

If the measure passes in November, the water department would manage the water, sewer and gas utilities, under the purview of the water commission, renamed as the Long Beach Utilities Commission. Accord-

ing to Garner, the city manager would decide if the Long Beach Gas and Oil Department would remain a separate entity, or be absorbed into another city department.

"In a sense, the timing is right because the water and sewer utilities are operating well," Garner said at the meeting. "It's not being done out of the sense that we need to fix something. If we combine the three utilities, you have the luxury of two well-operating departments."

According to the water department, the gas and water utilities have the same customers and require similar operations, many of which are separately managed. The pipelines are located in the same streets, but each utility conducts its own street repairs, resulting in uncoordinated operations. The utilities also run different meters. Garner said a consolidation would improve efficiency, which could result in lower costs to maintain the utilities, which in turn lowers rates for residents.

"One of the problems I've seen over the past three decades . . . the water and sewer rates done in this building are [in] a complete vacuum [from] what happens in the gas department," Garner, who once ran the gas and oil department, said. "I think it would be very



Chris Garner, left, is the general manager of the Long Beach Water Department and Bob Dowell is the director of the Long Beach Gas and Oil Department. The Long Beach Board of Water Commissioners voted at its March 29 meeting to approve a proposed consolidation of the city's water and sewer utility with the gas utility. The proposal requires three public meetings and a council vote before it appears on the November 2018 ballot. (Photograph by the Business Journal's Pat Flynn)

beneficial to the residents of Long Beach if all the rates were done by one board."

If the consolidation takes place, the new Long Beach Utilities Commission will consider rate adjustments in an integrated manner, according to the city. The city manager and water commission will work together to appoint a new general manager of the department with the new utilities.

Regardless of whether or not the measure

passes, the city is also changing the name of the Gas and Oil Department to the Energy Resources Department to reflect current attitudes regarding environmentalism and abating climate change.

Long Beach Gas and Oil Department Director Robert Dowell expressed his support of the consolidation and assured that it would not result in a loss of employees.

"Both departments have very strong and experienced employees," he said. "Combining them [the utilities], we can get the best of both departments. . . . I think it's the right time to do it. It's just a little concerning for the employees right now because it's new. Change is contentious. . . . [O]n behalf of the Long Beach Gas and Oil Department, we're supportive of this."

The water commission's vice president, Gloria Cordero, commented that the consolidation could create new positions and give employees a chance to advance within the department.

"The gas department doesn't necessarily have a marketing or communications department, so if there's an opportunity for us to continue what we do and bring the gas department along, that's an excellent opportunity," she said. ■



Melissa Carpenter, owner of The Hangout on 4th Street's Retro Row, relaxes in the shop's back garden. Carpenter is taking over the space next door, formerly occupied by vintage shop In Retrospect, and will continue to lease the garden area. She plans to re-imagine her shop into a platform for different vendors who will also host workshops in the garden. (Photograph by the Business Journal's Pat Flynn)

The Hangout On 4th

(Continued From Page 1)

the Fourth Street Business Association, a position he is stepping down from in May.

The neighboring store, The Hangout, which features clothing, housewares and other items will take over the 4,000 square-foot space. Store owner Melissa Carpenter said she is re-imagining her shop as a platform for several different vendors. She'd also like to host regular workshops with the artisans whose products are featured. Some of these will take place in The Hangout's back garden, which has an 11-foot worktable that seats 14. The shop will continue to operate in its current smaller space until it reopens next door on June 1.

"I go after the [vendors] who are creating from their own skillset, maybe doing things handed down from family tradition," Carpenter said. "We're focusing on creating an environment for people that's giving and warm. Almost like you're going to your own house."

One of these artisans is a horticulturist transitioning out of a corporate job as a footwear designer, Carpenter said. She has already held a few workshops on succulent care and cactus propagation at The Hang-

out. In the new space, Carpenter also plans to host a quiver maker to custom-make key chains and leather wallets on the weekends. A quiver is a container for holding arrows, bows or darts traditionally made out of leather, fur or other natural materials.

Carpenter described her quest to identify artisans as an "obsession," and said she is reaching out to artists all over the world. "They're all hand makers, nothing is mass-produced. . . . Everyone I bring in has a story. They may be transitioning from a corporate job, they may be a single mom, they may be learning [the craft] from their grandmother. . . . Everything is original, one-of-a-kind pieces."

Giaco plans to have a space in the shop as a book vendor. In addition, the store will include a lounge for visitors to listen to records and a buy-sell-trade section for vintage pieces. Carpenter envisions the latter designed like an old-fashioned trading post with a military tarp tent.

"Everything is hands-on," Carpenter said. "You get to feel the vinyl and smell the old book. All these things that were so important to me, I'm excited to make readily available in an environment where you can just hang out."

Carpenter is hosting a festival for the

Amgen Tour of California, a professional cycling race, in the new space on May 13. This year's event takes place in seven stages from Long Beach to Sacramento, May 13 to 19. Carpenter's celebration will feature a chopper bicycle show, local musicians, skateboard signings from local teams and a pig roast in the Hangout's back garden. "We're pulling from the core of Long Beach and interpreting the bike race as a way of celebrating movement and wheels," she said.

The event will be part of a larger 4th Street celebration for the Amgen Tour. It is the last event Giaco plans to oversee as association president before his term expires at the end of May. The nominating process for a new president begins in a couple of weeks.

"I'm very attached to 4th Street. I've always been involved with the association even before I was president," Giaco said. "I have a vested interest in seeing that area do well and continue. Everybody was sorry to see In Retrospect go, as were we. It was just time to move on. . . . We're happy that a known store is taking that space. There was talk about it being subdivided, and we're glad that it's not. I think even the name 'The Hangout' will serve it well, since it's the largest store on the street. ■

Signature Gathering Efforts Near Halfway Mark For Two Local Ballot Initiatives

■ By **BRANDON RICHARDSON**
SENIOR WRITER

The Long Beach Coalition for Good Jobs and a Healthy Community (GJHC), an entity of the pro-union organization, the Los Angeles Alliance for a New Economy or LAANE, and the Rent Control Now Coalition (RCN) have each nearly reached the halfway mark in signature-gathering efforts to get their respective initiatives on the November ballot.

If passed, GJHC's proposed Hotel Workplace Requirements and Restrictions ordinance would impose safety and workload-related standards on hotels with 50 rooms or more. RCN's rent control ordinance would establish rent control on all commercial rental properties, excluding rentable single-family homes, and provide other renter protections such as just-cause eviction.

(Please Continue To Top Of Next Page)

With a goal of 40,000 signatures (though the requirement is around 27,000), GJHC Director Victor Sánchez said the group has not had any setbacks and that it is aiming to submit signatures for certification sometime in May, which is earlier than the city would require.

“We’re very confident and motivated,” Sánchez said. “It’s been a three-year fight, so there is a lot of familiarity with the issue. Also, given the national context, the conversations at [residents’] doors have been very good.”

GJHC’s efforts are still largely volunteer

based, but paid signature gatherers are currently being utilized, according to Sánchez.

Jordan Wynne, a community organizer with Housing Long Beach, said the fully volunteer-based signature gathering efforts for the rent control initiative have not hit any setbacks and are proceeding smoothly.

“Every day we build more momentum as tenants rise against the injustices they are currently facing,” Wynne said. “A select minority of vocal opposition is attempting to undermine the volunteer signature gatherers we have out around the city.” ■

Serving Alcohol

(Continued From Page 1)

Robert Garcia told the Business Journal. “But there are instances in the entertainment district downtown where there are special events or other types of activities where there has been interest in the past to have an event go later.”

Aside from Long Beach, the bill identifies Los Angeles, Oakland, Sacramento, San Francisco and West Hollywood. If passed by the state legislature, SB 905 would enact a five-year pilot program from January 1, 2020, to January 1, 2025, in which each of the six jurisdictions could create its own unique ordinance related to alcohol sales. These guidelines could be as overarching or specific as the cities choose, including allowing 4 a.m. alcohol sales only on certain days of the week, at certain special events or in specific areas of the city.

“If the state passes this bill then it would come to the council, and I think we’d have a pretty robust debate about whether it works for us or not,” Garcia said. “We obviously don’t ever want to do anything that would constrain resources. We want to make sure that it’s done in a way that’s controlled.”

The Downtown Long Beach Alliance (DLBA) has discussed the proposal with Garcia, as well as with State Sen. Ricardo Lara, who represents the state’s 33rd Senate District including most of Long Beach and who is a co-author of the bill. Kraig Kojian, president and CEO of the DLBA, said he agrees with the mayor’s assessment that downtown entertainment areas are best suited for extended alcohol hours.

“If, in fact, this does come to downtown, that doesn’t mean that every establishment would be given the right to do that. I think it’s important to note that not every establishment would even want to serve until 4 a.m.,” Kojian said. “There are establishments today that don’t want to serve until 2 a.m. We recognize that. So this is not for everyone. But given the authority that the state is willing to relinquish to these six cities, I think that’s huge.”

In terms of benefits SB 905 could bring Long Beach, Garcia said having extended hours for controlled and responsible entertainment would create jobs and increase the tax base, which would then be reinvested back into the community. Aside from benefiting the daily consumer, Kojian explained that the six cities in the pilot program would be elevated to the same level as a New York or Chicago when it comes to being competitive in attracting conventions and special events.

Garcia and Kojian each noted that there are obvious challenges that would come with such an ordinance, including issues of public safety and transit options. Both said the city should not do anything to put pressure on already-strained resources, such as

police. Discussions have already begun with the Long Beach Police Department to gain insight about any concerns it might have with the proposal.

The bill is still in the committee process. The Senate Governmental Organization Committee voted 8-2 to pass the bill with several amendments in mid-March, sending the bill to the Senate Committee on Appropriations. But Kojian said it’s not too early for discussions about the challenges and opportunities the legislation could bring to the city. He added that, if passed at the state level, the city’s residents would not be left out of the process of forming a local plan.

“This is a process that we will be working with our community. We will be reaching out to the community, working with them and understanding that there are going to be some challenges and some concerns,” Kojian said. “If this opportunity does present itself, we will take full advantage of it and work with our community to ensure that we are doing the right thing for Long Beach.” ■

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Police Department Scraps Body-Worn Cameras, Begins New Pilot Process

■ By **BRANDON RICHARDSON**
 SENIOR WRITER

The Long Beach Police Department (LBPd) issued a request for proposals (RFP) on April 3 to continue its body-worn camera pilot program utilizing a different vendor and camera model.

“The city and the LBPd are committed to implementing effective body worn camera technology to promote officer safety, ensure accountability and strengthen community trust,” Police Chief Robert Luna said in a press release. However, the announcement stated that, after reviewing its previous year-long pilot program, the LBPd determined “the current technology does not suitably meet the needs of the department and the city.”

In a memo to the city council, the LBPd said the additional equipment field testing is expected to begin by July. The program will include 160 officers in two patrol divisions, a 400% increase over the original pilot program. The new contract will be for a 12-month period with the option to extend the term by three six-month extensions, according to the RFP.

The original program began in November 2016 with 40 patrol officers and supervisors in the West Patrol Division utilizing equipment and services from Georgia-based Util-



Third District Councilmember Suzie Price has been a champion of bringing police body-worn cameras to Long Beach and said the city is long overdue for the implementation of such a program. (Photograph by the Business Journal's Brandon Richardson)

ity Associates Inc. in partnership with Dell Inc., for \$210,000. The initial pilot concluded in November of last year, though officers continued wearing the cameras. In February, Utility Inc. provided the department a new model of body-worn camera to field-test at no additional cost to the city.

According to an LBPd presentation to the Long Beach City Council Public Safety Committee, chaired by 3rd District Councilmember Suzie Price, the pilot program resulted in a 62% reduction of complaints and a 14% reduction in use of force for officers wearing cameras. Overall, the pilot

division received 56% fewer complaints and saw a 31% reduction in use of force.

“There is a new method of policing, there is another layer of protection for the public, as well as police officers,” Price said in an interview prior to LBPd’s announcement. “At some point the experts and our police department need to put their heads together and figure out how to make this happen because, in my opinion, it’s happening a lot later than I wish it would have happened.”

Five out of 12 comparable police departments examined by the LBPd currently have full implementation of a body-worn

camera program, which requires additional staff for operations such as video review. Each of those five departments use Axon equipment and services – Anaheim utilizes 450 cameras requiring three full-time equivalent employees (FTEs); Fullerton uses 150 cameras requiring two FTEs; the Los Angeles Police Department uses 4,000 cameras requiring 24 FTEs; Pasadena uses 300 cameras requiring three FTEs; and Santa Ana uses 200 cameras requiring five FTEs.

Of the 10 comparable departments that have used some form of body-worn camera for testing in a pilot program or in a fully implemented program, Torrance is the only one that operated Utility/Dell equipment and services. Torrance conducted a pilot program similar to Long Beach.

Prior to prosecuting murder cases on the homicide panel for the District Attorney in Orange County, Price worked as a public entity lawyer representing 17 cities throughout Orange County. She said many of those cities have utilized Axon body-worn cameras for years and her experience with the product has been positive.

“I think we’re ready now and we should implement them now. Very few technologies are foolproof and very few of them guarantee no malfunctions,” Price said. “I’ve tried over 100 jury trials and . . . the

(Please Continue To Next Page)

Newsprint Tariffs Could Spell Bad News For American Print Media

■ By **SAMANTHA MEHLINGER**
 EDITOR

Tariffs imposed on Canadian-manufactured newsprint have sent the American newspaper industry clamoring to lobby the U.S. Department of Commerce and the International Trade Commission to reverse the duties before their costs go up and jobs are impacted.

More than 60 organizations representing newspapers and book publishers have united to form the Stop Tariffs On Printers & Publishers (STOPP) Coalition, arguing that the tariffs were imposed at the behest of one American paper mill for financial gain, while the vast majority of the paper manufacturing, newspaper and book publishing industries are in opposition.

According to Paul Boyle, senior vice president of public policy for the News Media Alliance, many newspapers in the Midwest, Northeast and Northwest source their newsprint from Canada. “Historically, it has been a North American market going back 25 years. You bought based upon what region you were located in the country,” Boyle, whose organization represents 2,000 newspapers, explained.

“The problem is that there has been a 75% drop in demand for newsprint in North America since 2000, so many mills have actually shut down,” Boyle said. “That’s 10 million tons of production taken offline. There are only five newsprint mills remaining in all of the United States. So there is really no ability to get supply from the U.S. All the mills are at 97% capacity.”

One American paper mill, the Washington State-based North Pacific Paper Company (NORPAC), filed antidump-

ing and countervailing duty petitions with the U.S. Department of Commerce (DOC) last August, alleging that Canadian newsprint mills were selling their product in America below fair market value and that those mills were the beneficiaries of unfair subsidies.

In January, the DOC made a preliminary determination finding that “exporters from Canada received countervailable subsidies ranging from 4.42 to 9.93 percent.” The department instructed U.S. Customs & Border Patrol agents “to collect cash deposits from importers of uncoated groundwood paper [i.e., newsprint] from Canada based on these preliminary rates.”

In March, the department made a preliminary determination regarding the antidumping investigation into unfair pricing of Canadian newsprint, finding that Canadian exporters have undercut the fair market value of newsprint by as much as 22.16%. The department instructed customs agents to collect additional duties from importers of Canadian newsprint based on these rates.

“You have this one mill in Longview, Washington, [which] in our view is trying to use the protectionist environment to say, ‘We want to slap duties on Canadian manufacturers to protect U.S. industry and U.S. jobs,’” Boyle said. “But in reality, the U.S. industry doesn’t support what NORPAC is doing.”

Combined, the two rounds of duties imposed on Canadian newsprint imports represent as much as 32%. In response, newsprint mills have increased their prices by about 30%, according to Boyle.

As Boyle explained it, at the time that NORPAC filed its petitions last year there were six newsprint mills in the U.S., with

three under Canadian ownership. Those three did not receive standing in the matter by the DOC. That left three American mills, including NORPAC – but NORPAC was the only one that supported a DOC investigation into the price of Canadian newsprint. As a result, when the DOC proceeded with its investigation, it was not at the behest of the overall industry, but of one mill it chose to allow to represent that industry, Boyle noted.

“The department of commerce erred, in our opinion, last August when they allowed the investigation to go forward,” Boyle said. The DOC is slated to make a final determination into the investigation on August 2, he noted. “Then also you have a quasi-judicial body, the International Trade Commission, that’s beginning its final investigation in the case. They’ll take questionnaires, [and] they’ll do surveys in the industry, including [of] consumers. They’ll do a hearing. They’ll take comments.”

A final outcome won’t be known until mid-September, according to Boyle. “And meanwhile, the tariffs have to be collected and it’s doing damage in the marketplace.”

There are 600,000 jobs in the printing and publishing industry in the U.S., according to the STOPP Coalition.

Dozens of newspapers across the country have issued op-eds in recent weeks criticizing the tariffs and emphasizing their negative impacts. In a March 23 piece, Paul Tash, chairman and CEO of Times Publishing Company, wrote that the tariffs would result in an additional \$3 million to the Tampa Bay Times’ annual newsprint bill. “This is a kick in the teeth,” he wrote.

The Business Journal reached out to

Digital First Media, the owner of Southern California News Group (which operates the Press-Telegram, Orange County Register, Daily Breeze and other regional papers) about the tariffs, but an executive declined to comment at this time.

Jay Beeler, publisher of the Beachcomber – a local newspaper that prints every other week – uses Southern California News Group for printing purposes. He told the Business Journal that “they are purchasing newsprint in huge quantities many months in advance and probably won’t pass on increases immediately.” He has not yet received any notification of a price increase for printing.

“If printing costs get excessive, there are a few steps that can be taken to offset them, such as less door-to-door distribution and more bulk drops,” Beeler said via e-mail. “Also there’s opportunity to raise ad rates assuming the competition does the same, since their printing costs will also rise.” Beeler noted that his business is diversified as a public relations and advertising agency, enabling him to offset lost revenues on the newspaper side through more promotional projects. “With 40-plus years’ professional experience, I know that diversification of income streams is the key to being recession proof,” he said.

Although a final determination on the tariffs won’t be made until September, they still stand until that time – leaving the newspaper and publishing industries to contend with increasing price points and future uncertainty for months. Boyle is concerned that some papers will go under in that time. “There is real concern that weeklies operating on thinner margins will just close,” he said. ■

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mini tape recorders they used back in the day would malfunction all the time. It happens . . . but the jury still gets the opportunity to look at things in the totality.”

“This isn’t the type of technology that hasn’t been tested. This is a video recording. It’s not like a new science,” she added.

Since the topic of body-worn cameras was brought to Long Beach, Price – an outspoken advocate for bringing the program to the city – noted the police department has always been hesitant or apprehensive toward its implementation. She said the concerns have often been focused on financial and operational challenges. However, pulling from her career as an attorney, Price said a body-worn camera program, ideally, could end up paying for itself by lessening the number of lawsuits brought against the city.

When a lawsuit is filed against a city in cases such as excessive force by an officer or a police-involved shooting, Price explained that cities often settle early in the proceedings regardless of the validity of the suit because it is the best financial decision. She said going to court and going through a “he said, she said” trial with no substantial evidence such as video footage could end up costing cities far more than an initial settlement. However, if video footage is available, lawsuits are often dropped.

“I think it potentially could save us millions of dollars and really pay for itself in terms of a program,” Price said. “I mean, if we’re looking at a \$1 million addition to our annual budget to run these operations, we pay out a lot more than that in lawsuits simply because there is so much unknown

regarding what happened in a situation.”

When all pilot programs are completed, Price is confident that the city council will vote to move forward with full implementation. While she would like to see the full program rolled out at once, she admitted that a phased-in approach is probably more likely and that this method has certain financial and operational benefits. With a phased-in approach, Price noted that the full cost would not be felt immediately, which is beneficial during a time of looming budget cuts. Additionally, she said phasing in the program would allow for operational efficiencies to be established and built upon.

Following the LBPD’s announcement of continued exploration of equipment and service providers, Price gave the Business Journal the following statement:

“I knew the department was interested in exploring other options [besides] what we had used in the pilot. I didn’t know the specifics that were announced [last] week. I completely agree with the decision. The current arrangement was not the best suited for our department and our needs. I think it’s prudent to explore our options and accelerate the process at this point. I’ll be involved in the process and watching the progress closely as chair of the public safety committee. It’s time to get on board with body cameras in Long Beach. A brief delay to find the best industry partner and to identify funding for the operational aspects of the project is acceptable. Anything beyond a reasonable delay is not acceptable at this point. It’s time.” ■

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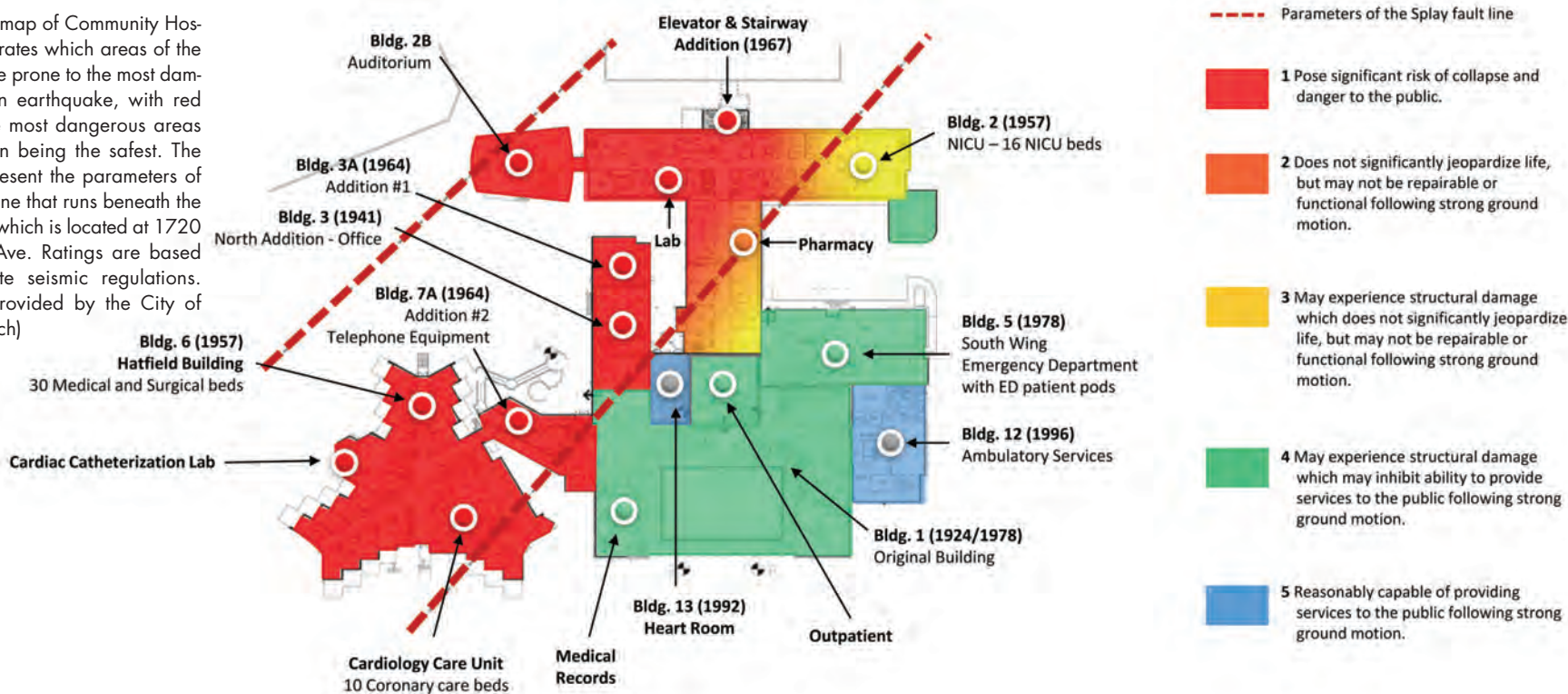
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City To Identify Future Options For Community Hospital Within Six Weeks

This heat map of Community Hospital illustrates which areas of the facility are prone to the most damage in an earthquake, with red being the most dangerous areas and green being the safest. The lines represent the parameters of the fault line that runs beneath the hospital, which is located at 1720 Termino Ave. Ratings are based upon state seismic regulations. (Image provided by the City of Long Beach)



By **SAMANTHA MEHLINGER**
EDITOR

Long Beach Economic & Property Development Department staff plan to bring potential options for the future operation of Community Hospital to the city council within four to six weeks. John Keisler, director of the department, told the city council during a special study session about the hospital on April 3 that the city was in the midst of a process to engage potential future hospital operators about options for continuing emergency care operations and bringing the facility into compliance with state seismic code.

The hospital's current operator, MemorialCare Health System, is slated to relinquish the lease to the site on July 3. It announced late last year that, due to non-compliance with state seismic requirements, it would be unable to operate the hospital past June 30, 2019. However, MemorialCare issued a lease termination notification to the city in February, pushing up its exit as the hospital's operator. It is the health system's position that it cannot bring the hospital into compliance.

As Diana Tang, the city's manager of government affairs, explained during the study session, while the hospital's emergency department is designated by the state as seismically safe, other seismically unsafe portions of the hospital house care services required of any hospital operating an emergency department. Without these departments, which include radiology, pharmaceutical services and more, the state would not allow an emergency department to operate on the site.

The city, however, contends that there are options for bringing the hospital into compliance and maintaining emergency services either by relocating required departments to other areas of the facility, or through seismic retrofitting, Keisler explained.

"We have engaged with a health care management expert to represent the city in a request for information process which involves targeted interviews with approximately eight to 10 hospitals or hospital providers that have both the financial capability and operational history of operating a facility of this sort," Keisler told the coun-

cil. "Our goal will be, through these targeted interviews, to whittle down the list to two or three legitimate proposals for the city council to consider, hopefully within the next four to six weeks."

Tang clarified that the city's jurisdiction over the hospital is limited to its role as a property manager via its lease agreement for the site. The city does not have control over emergency management services protocol, which is within the county's purview.

Councilmembers and other elected officials such as Assemblymember Patrick O'Donnell have been outspoken about MemorialCare's early shutdown of hospital operations, as well as of the decision by the county to divert ambulances carrying advanced life support patients to other hospitals. Tang listed off numerous steps MemorialCare has taken to compensate for these diversions, including by increasing the number of observation beds at MemorialCare Long Beach Medical Center. During the meeting, Long Beach Fire Chief Mike DuRee said that MemorialCare has been doing what they can to ease the burden caused by Community's impending closure.

Mayor Robert Garcia said that the city continues to be disappointed in the process MemorialCare has taken to exit as the operator of the hospital. "I also want to make it clear that we are 100% committed to a hospital and ER on that site. Period," he said.

The day prior to the study session, MemorialCare issued 60-day layoff notices to 37 hospital employees. The mayor and several councilmembers expressed concerns about the workforce of Community Hospital and asked what the city could do to provide career services and to encourage a new hospital operator to retain employees. "We have a responsibility to the folks who have been taking care of our city for so long to ensure that they have jobs and security for their families," Garcia said. "I think that needs to be the second important piece of what comes back in these [next] four to six weeks."

Nick Schultz, executive director of Pacific Gateway, the workforce development arm of the city, said that he and his staff are working with MemorialCare and that it was his understanding that "a certain percentage" of Community Hospital staff would be transferred to Long Beach Med-

ical Center. He said Pacific Gateway is pursuing a national emergency grant through the U.S. Department of Labor to provide one-on-one career services to affected Community Hospital employees.

In order to retain emergency care services at the site, the hospital would have to be granted a temporary exemption to state seismic requirements by the Office of Statewide Health Planning and Development, Tang explained. An extension could be passed via state legislation – O'Donnell has introduced a bill to the assembly that seeks a five-year extension to allow the hospital to be brought into compliance. The first hearing for that bill should take place in the assembly's health committee on either April 17 or 24, Tang said. ■

CalChamber Releases 2018 Job Killer List

The California Chamber of Commerce released its annual list of job killer bills last week. "Each bill on this year's job killer list poses a threat to certainty for employers and investors in our state," CalChamber President and CEO Allan Zaremborg said. "Besides undermining the state's economic health, job killer bills have a cumulative negative impact on the businesses and entrepreneurs who provide the resources necessary to fund critical state programs like health care and education. Legislators must measure the impact that each of these proposed new laws will have, not just when the economy is expanding but also when California experiences the inevitable downturn."

AB 1745 (Ting; D-San Francisco) Vehicle Ban – Bans the sale of combustion engine vehicles in the state by prohibiting the registration of a new vehicle in the state after 2040 unless it is a zero-emission vehicle.

AB 1761 (Muratsuchi; D-Torrance) Customer Blacklist and Hotel Workers Panic Button – Denies hotel guests due process, by requiring hotels to create a blacklist of guests who have been accused,

yet not proven, to have engaged in inappropriate behavior toward hotel employees, and precludes the hotel from allowing those guests on the blacklist to enter their properties for three years.

AB 1902 (Levine; D-San Rafael) Interference with Contracts – Discourages and reduces "personal service contracts" as defined, by unfairly increasing the contract price for these services based upon an undefined and unspecified "area income" rate that presumably will include wages from different industries and different occupations that are not comparable to personal services. It also provides the Department of Industrial Relations with extraordinary authority to value companies, determine "similar services" to be included under the provisions of this bill, and what constitutes "area income."

AB 2069 (Bonta; D-Oakland) Medical Marijuana in Employment – Undermines employer's ability to provide a safe and drug-free workplace by creating a new protected classification of employees who use marijuana for medical purposes, and exposing employers to costly and unnecessary litigation under the Fair Employment and Housing Act (FEHA) whenever the employer terminates an employee in this new protected class who has created a safety hazard in the workplace.

AB 2351 (Eggman; D-Stockton) Targeted Tax on High Earners – Unfairly increases the personal income tax rate from 13.3% – which is already, by far, the highest income tax rate in the country – to 14.3% for one category of taxpayers (including some proprietors), who already pay half of California's income taxes, forcing them to mitigate these costs through means that include reducing workforce, in order to provide more funding for higher education.

AB 2527 (Muratsuchi; D-Torrance) Costly Litigation Against Small Employers – Exposes small businesses who are seeking financial investors in their company to devastating class action litigation by banning the use of arbitration agreements, which is preempted by the Federal Arbitration Act, prohibiting class action waivers, allowing for the award of treble damages, punitive damages, and attorney's fees, and interferes with contractual negotiations between sophisti-

cated parties by dictating the choice of forum and choice of law for such litigation.

AB 2571 (Gonzalez Fletcher; D-San Diego) PERS Investment Policy – Seeks to publicly shame investment managers and the hospitality companies in which they invest, by forcing them to submit an annual report subject to a public review, that discloses employee wage information according to gender, ethnicity, and race, exposing such companies to costly litigation.

AB 2765 (Low; D-Campbell) Portable Benefits for The Gig Economy – Imposes onerous and costly mandates on companies in the gig economy labeled as the “digital marketplace” by adding them under the provisions of the Fair Employment and Housing Act (FEHA), expanding the protected classifications under FEHA for contractors of the digital marketplace to include “familial status,” and creates further confusion and uncertainty regarding the use and classification of independent contractors. These new mandates will dramatically increase the amount of frivolous litigation under FEHA and the Private Attorneys General Act (PAGA) for the digital marketplace.

AB 3080 (Gonzalez Fletcher; D-San Diego) Ban on Settlement Agreements and Arbitration Agreements – Significantly expands employment litigation and increases costs for employers and employees by banning settlement agreements for labor and employment claims as well as arbitration agreements made as a condition of employment, which is likely preempted under the Federal Arbitration Act and will only delay the resolution of claims. Banning such agreements benefits the trial

attorneys, not the employer or employee.

ACA 22 (McCarty; D-Sacramento) Middle Class Fiscal Relief Act – Unnecessarily increases California’s 8.84% corporate tax rate, already one of the highest in the nation, to 18.84%, which will encourage companies to leave the state and discourage companies from expanding or relocating here.

SB 1284 (Jackson; D-Santa Barbara) Disclosure of Company Pay Data – Unfairly requires California employers to submit pay data to the Department of Industrial Relations, creating a false impression of wage discrimination or unequal pay where none exists and, therefore, subjecting employers to unfair public criticism, enforcement measures, and significant litigation costs to defend against meritless claims.

SB 1300 (Jackson; D-Santa Barbara) Removes Legal Standing and Prohibits Release of Claims – Significantly increases litigation by removing standing requirement for plaintiff alleging failure to prevent harassment or discrimination when no harassment even occurs, limits the use of severance agreements, and prohibits the use of a general release or nondisparagement clause in employer/employee contracts.

SB 1398 (Skinner; D-Berkeley) Increased Tax Rate – Threatens to significantly increase the corporate tax rate on publicly held corporations and financial institutions up to 15% according to the wages paid to employees in the United States, and threatens to increase that rate by 50% thereafter, if the corporation or institution reduces its workforce in the United States and simultaneously increases its contractors.

2017 Job Killer Carry-Over Bills

AB 127 (Committee on Budget) Threatens Energy Reliability – Threatens energy reliability and will lead to the elimination of jobs by mandating the closure of the Aliso Canyon natural gas storage facility.

ACA 4 (Aguiar-Curry; D-Winters) Lowers Vote Requirement for New Tax Increases – Unnecessarily reduces the voter threshold from two-thirds to 55% for local governments to enact special taxes including parcel taxes, for the purpose of improving public infrastructure and affordable housing, which creates an opportunity for discriminatory and higher taxes to be imposed against disfavored industries and commercial property owners.

ACA 11 (Caballero; D-Salinas) Targeted Retail Industry Tax Increase – Exposes the retail industry to increased taxes by imposing a quarter-cent sales tax increase to fund affordable housing and homeless shelters, without creating greatly needed market-rate housing.

SB 49 (de León; D-Los Angeles) Creates Uncertainty and Increases Potential Litigation Regarding Environmental Standards – Creates uncertainty by giving broad and sweeping discretion to State agencies to adopt rules and regulations more stringent than the federal rules and regulations in effect on January 19, 2017 through an expedited administrative procedure without public participation or input, when the State agencies determine that federal action leads to less stringent laws and regulations than those in effect on January 19, 2017; and increases the potential for costly litigation by creating private rights of action under California law,

which may be triggered when a State agency takes the foregoing discretionary action.

SB 538 (Monning; D-Carmel) Arbitration Discrimination – Unfairly and unlawfully discriminates against arbitration agreements by restricting the formation of antitrust arbitration agreements in hospital contracts, leading to costly litigation over preemption by the Federal Arbitration Act.

SB 562 (Lara; D-Bell Gardens) Government-Run Health Care – Penalizes responsible employers and individuals and results in significant new taxes on all Californians and California businesses by creating a new single-payer government-run, multibillion-dollar health care system financed by an unspecified and undeveloped “revenue plan.”

SB 774 (Leyva; D-Chino) Increased Permitting Fees and Delayed Permitting – Exposes permittees to unknown, increased fees by providing the Department of Toxic Substances Control (DTSC) a blank check to impose additional fees on permittees to implement and perform its statutory requirements when its primary sources of funding have structural deficits and creates substantial uncertainty and delay of facility permitting by interjecting a new board into the organizational structure.

SCA 6 (Wiener; D-San Francisco) Lowers Vote Requirement for Tax Increases – Unnecessarily reduces the voter threshold from two-thirds to 55% for local governments to enact special taxes, including parcel taxes, for the purpose of providing transportation services, which creates an opportunity for discriminatory and higher taxes to be imposed against disfavored industries and commercial property owners. ■



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Articles and photographs
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Chiki Fruit And Bionicos

After meeting her husband on a trip to Long Beach to visit her sister, Chiki Fruit and Bionicos Owner Elizabeth Mendieta moved to the city from Guadalajara, Mexico, in 2003. Three and a half years ago, she decided to open a shop similar to the one she helped her family run in Mexico. Chiki Fruit and Bionicos features sandwiches, smoothies and Mexican delicacies such as its namesake “bionico,” an assortment of fruit bathed in a cream mixture topped with shredded coconut, granola and raisins. Mendieta’s bestsellers are smoothies and panini sandwiches with fruit on the side. “There is no sugar in the smoothies. Everything is healthy and more natural,” she said. Chiki Fruit also offers a wide selection of Mexican candy. Another popular item is the diablito, a drink with shaved ice, fruit, Tajín (a Mexican brand of seasoning made of up chili peppers, lime and salt), and chamoy, a Mexican condiment made of pickled fruit and chili. Mendieta’s shop serves a different smoothie recipe dedicated to each day of the week. If a customer orders the smoothie of the day, the second smoothie is half-price. Mendieta chose her location because she lived in an apartment complex nearby, later buying a house in the area. She said she enjoys the service aspect of her business as well as cooking. Chiki Fruit and Bionicos is located at 4102 Orange Ave., Suite 105. For more information, call 562/528-8932 or visit www.chikifruitandbionicos.com.

Donato’s Hair Salon

Donato’s Hair Salon Owner Leah Farris, who specializes in hair services for senior citizens, said some of her clients have been seeing her since she started styling hair in the early 1960s. “I started when I was 18,” she said. “My clients and I all grew up together. Some of them are four generations. Kids, their mothers and the grandkids come to see me.” Originally from Blythe, California, Farris moved to Long Beach to attend cosmetology school. “My dad wanted all his girls to learn a trade,” she said. Farris bought the salon in 1996 from her former boss, who was retiring. Some of her services include perms, which she said many salons do not offer anymore, body waves and coloring. “A lot of salons don’t have dryers or roller sets. They only use blow dryers,” Farris said. “My clients still like to sit under the dryer, relax and read magazines.” As her clients have passed away, she said she has styled hair for several of their funerals. “It’s my way of saying thank you for being with me all these years,” she said. Farris said that her clients are like family, and that her business is more of a hobby now. She keeps a shelf with coffee mugs for anyone who drops by for a chat. “My clients go to lunch together. They meet here and have coffee, sit and visit whether they have an appointment or not.” Donato’s Hair Salon is located at 4102 Orange Ave., Suite 121. For more information, call 562/428-4000.



Sabi’s Eyebrow Threading

Shabitra Oli moved to Long Beach in 2002 with her husband and son from Kathmandu, the capital of Nepal. Her family came to the United States through the diversity lottery, a program created in 1990 that reserves a certain number of visas for citizens of countries with low immigration rates to the United States. Oli said she had worked an office job in her home country, but she started threading eyebrows in Long Beach when a friend offered her a job in her salon. Threading is a form of hair removal that involves a cotton thread twisted into a double strand. The stylist sweeps it along the skin, and unwanted hairs are caught in the thread and removed. In addition to eyebrows, Oli provides threading for hair on the upper lip, forehead, cheeks and the side of the face. According to Oli, threading is a more precise hair-removal technique than waxing as it pulls the hair from the root rather than breaking it. Oli said that she has retained many of the clients she started out with 16 years ago, with some coming from as far away as Riverside. “My clients love me and I love them,” she said. “I like the people down here [in Southern California]. My neighbors are nice.” In addition to her beauty services, Oli sells makeup and jewelry such as bracelets, earrings, toe rings and jeweled bindi, which are forehead decorations typically worn at Indian weddings. Sabi’s Eyebrow Threading is located at 4102 Orange Ave., Suite 125. For more information, call 562/424-0892.

Small Business Dollars & Sense

Small Business And Investor Optimism



By NATASHA MATA

Many small business owners manage their own finances and are investing in the stock market to ensure they have money for retirement. But did you know, despite the first quarter market volatility, investment optimism remains at a 17-year high?

According to our most recent Wells Fargo/Gallup Investor and Retirement Optimism Index, conducted February 2-25, 2018, investors remain solidly optimistic on three economic aspects – economic growth, stock market performance, and unemployment. Investors are most positive about maintaining their household income over the next year and about reaching their five-year investing goals. Sixty percent of investors say they are at least somewhat optimistic about the 12-month outlook for these economic aspects.

Market volatility – This quarter’s survey showed us that investors seemed to shrug off this year’s market volatility (this volatility tolerance is higher now than it has been the last two years). Further proof of that tolerance is that more than half of the people polled say they could withstand a 10% correction on a \$10k investment over the course of a year.

Business and personal tax cuts – The survey explored how people feel about corporate and personal income tax cuts – responses were very divided – and found that people don’t understand the distinction between Roth and traditional IRAs/401k plans. When asked whether, under the new tax plan, investors now are more likely to save for their re-

tirement using pre-tax or after-tax investments, the majority says their strategy won’t change (57%). In addition, slightly more say they will focus more on pre-tax (19%) than after-tax (12%) investments.

Non-retired investors – The poll also asked non-retired investors how much thought they have given to seven different aspects of retirement. At the top of the list Non-retired investors are most likely to have thought about how they will spend their leisure time in retirement – 53% have thought “a lot” or “a fair amount” about this. This result shows that less than half of non-retirees have given much thought to various aspects of retirement planning such as when to take Social Security, draw-down strategy, income taxes in retirement, and paying for medical costs/long-term care. . . . but more than half had given serious thought to how they’ll spend their leisure time in retirement. About a third are highly confident they’ll have enough money for retirement.

Female investors more fearful of volatility – About half of investors, 52%, report feeling “not too concerned” or “not at all concerned” about recent volatility in the stock market. Although there is no difference in these concern levels by age, there are differences by gender – with 53% of female investors versus 38% of male investors saying they are “very” or “somewhat concerned” about the recent volatility.

Whether you are a small business owner or just a casual investor, we recommend that you seek advice on your finances from a banker or a financial professional. While stocks offer long-term growth potential, investors should understand that stocks may fluctuate more and provide less income than other investments. An investment in the stock market should be made with an understanding of the risks associated with common stocks, including market fluctuations.

(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.)

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Pre-Concert Lecture 3:30pm

Long Beach Symphony

Prokofiev's Romeo & Juliet

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Pre-Concert Talk, 7pm

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