

Highest Paid Long Beach City Employees

Position	Department	Base Salary As Of August 1, 2015
Executive Director	Harbor	\$351,201
City Attorney	Law	\$272,748
General Manager	Water	\$266,664
City Manager*	City Manager	\$260,849
Capital Programs Executive	Harbor	\$250,860
Managing Director	Harbor	\$243,607
Assistant City Manager	City Manager	\$240,001
Chief of Police	Police	\$237,999
Fire Chief	Fire	\$235,290
Managing Director	Harbor	\$231,692
Managing Director	Harbor	\$231,673
Director of Long Beach Gas & Oil	LB Gas & Oil	\$224,698
Assistant General Manager	Water	\$223,654
Assistant City Attorney	Law	\$222,128
Director of Development Services	Development Services	\$218,384
Managing Director	Harbor	\$216,230
Manager of Port Projects	Harbor	\$215,748
City Prosecutor	City Prosecutor	\$213,341
Director of Public Works	Public Works	\$212,409
Director of Financial Management	Financial Management	\$212,373
Assistant City Attorney	Law	\$210,837
Director of Disaster Preparedness	Disaster Prep. & Emerg Comm.	\$208,000
Director of Technology Services	Technology Services	\$208,000
Director-Parks, Recreation & Marine	Parks, Recreation & Marine	\$204,239
Director of Business & Property Development	Economic & Business Devel.	\$204,098
City Auditor	Auditor	\$202,934
Director of Health & Human Services	Health	\$202,021
Deputy Chief of Police (3 positions)	Police	\$199,581
Director of Long Beach Airport	Airport	\$198,001
Director of Human Resources	Human Resources	\$196,248
Director of Library Services	Library Services	\$195,162
Deputy City Manager	City Manager	\$195,000
Principal Deputy City Attorney	Law	\$191,671

*City manager's salary set by city council. Source: City of Long Beach

The '\$100,000 Club'

26.7 Percent Of City's Full-Time Employees Have Six-Figure Base Salary As Of August 1

"\$200,000 Club" Forming;
Pat West, Tom Modica
Discuss Proposed Budget

By **GEORGE ECONOMIDES**
Publisher

Back in the summer of 1996, when the Business Journal began researching the salaries of City of Long Beach employees, there were 20 city workers earning a six-figure base salary. The group was referred to as the inaugural "\$100,000 Club." Club members were primarily department managers and legal staff.

Now 20 annual budgets later, with the recent release of the proposed Fiscal Year 2016 budget that begins October 1, a new club is taking shape: The "\$200,000 Club." It has 27 members as of August 1, 2015, with 7 of those from the harbor department, 4

from the law department and 2 from the water department. None of the salaries from those three departments are under the control of the city manager.

While the "\$100,000 Club" is two decades old, its only been since 2009 that the Business Journal, through the cooperation of the city manager's office, has presented salary data using August 1 (or nearest to August 1) paychecks (overtime pay not included). This provides a good basis for year-to-year comparisons.

For example, we know that since August 1, 2014, city payroll has increased by \$11 million and

since August 1, 2013, payroll is up by nearly \$20.3 million. Most of the increases are tied to memoran-

(Please Continue To Page 22)

The City Of Long Beach \$100,000 Club Adds More Members

August 1 Of Each Year	Number Of City Employees Paid \$100,000-Plus
2015	1,119
2014	1,048
2013	921
2012	862
2011	593
2010	574
2009	579

Source: City of Long Beach.

Council Approves Minimum Wage Study For Long Beach

San Diego Firm Expected To Be Used By County Group; Phone Interviews Planned

By **SEAN BELK**
Staff Writer

With some councilmembers giving an early indication of support, the Long Beach City Council voted unanimously at its meeting on August 11 to move forward with a study on the potential impacts of raising the minimum wage to \$15 an

hour through a citywide policy.

During the coming weeks, city officials will be working with the Los Angeles Economic Development Corporation (LAEDC), which is being commissioned by the city – at a cost of \$65,000 – to carry out the study, to determine the scope of work for the analysis.

In a phone interview with the Business Journal, Christine Cooper, vice president of LAEDC's Institute of Applied Economics, which recently completed a similar study for the

(Please Continue To Page 32)

The Future Of Curative Drugs: Tackling Cost, Coverage And Access

By **SAMANTHA MEHLINGER**
Senior Writer

The hefty price tags pharmaceutical manufacturers are placing on specialty drugs – prescription medications used to treat chronic illnesses and diseases – are making up an increasingly greater

percentage of overall costs for insurers and providers of health care, including state and federal governments. As advancements in medicine continue and more cures and treatments are discovered, such as the recently approved curative drug for Hepatitis C, these parties are puzzling over how to tackle high costs in order to ensure fair coverage and access for patients.

A lack of competition is central to the high cost of specialty drugs, according to locally based health plan executives. California-based Gilead Sciences, Inc., for example, has two drugs on the market, Sovaldi and Harvoni, which eradicated Hepatitis C in 90 to 99 percent of cases in clinical trials. The drugs retail for about \$1,000 per pill, for a total treatment cost ranging from \$84,000 to more than \$175,000, depending on the regi-

men. Gilead has one main competitor, Chicago-based AbbVie, which reportedly retails its Hepatitis C drug with a similar success rate, Viekira Pak, at about \$83,300.

Gilead will hold the patent for sofosbuvir, the main ingredient in

(Please Continue To Page 18)



Health Care Quarterly Interview:
Dignity St. Mary Medical Center
President/CEO Joel Yuhas
See Story Page 20

Long Beach Business Journal
2599 E. 28th Street, Suite 212
Signal Hill, CA 90755-2139
562/988-1222 • www.lbbizjournal.com

PRSRT STD
U.S. POSTAGE

PAID

Los Angeles, CA
PERMIT NO. 447

FOCUS ON WOMEN IN BUSINESS

Driven By Their Passions, Local Women Grow Their Businesses

By **SAMANTHA MEHLINGER**
Senior Writer

As the number of women-owned businesses continues to grow across the United States, women business owners are increasingly optimistic about their businesses' performance.

Optimism grew among women business own-

ers by 16 percent in the past year, compared to a 12 percent increase in the year prior, according to a recent joint report by the National Association of Women Business Owners (NAWBO) and Web.com.

A 2015 American Express OPEN report on the state of women-owned businesses in the U.S. shows

(Please Continue To Page 12)

Profiles On Local Women-Owned Small Businesses – See Pg 12



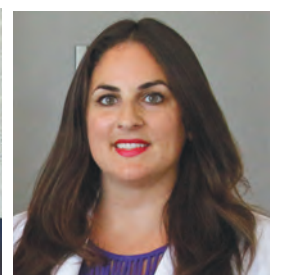
Tracy Ames
The Red Leprechaun



Miranda Mirsec
Blossom Blue Photography



Nicoleta Simionescu
AllWays Financial Services



Christina Turner
Eye Land Optometry

Inside This Issue

4

Inside City Hall

- Gimme, Gimme: Year-Round Political Fundraising
By Former Councilmember Gerrie Schipske

6

Newswatch

- Helping Long Beach Businesses Grow
- SCAG Report: Airport Passenger Traffic To Double
- Airport Fees For Airlines To Increase 17.5 Percent
- Water And Sewer Rates Going Up By 4 Percent
- Midtown Business Improvement District Approved

12

Focus On Women In Business

- Four Small Businesswomen Profiled
- Dede Rossi: The Voice
Of Belmont Shore Businesses
- Millennials Chip Away
At Gender Wage Gap



Dede Rossi
Belmont Shore
Business Association

16

Special Report – Health Care

- Retinal Detachment:
A Painless But Urgent Medical Emergency
- Future Of Curative Drugs, continued from Pg 1
- Dignity Health St. Mary’s Joel Yuhas
- Oncology Institute Sees 50,000th Patient



22

City Salaries Listing

28

In The News

- HealthWise: Diabetes Tips For Family Members
- Small Business Dollars & Sense: Tips To Help Women
- Effective Leadership: The Lazy Habit Of Anxiety
- Realty Views: Building Detached Homes For Renters
- Third Sector Report: The Board Retreat

30

Art Matters

Presented By The Arts Council For Long Beach

32

The Nonprofit Page

Presented By The Long Beach Nonprofit Partnership

Long Beach Business Journal

Free:

Long Beach Business Journal Digital Edition, Monday Morning Coffee, NewsFlash

Sign up at: www.lbbizjournal.com • Find us on Facebook and follow us on Twitter: @LBBizJourn

KafeNeo

An American Kitchen with Greek Soul



EVERY
WEDNESDAY
LAMB
SLOUVLAKI
PLATE
ALL DAY
\$10

EVERY TUESDAY
1/2 OFF BOTTLES
OF WINE



562.987.1210
2800 E 4th St • Long Beach, CA
KafeNeoLB.com
BREAKFAST / LUNCH / DINNER / CATERING



LB WALKER
AUTOMOTIVE

Go See Sal

- Factory Scheduled Maintenance
- Brakes & ABS • Air Conditioning
- Computerized Diagnostics
- Shocks & Struts
- Timing Belts
- Smog Checks & Repairs
- Fleet Services
- All other types of heavy duty repairs & more

Auto Repair and Services

1000 E. Wardlow Rd., Ste. A, Signal Hill
www.lbwalkerauto.com
562-981-2222

Over **42** Years
of Experience



We Have a Lot of Competition, but our Ribs Don't!

- Also Featuring: Steaks, Tri-Tip, Chicken, Prime Rib, Fresh Fish, Sandwiches and Salads
- Family Owned & Operated
- Kids Menus
- Cocktail Lounge w/ 3 T.V.'s
- Tablesides Magic Sunday Nights
- Warm & Comfortable Booths
- Reservations accepted
- Open at 4pm Monday-Friday
- Open at Noon Saturday-Sunday
- Take-out available after 10:30 a.m.
- Buckets, Party Paks, and Trays!

NAPLES RIB COMPANY

Naples Rib Company
5800 East 2nd St, Long Beach
(562) 439-RIBS
RibCompany.com
FIND US ON FACEBOOK

Complimentary Appetizer
with Two Dinner Entrees
or
Side of Louisiana Hot Sausages
with any Bucket or Party Pack

Not redeemable with any other offer, discount, coupon or price special.
Expires August 31, 2015

Downtown Long Beach Associates Welcomes

New Businesses — to the — NEIGHBORHOOD

REALIZE **O**PPORTUNITY **I**NVEST

Thank you for investing in Downtown Long Beach!

**Aegean Bunkering
USA LLC**

100 W Broadway, ste 230

Emissary Media Group

106 E 3rd St

Kiska Beauty

406 E 3rd St, ste A

**Little Girl Blue's
Toy and Gifts**

419 Shoreline Village Dr

McCulloch Construction

101 Atlantic Ave, ste 107

Metropolitan Design

408 E 1st St, ste 101

**Occutrain
Environmental Services**

621 Atlantic Ave, ste C

Raja M. Toke

720 Alamitos Ave, ste A

RIA Financial Services

450 Long Beach Blvd

**The Law Offices of
Dayna C. Carter/DC Law**

555 E Ocean Blvd, ste 500

**Wan Hai Lines
(America) LTD**

249 E Ocean Blvd, ste 212

*New Downtown businesses, owners, and independent contractors
established in July 2015.*

Learn more about how to establish a business in Downtown Long Beach at:
www.DowntownLBBusiness.com

DOWNTOWN
LONG BEACH
ASSOCIATES

Where business comes to grow.

Gimme, Gimme: Why Year Round Political Fundraising Is Dangerous For Long Beach



■ By **GERRIE SCHIPSKE**
Contributing Writer

In 1993, Long Beach voters approved what was hailed as a “model of campaign finance reform” because of its restrictions on when and how much a candidate could raise campaign funds. Candidates for council were limited to receive \$250 from each source, with a \$500 limit for those running for citywide office such as mayor. (A consumer price index inflation factor has increased these amounts currently to \$400 for council and \$750 for citywide office.) Candidates and officeholders were also barred from raising funds outside the 18 months before an election. Reformers wanted elected officials to concentrate on serving in public office, not spending time “begging for dollars.”

A modest public financing component provided matching funds for those candidates who agreed to spending limits.

Any funds left over after an election had to be returned to contributors or given to charity.

Within months of the reforms, three councilmembers began an attack – particularly on the parts that prohibited officeholders from raising funds year round and the requirement to return excess campaign funds. Thus, officeholder accounts were born and allowed an elected official to raise \$5,000 a year or to roll-over that amount from excess campaign money.

Officeholder accounts are common in public office and are to be used for expenses related to “assisting, or serving, or communicating with constituents, or otherwise made in connection with the official duties of the elected City officer.” While I served on city council, officeholder accounts were increased to \$10,000 a year. This past January, the new city council tripled the amounts to \$30,000 for councilmembers and \$75,000 for citywide officials.



Thus, political fundraising is a year round effort in Long Beach.

What should worry voters is that now your elected officials can receive more from one officeholder contributor in the four years they serve in office than they could have received for their campaign. Let me give you an example: councilmember candidates can only receive \$400 from a contributor for the primary and \$400 for the general election, for a total of \$800. Once elected, that same contributor can now give \$750 each year for the officeholder account for a total contribution of \$3,000.

For those who argue that this is common in other cities, please note that unlike other cities, Long Beach has no restrictions against receiving contributions from a company or a person (and his/her family) who contracts with the city or who wants to contract with the city. Nor does Long Beach prohibit contributions from those they appoint to city committees, commissions and boards. Most seriously is the sad fact that Long Beach allows registered lobbyists to contribute to the very people they lobby.

A review of the officeholder reports filed with the Long Beach City Clerk disclosed the following amounts raised for the period of January 1 through June 30, 2015:

• Lena Gonzalez:	\$18,869.00
• Suja Lowenthal:	\$13,277.00
• Suzie Price:	\$5,250.00
• Daryl Supernaw:	No officeholder account listed
• Stacy Mungo:	\$13,984.00
• Dee Andrews:	No officeholder account listed
• Roberto Uranga:	\$21,550.00
• Al Austin:	\$20,632.00
• Rex Richardson:	\$21,325.18
• Robert Garcia:	\$12,350.00
• Laura Doud:	No officeholder account listed
• Charlie Parkin:	No officeholder account listed
• Doug Haubert:	\$6,000.00

Long Beach needs:

- a stronger Code of Ethics
- an ethics commission that can enforce the code
- prohibitions from accepting contributions from contractors (and wannabe contractors) and commission and board appointees, lobbyists and employee unions
- a requirement that before a vote on an issue is taken, councilmembers disclose whether or not they have received contributions from interested parties.

Although city council is part-time, it does require full-time hours and energy to do a credible job. Courting potential contributors year round and chasing their contributions takes precious time away from that job.

Next: Oh let the sunshine in on public employee contracts!

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

Pizza • Pasta • Calzone • Sandwiches • Salads • Wings



Eat Like a New Yorker



What About Wednesday . . . Buy Any Whole Pizza, Get A 2nd One At 50% Off (Equal Or Less Value)

Milana's New York Pizzeria is an authentic NY Pizzeria. It's not just in our name. We use family recipes that have been handed down for generations. Everything is made fresh from our dough to our mozzarella, tomatoes and pizza sauce. Our special marinara sauce is cooked for 5 hours – just like on Sunday dinner. We made our pizzas just like in New York – We have one size pie, thin crust and creative. We don't believe you should "bury" your pie with toppings and hide the best part – the crust, sauce, and cheese. Come and try real NY Pizza!

Order Online • Catering • Gift Cards Available
Vegan and Gluten Free Now Available!
Open Daily for Lunch & Dinner

165 E. 4th St., Downtown Long Beach
562-901-1111 • www.MilanasNewYorkPizzeria.com



LABOR DAY WEEKEND
SEPTEMBER 5th - 7th
DOORS OPEN AT 12PM

FREE PARKING AT CSULB • FREE SHUTTLE TO AND FROM FESTIVAL

EAT • DRINK • DANCE

SOUVLAKIA • GREEK FOOD • HOMEMADE GREEK SWEETS
BEER & WINE • CARNIVAL RIDES • SPECIALTY SHOPS

Assumption of the Blessed Virgin Mary Greek Orthodox Church
5761 East Colorado Street • Long Beach, CA



You want to strengthen your business. We do, too.

Our team provides you with a single, convenient source to meet your business needs. We help you strengthen your operation, whether you need to add staff or downsize seamlessly.

Contact

Craig Johnson
(562) 570-3842

craig.johnson@pacific-gateway.org

or visit

pacific-gateway.org/business

Pacific  **Gateway**

A proud partner of America's Job Centers of CaliforniaSM Network

WIOA Title I-financially assisted program or activity is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. To request a reasonable accommodation, please call 562.570.4711 or TTY 562.570.4629 at least 72 hours prior to event.

CITY OF LONG BEACH BID OPPORTUNITIES

TITLE	BID NUMBER	DUE DATE
Groundwater Treatment Plant Chemical Tank Replacement Project - Phase III	WD-22-15	09/17/15
Purchase and Development Opportunity at Anaheim Street & Walnut Avenue	RFP CM15-159	09/15/15
Bicycle System Gap Closure and Improved Los Angeles River Bike Path Access Project	R-6984	09/09/15
Purchase and Development Opportunity at 100 East Ocean Boulevard	RFP CM15-163	09/03/15
Purchase and Development Opportunity at 3rd Street & Pacific Avenue	RFP CM15-162	09/03/15
Purchase and Development Opportunity at 4800 Long Beach Boulevard	RFP CM15-161	09/03/15
Purchase and Development Opportunity at 1404 Hayes Avenue	RFP CM15-160	08/31/15
Purchase and Development Opportunity at 120 E. 3rd Street	RFP CM15-158	08/31/15
As Needed Professional Land Surveying Services	RFQ PW15-152	08/25/15
Accounts Receivable & Collections Controls Review	RFP FM15-172	08/20/15
Latex & Nitrile Gloves (REBID)	ITB LB15-050	08/19/15
Jail Inmate Medical Services	RFP PD 15-154	08/19/15
Surveillance Cameras & Parts	ITB TI 15-108	08/18/15

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

Bidder Registration

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

Small Business Enterprise Program

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

www.longbeach.gov/purchasing

LIEN SALE AUCTION

3111 E. Willow Street
Long Beach, CA 90806
(562) 570-2828

August 25 & September 8, 2015
Registration & Viewing Hours:
8:00 A.M. – 9:50 A.M.

<http://www.longbeach.gov/finance/services-and-permits/towing-and-lien-sales/auktion/>

Helping Long Beach Businesses Grow Metropolitan Design Furniture



Metropolitan Design Furniture, based in Bixby Knolls, recently hired on a youth employee, Brandon Taylor (center), through the Pacific Gateway Workforce Investment Network's Youth Jobs Program. Pictured with Taylor are Gabriel Flores, project manager, and Jeffrey Lee, owner. (Photograph by the Business Journal's Evan Patrick Kelly)

■ By **SAMANTHA MEHLINGER**
Senior Writer

When Metropolitan Design Furniture, a Bixby Knolls-based business, needed some extra help with web design, the business found assistance through the Pacific Gateway Workforce Investment Network. The organization, administered by the City of Long Beach, provides employment assistance to employers and job seekers in Long Beach, Signal Hill, Lomita and Torrance.

Gabriel Flores, project manager for Metropolitan Design Furniture, which specializes in custom upholstery and contemporary furnishings, oversees many facets of the business. "I manage our websites, most of our customer service issues, the store, our computers, our Internet. I wear a lot of hats here," Flores told the Business Journal. "I needed someone to help me out."

Right around the time Flores needed some extra help, a representative from Pacific Gateway happened to stop by the store to let the owner, Jeffrey Lee, and Flores know about its Youth Jobs Program. "Someone walked in to let us know that this program was out there, and to see if we had any openings or were willing to take any younger students to come in and get some work experience," Flores said.

Through the Youth Jobs Program, Pacific Gateway matches businesses with local youth seeking work experience. The youth gain up to 100 hours of paid work experience, with wages covered by Pacific Gateway. "That seemed like a great idea," Flores said. He and Lee decided to get involved in the program, not only to help with the business, but also because they wanted to help youth.

"When I started working back when I was 18, it was difficult," Flores reflected. "I didn't have really anybody to kind of guide me . . . So I think this was a great opportunity for that student."

The process in finding a youth to work at the business was simple. "I gave Pacific Gateway a little bit of information of what we were looking for," Flores said. "They basically looked through all the candidates that they had and, once they found someone who was pretty much a match to what we wanted, they introduced us and we went from there."

About three months ago, Metropolitan Design Furniture employed Brandon Taylor, a 16-year-old Long Beach resident and local high school student, to assist with web design. "He is trying to get into game development and web design. . . . So it was a good avenue for him," Flores said. "He got experience firsthand working at a business doing graphics and some coding."

Pacific Gateway covered all of Taylor's wages. "Basically what happened is he would come in, he would fill out his time card, I'd sign off on the time card and he was paid through them," Flores said. Taylor worked for the store for about a month before completing the Youth Jobs Program.

"It's a good experience. Ultimately, it works out for the students who are working, because they are gaining some skills they are going to be able to use throughout their lives," Flores said.

For more information about Pacific Gateway's business assistance services, call 562/570-3700. ■

**Presented monthly by the Long Beach Business Journal
and the Pacific Gateway Workforce Investment Network**
www.pacific-gateway.org

Long Beach Parks, Recreation & Marine 100 Days of SUMMER Finale CONCERT



Featuring The Young Guns
August 28, 6-8 p.m. at Marine Stadium
Food trucks • Kid's Zone

For more information, call 562-570-3150
or visit www.LBParks.org



Report: Passenger Traffic Projected To Nearly Double At Airport By 2040

■ By **SEAN BELK**
Staff Writer

Long Beach Airport is expected to almost double the number of passengers it serves annually in 25 years, according to a report from the Southern California Association of Governments (SCAG), a regional metropolitan planning organization.

The SCAG report, which is updated every four years as a long-range transportation planning tool for the six-county region, estimates that at least 5 million passengers a year will travel through Long Beach Airport by 2040, nearly twice the airport's current annual passenger count.

According to airport staff, the airport's peak year was in 2012 with 3 million passengers; however, commercial airline activity has declined since then. In 2014, the airport served 2.85 million passengers. This year, the airport is projected to see 2.6 million passengers.

Airport officials said they are comfortable with SCAG's projections, adding that Long Beach Airport would be able to handle the passenger growth since the airport is currently operating at about half its maximum capacity under the city's noise ordinance that allows 66 total airline slots.

In addition, the forecast takes into account that commercial airlines would likely have larger, quieter and more fuel-efficient aircraft in the future because of anticipated advancements in aviation technology, allowing for more passengers per flight.

In an interview with the Business Journal, Long Beach Airport Director Bryant Francis confirmed that the airport would be able to handle 5 million annual passengers, which is the airport's full capacity under the noise ordinance if all 66 slots (41 air carrier and 25 commuter) are utilized at full levels.

"If all 66 of those slots were being utilized at near-maximum levels, then we certainly could see that level of activity in the future," he said. "We were comfortable with that number."

Francis said airport staff provided input to SCAG to produce the resulting projection for passenger traffic and made sure the noise ordinance was taken into account.

"We did have some input, and we made sure [SCAG was] aware of the noise ordinance that is in place and has been for 20 years, and what that means in terms of the slot allocation that is in place here," he said.

SCAG estimates that, for the region, which includes Los Angeles, Riverside, San Bernardino, Orange County, Ventura and Imperial counties, air travel demand will increase approximately 55 percent, rising from 88 million annual passengers reported in 2013 to a projected 136.2 million annual passengers in 2040.

Hasan Ikhata, executive director of SCAG, told the Business Journal in a phone interview that the airport passenger projections are based on the fact that Southern California is anticipated to see an increase of 3 million people by 2040, which will add more demand for airport and ground travel.

Another factor taken into account is that Southern California, the 14th largest



Bryant Francis, who took the helm as director of the Long Beach Airport in January, said the facility can accommodate the five million annual passengers projected for it by 2040 in a recent report from the Southern California Association of Governments. (Photograph by the Business Journal's Evan Patrick Kelly)

economy in the world, will continue to be an economic powerhouse well into the future, he said.

"Based on the population growth [and] on the fact that we are very high up in the world [as] a favorite destination for a lot of people, the forecast is that demand for airport travel will go up," Ikhata said.

Still, the projections are lower than in previous forecasts, the SCAG report notes. In 1998, for instance, it was projected that there would be 157 million annual passengers for the region by 2020. In 2004, SCAG forecast that there would be 170 million annual passengers by 2030.

Projections for air travel demand are lower, he said, because the forecast for population growth has dropped as the birth rate has declined nationally while the region is no longer a destination choice for immigrants. In addition, ramifications from the 9/11 terrorist attacks and the recession have also caused air travel demand to decline.

The report, officially approved by SCAG's transportation committee on August 6, is the aviation element of a draft regional transportation plan (RTP), which is being prepared for circulation in October, eventually requiring state and federal approval.

Ikhata said each airport in the region was given a range for projected passenger traffic mainly to allow airports the opportunity to apply for federal funding to pay for infrastructure projects in order to meet projected demand.

Long Beach Airport, for instance, has a projected range of 5 million to 6.2 million annual passengers by 2040. The report also shows that, without any noise ordinance or constraints at all, the airport's airfield has a capacity to handle more than 9 million passengers annually, he said.

Francis said the SCAG report didn't take into account the possibility of a U.S. Customs federal inspection services (FIS) facility that would allow international flights at Long Beach Airport, since re-

search was already well underway before the Long Beach City Council agreed on July 7 in a 6-3 vote to move forward with studying the option.

Still, the possibility of a U.S. Customs facility, which has been pushed primarily by JetBlue Airways, likely wouldn't have changed the airport's projection, he added, since all airlines must comply with

the noise ordinance and slot restrictions regardless if they have domestic or international flights.

A request for qualifications (RFQ) on the study of a U.S. Customs facility is expected to be released by the end of the month, Francis said, adding that the city expects results of the study to be brought back by the first quarter of next year. ■

THE FINEST CIGAR EXPERIENCE

TAYLOR'S



CIGAR LOUNGE

SERVING LONG BEACH FOR 11 YEARS
MONDAY-SATURDAY 10AM - 10PM
SUNDAY 10AM - 9PM

5937 E. SPRING STREET LONG BEACH
562-377-0700

Long Beach Airport To Raise Fees On Airlines By 17.5 Percent After Drop In Flight Activity

■ By **SEAN BELK**
Staff Writer

After a steady drop in flight activity in the past year, Long Beach Airport plans to increase rates and charges on airlines by 17.5 percent starting October 1, the beginning of Fiscal Year 2016, to make up

for lost revenue and to meet bond covenant requirements.

Airport officials, however, said the airport remains competitive with one of the lowest cost-per-enplanement (CPE) rates – the average cost airlines pay to the airport per enplaned passenger for services – compared to other airports in California.

Long Beach Airport Director Bryant Francis told the Business Journal that the increase in rates and charges would affect landing fees, gate fees and terminal lease charges on airlines but not passenger fares, which are set by airlines. The fee increase also won't impact general aviation, airport staff confirmed.

The airport's CPE is estimated to increase from \$8.93 to \$10.47 next fiscal year based on current financial data, ac-

cording to the proposed FY 2016 budget, which requires Long Beach City Council approval by September 30.

The last time airline fees at Long Beach Airport spiked was in FY 2013 when the airport increased rates and charges by 20 percent midyear as a result of a drop of 290,000 passengers from the previous year, according to airport staff.

In July, Fitch Ratings reduced the airport's financial outlook from "stable" to "negative" in a report on \$115.2 million worth of outstanding airport revenue bonds, though the agency affirmed the airport's "A-" rating.

Following the report, airport officials said the airport was projecting a 25 percent drop in net revenue this fiscal year over FY 2014 as enplanements had dropped 11.1 percent this year as of May.

The FY 2016 budget states that the revenue decline is mainly a result of JetBlue Airways, the airport's primary air carrier, underutilizing slots, which has diminished revenue from airline fees, parking, ground transportation and concessions.

The budget states that JetBlue has "no intentions of increasing its number of flights except for modest increases for a couple of the summer months."

Airport officials said the airline in recent years has been shifting aircraft out of Long Beach to other markets, including those on the East Coast and in the Caribbean/Latin America. This year, JetBlue reduced its schedule for summer, which is the busiest time of the year for air travel, from about 30 to 26 daily departures out of Long Beach, Francis said.

"[JetBlue has] made decisions to increase or enhance service in markets other than Long Beach and that has come at the expense of some of the capacity that has historically operated here," he said.

Francis noted that Horizon Air, a regional air carrier of Alaska Airlines that once offered flights to Portland and Seattle, left the Long Beach market entirely in January, eliminating approximately 64,000 enplanements. Additionally, US Airways, which offers flights to Phoenix, decided not to "upgauge" its service to larger aircraft this summer as it has in previous years, resulting in fewer passengers as well, he said.

The drop in flights, however, is not necessarily based on demand, Francis said, adding that demand for air service out of Long Beach remains "strong."

The shift is more a function of airlines focusing on ways to "maximize profitability" on a route-by-route basis, he said. Francis added that the decline in passenger activity is likely a "temporary situation."

In addition, Francis noted that Long Beach Airport still has one of the lowest CPE rates in the state. Airport staff added that six other airports, including Los Angeles International (LAX), in California are projecting CPE increases in coming years as well.

"Even with this increase in our rates and charges, we are still among the lowest in terms of overall CPE [in the state]," he said. Francis explained that fees airlines pay to airports are small compared to other expenses, such as fuel and personnel. ■

FOR SALE

Long Beach Peninsula Investment Property -and- 11 Unit Multi-Family Building



SOLD



In Escrow

Sold - \$1,160,000

- Value Added Opportunity
- Walk to the Beach or Bay
- GRM 23.2

Just Listed - \$2,300,000

- 11 units
- Great 3rd Street Location; below Mkt Rents
- GRM 14.7; CAP Rate 4.37%

George Bustamante
Direct: (562) 548-7399
BRE# 01484265

Steve Warshauer
Direct: (562) 548-7419
BRE# 00499477

Cameron Jacques
Direct: (562) 548-7411
BRE# 01852032



COLDWELL BANKER COMMERCIAL
BLAIR WESTMAC
(562) 495-6070
CBCBlair.com

LOCAL EXPERIENCE | GLOBAL STRENGTH

30th Anniversary

1985-2015

INTERNATIONAL CITY THEATRE

Your Award-Winning Professional Regional Theatre

caryn desai, Artistic Director/Producer

August Wilson's

FEELERS

Winner! Pulitzer Prize for Drama, Tony Award for Best Play, Tony Award for Best Revival of a Play, Outer Critics Circle Award, NY Drama Desk Award

A Great Evening for two!
Get dinner at L'Opera or The Sky Room and the show for only \$139 per couple

Directed by Gregg T. Daniel

"A blockbuster and a major American play" - NY Daily News

August 19 - September 13

Call 562-436-4610 or visit us at

www.InternationalCityTheatre.org

Long Beach Performing Arts Center, 330 E Seaside Way

CORPORATE PRESENCE

A Look At Long Beach's Growing Corporate Landscape



Corporate Presence will also include a Q&A with Mayor Robert Garcia



All advertisers in Corporate Presence will receive a 350-word story with a headshot of their key executive. (1/4 page or larger ad required. Story and photograph provided by advertiser.)

AD RESERVATION DEADLINE: AUGUST 28, 2015
ARTWORK DEADLINE: AUGUST 29, 2015
ISSUE DATE: SEPTEMBER 1, 2015

ADVERTISE IN THE

Long Beach Business Journal

Please call to reserve your ad space

562/988-1222

www.lbbizjournal.com

City's Water And Sewer Rates Scheduled To Increase By 4 Percent

Public Hearing Before Water Commissioners Is September 3

■ By **SEAN BELK**
Staff Writer

If the Long Beach Board of Water Commissioners gives its approval at a public hearing on September 3, bills for water and sewer services in Long Beach will rise 4 percent starting October 1, the start of the next fiscal year.

The proposed increase in rates would raise the average monthly combined water and sewer bill for a typical single-family household by \$2.20 in Fiscal Year (FY) 2016, according to a public notice about the hearing.

The average monthly water bill would increase \$1.76 to \$45.66, while the average monthly sewer bill would increase 44 cents to \$11.85, the notice states.

The water rates are subject to the city's five percent utility users tax.

Both rate increases will help cover a budget deficit projected for the next fiscal year and are part of previously approved plans to keep revenues in line with rising

costs, said Anatole Falagan, deputy general manager for the Long Beach Water Department, in an interview with the Business Journal.

The water department is projecting a \$6 million budget deficit in FY 2016, with \$100 million in projected revenue, including miscellaneous sources of revenue, and \$106 million in anticipated expenditures.

Foreseeing rising costs, the water commission approved a five-year plan in FY 2014 that included drawing on reserves as needed to keep water rate increases "moderate" while slowly keeping pace with rising costs year by year, he said.

Rates that the water department pays to the Metropolitan Water District of Southern California (MWD) for imported water, which comprises 40 percent of the city's water consumption, and the Water Replenishment District of Southern California (WRD), which replenishes groundwater, have risen 87 percent since 2008, Falagan said.

In comparison, the water department has raised its rates only 50 percent during that timeframe, he said, adding that the proposal is the third 4 percent water rate increase in the five-year plan.

Water conservation efforts in Long Beach mandated by the state because of the ongoing drought have caused revenue to drop since residents and businesses are using less water, he said. However, Falagan said, the water department has "budgeted prudently" and water conservation efforts "continue to be encouraged."

As for sewer services, the 4 percent rate increase is a result of having to comply

with stricter state regulations that have mandated increased costs for maintenance activities on the sewer system and capital infrastructure projects, he said.

In the short term, the water department took out debt to cover rising costs associated with the state mandates. The water department is now in the second year of a five-year plan to bring revenue in line with expenditures. Initial efforts included studying the sewer system to identify work needed to comply with the new state regulations, Falagan said. ■

Cambodia Town Property Owners Establish New Midtown BID

■ By **SEAN BELK**
Staff Writer

A majority of property owners in and around Cambodia Town along East Anaheim Street in Central Long Beach have voted in favor of establishing a new business improvement district (BID) in which they will be assessed an annual fee for beautification, public safety and economic development services.

Last month, the city mailed out ballots to approximately 52 property owners along the commercial corridor on East Anaheim Street between Raymond and Alamitos avenues.

(Please Continue To Page 10)

AMECO Solar: The Honest Solar Experience

WE WON'T:

- Call During Dinner
- Knock During Naps
- Subcontract
- Pressure You to Sign
- Push to Lease
- Go Out of Business



AMECO WILL:

- Design for Your Needs
- Answer Any Questions
- Leave You Satisfied
- Stay in Business for Another 40 Years!

Limited Offer
Schedule an appointment before the end of the month and receive a free mobile backup battery! While Supplies Last

Solar Energy License #483280



AMECO
YOUR LOCAL SOLAR EXPERT SINCE 1974

Visit www.solarexpert.com OR
Call 866-671-5314 for a Free Estimate

Experience.
Commitment.
Passion.

Real Estate at it's Best.

Coastal Homes Group

Erin Barry
REALTOR®, PMN, GREEN
Lic #01391580
562.233.0971

Sergio Macias
REALTOR®, GRI, CGREP
Lic #01247110
562.618.4153

Maggie Shapiro
REALTOR®, GRI, SRES
Lic #01299535
562.260.3072

Greg Ernst
REALTOR®, QSC
Lic #01305906
562.253.4860

Jamie Saltman
REALTOR®, GRI, SRES
Lic #01213694
562.547.7706

Coastal Homes Group is comprised of five highly-respected REALTORS® with over 65 years collective experience. Think of us as a real estate "brain trust". Together we offer more than any one agent can, and separately we offer more than any one team can. We provide a wealth of knowledge of this diverse area, with acute insight into the dynamics of our local real estate market, all while infusing our integrity to every one of our client's transactions.

MAIN STREET REALTORS

www.cacoastalhomes.com

WORLD'S BEST PASTRAMI

CRAFT BEER

FINE WINE

Brix at the SHORE

5372 E. 2nd Street, Long Beach, Ca 90803

LetsDoBrix.com

562.343.5998

Delivery: Eat24.com or Grubhub.com

weekend brunch catering

Pacific Gateway Helps Recruit Workers

On Monday August 3, the Pacific Gateway Workforce Investment Network joined forces with Vons, Albertsons and Pavilions grocers to host a hiring event held at the Vons East Broadway location in Downtown Long Beach. Pacific Gateway, an operation of the City of Long Beach, provides free services to businesses, such as employment screening, and assists adult and youth job-seekers to locate employment. Though the job fair was hosted in Long Beach, the interviews and resumes of each applicant could be, by request, transferred and advocated for at any team grocer across Southern California. Applicants stood in a line that consistently held approximately 80 people throughout the morning and afternoon. The crowd of potential employees stretched from East Broadway to Lime Avenue and nearly reached Atlantic. Approximately 350 interviews took place during the five-hour job screening event. For more information about Pacific Gateway, including the various services it offers businesses, visit its website at: www.pacificgateway.org, or stop by its offices at 3447 Atlantic Ave. (Photograph by the Business Journal's Erin Kleekamp)



City Council To Discuss Results Of Downtown Parking Study

■ By **SEAN BELK**
Staff Writer

City Manager Pat West will provide an update to the Long Beach City Council on the recently completed downtown parking study during tonight's, August 18, meeting. According to a staff report, the parking study was completed on June 12 after being requested in November 2014 to help resolve long-standing parking issues in downtown. The goal is to better the lives of residents and increase business activity throughout downtown, city officials said.

"As Downtown Long Beach continues to transform and grow, ensuring access to safe, clean and user-friendly parking lots and spaces is a necessity for residents, visitors and business owners," according to the staff report. "With the upcoming meter study it is imperative that parking be looked as a collective in order to have a comprehensive strategic approach that works for everyone utilizing these resources."

The study provides an overview on the city's parking operations while focusing on the parking experience, marketing of parking assets and next steps. ■

Mid-Town Bid Formed

(Continued To Page 9)

The city clerk presented a tabulation of ballots after a public hearing on August 11, showing that property owners representing 79.53 percent of the total assessment voted in favor of establishing the Midtown BID while 20.47 percent voted against.

The Long Beach City Council voted unanimously at its meeting to move forward with establishing the new BID, which takes affect January 1 and continues through 2020. The district boundaries encompass both the 4th and 6th Council Cistricts.

The City of Long Beach did sway the

vote some since it owns about 40 percent of the properties being assessed, including the Long Beach Transit facility, MacArthur Park and the Mark Twain Library. According to the tabulation, a total of 60 votes based on property valuation dollar amount were cast, and the city cast yes for 13 of those votes.

Before the final vote, the city petitioned property owners to determine whether they wanted to move forward with forming a BID, after which 28 property owners, or nearly 55 percent, returned petitions and indicated they did.

During the hearing, the only public comments came from Bruce Palmer, owner of

Coast Cash Register at 1900 E. Anaheim St. who said he and other property owners are against the new BID that would increase rent for struggling Cambodian small businesses, adding that there is no guarantee businesses would be improved.

He also noted that the city had a large influence in moving forward with the BID since it owns a large portion of the properties.

Sixth District Councilmember Dee Andrews said members of Cambodia Town, which was created in 2007, have wanted to form a BID for many years, adding that it will likely help attract new businesses to the area. ■

EXPLORE THE
WORLD OF
Jellies

Visit the Aquarium of the Pacific in Long Beach and explore dozens of new sea jellies now on exhibit. Admire the effortless grace of these dazzling sea creatures and witness art in motion. And don't miss our ongoing programs and events just for adults. Come relax and immerse yourself in the wonder of nature.

\$8 Off Adult Admission

Present this coupon at the Aquarium ticket window and receive \$8 off regular Adult Admission. Limit (4) discounts per coupon. Not applicable with online tickets or any other offer. Not valid at off-site sales locations. Distribution or resale of this coupon is prohibited. No cash value. Valid through 9/7/15. **D-NP8**

Aquarium of the Pacific

100 AQUARIUM WAY, LONG BEACH, CA 90802
562-590-3100 **AQUARIUMOFPACIFIC.ORG**

BOULEVARD

 Cadillac

2015 USED CADILLAC SRX LUXURY

Lease for

\$329

per month for 24 months + tax



1 at this offer RFS595552- 4568 MILES

Prior Rental

\$4900 customer cash or trade equity +\$1465 GM financial lease cash= \$6365 total due at lease signing.\$0 security deposit required.10,000 miles per year @ 25 cents per mile over. Above average GM Financial Tier A1 credit approval required. Subject to prior sale. Offer expires 8/31/2015

*Prices do not include government fees and taxes, any finance charge, any dealer document processing charge, any electronic filing charge and any emission testing charge. Subject to prior sale. Offer ends at close of business on 8/31/15. Subject to prior sale.

BOULEVARD

 GMC

2015 NEW BUICK ENCORE

Lease for

\$189

per month for 39 months + tax



1 at this offer FB239016

\$3700 customer cash or trade equity +\$2000 GM financial lease cash= \$5700 total due at lease signing.\$0 security deposit required.10,000 miles per year @ 25 cents per mile over. Above average GM Financial Tier A1 credit approval required. Subject to prior sale. Offer expires 8/31/2015

(562) 595-6076 • 2850 Cherry Ave, Signal Hill, CA 90755 •

(562) 492-1000 • 2800 Cherry Ave, Signal Hill, CA 90755 •

BOULEVARD4U.com

Port Awarded \$3.4 Million In FEMA Grants For Security

■ By SEAN BELK
Staff Writer

The Port of Long Beach has been awarded \$3.4 million in grants from the Federal Emergency Management Agency (FEMA), which is part of the U.S. Department of Homeland Security, to fund ongoing port security projects.

The grants will enhance port security systems, such as physical security equipment and monitoring and detection systems, including the virtual port system, while also improving the “resiliency” of port security systems, according to a statement from the port. The Port of Long Beach must match at least 25 percent of the cost of the project.

According to port officials, trade that flows through the Port of Long Beach sustains about 1.4 million jobs across the United States, making the port a valuable resource. In order to safeguard that resource, security operations at the port have been enhanced by \$136 million in security grants since the 9/11 terrorist attacks.

The Long Beach Harbor Department’s security division partners with local, state and federal law enforcement in addition to security and emergency-response agencies, including the Long Beach police and fire departments, the Federal Bureau of Investigation (FBI), U.S. Customs and Border Protection and the U.S. Coast Guard. ■

Aquarium Receives Special Award For Applying Geospatial Technology

■ By SEAN BELK
Staff Writer

The Aquarium of the Pacific has been presented the Special Achievement in GIS (SAG) Award at the 2015 Esri International User Conference in San Diego. The award acknowledges “vision, leadership, hard work and innovative use” of Esri’s geographic information system (GIS)

technology, according to a statement from the Aquarium.

The Aquarium uses Esri ArcGIS technology, such as story maps and other interactive geospatial technologies, including Esri’s Urban Observatory app and the National Oceanic and Atmospheric Administration’s (NOAA) Science on a Sphere, to connect the Aquarium’s 1.4 million annual visitors to current marine and environmental issues.

These programs help guests understand human relationships to environments and a changing global system, according to a statement from the Aquarium. The Aquarium uses GIS as a tool to help fulfill a mission to instill a sense of “wonder, respect and stewardship” for the Pacific Ocean along with its inhabitants and ecosystems.

Esri presented the SAG Award to about 1 percent of users, representing more than 170 organizations around the world and in a variety of industries, including agriculture, cartography, climate change, defense and intelligence, economic development, education, government, health and human services, telecommunications and utilities.

For more information on the 2015 SAG award winners, including project information and photographs, visit www.esri.com/sag. ■

City of Long Beach Awarded \$50,000 Grant For ‘Startup In A Day’ Pledge

■ By SEAN BELK
Staff Writer

The City of Long Beach has been awarded a \$50,000 grant from the U.S. Small Business Administration (SBA) to support the development, implementation and improvement of online tools to help entrepreneurs learn about the business startup process and to cut the time it takes to apply for permits and licenses.

President Barack Obama has encouraged cities to support entrepreneurs by participating in the “Startup in a Day” initiative and taking the “Startup in a Day” pledge. Cities were invited to apply for funding through two SBA grant prize competitions.

Mayor Robert Garcia has prioritized

making Long Beach friendlier for business entrepreneurs and has taken the pledge, joining 24 other mayors committed to modernizing the startup process, according to a statement from the city.

“Entrepreneurs help to make Long Beach a great place to live, work and play,” Garcia said in the statement. “It is our job to be supportive of them and remove any unnecessary obstacles as they pursue their dreams and build local businesses.”

In the next year, the city will develop a series of solutions that will prepare entrepreneurs for the startup process and make it easier to submit applications in one day. The SBA grant will support the creation and launch of StartupLB, a comprehensive online tool that will provide Long Beach entrepreneurs with business planning resources and

will help to target business development.

According to city officials, StartupLB, along with the new online tool OpenCounter, represent a “comprehensive commitment to supporting new and existing businesses that contribute to the city’s local economy.” In addition, the city has partnered with New York-based Citymart to find solutions for “open challenges,” with the first one being how to make the City of Long Beach the most business-friendly city.

The SBA is conducting the “Startup in a Day” initiative in partnership with the National League of Cities (NLC), which represents thousands of municipal leaders around the country. The NLC will help cities share best practices and build community development and implementation of startup solutions. ■

Mixed Use Investment Opportunity

623-631 E. 7TH STREET • LONG BEACH



PROPERTY HIGHLIGHTS:

Mixed Use - 2 Separate Buildings

4 - Plex Apartment Building

- (2) 2 bed + 1 bath
- (2) 1 bed, 1 bath
- Approx. 3,200 Sq. Ft.

(2) Unit Retail Building

- 7th Street Frontage
- Approx. 2,000 Sq. Ft.

Offered at \$879,000



www.incocommercial.com

FOR MORE INFORMATION, CONTACT
Eric J. Christopher
Office: (562) 498-3395
Cell: (562) 546-3550

This information contained herein was obtained from third parties, and has not been independently verified by real estate brokers. Buyers and Tenants should have experts of their choice inspect the property and verify all information. Real Estate Brokers are not qualified to act as or select with respect to legal, tax, environmental, building construction, soil drainage and other such matters.

(Continued From Page 1)

that there is plenty to be positive about. According to the report, during the Great Recession “the only bright spot . . . with respect to privately-held company job growth has been among women-owned firms,” which have added 340,000 jobs since 2007. Meanwhile, “Among men-owned and equally-owned firms, employment has declined over the past eight years.”

In fact, two women business owners interviewed by the Business Journal for this section started their businesses during the recession, while another expanded her services during that time.

The vast majority – 92 percent – of women reached in NAWBO’s survey reported their top reason for going into business was “the ability to express passion for your vocation.” This motivator is reflected in the women business owners of Long Beach, four of whom are featured in this edition of the Business Journal’s quarterly Women In Business section.

Each of these women – from a financial service provider, to an optometrist, to a restaurant owner and a photographer – expressed that a strong desire to pursue their passions was a major motivator in starting their own businesses. They continue to draw upon their inspirations as they grow their businesses and seek to make an impact in their communities.



Tracy Ames
The Red Leprechaun
4000 E. Anaheim St., Long Beach • 562/343-5560
www.redleprechaun.com

Following a career in the hospitality industry, Long Beach resident Tracy Ames drew upon her longtime passion for cooking and a background working in Ireland to open The Red Leprechaun, a restaurant with an Irish pub concept.

When Ames was laid off from a 19-year career in the hospitality industry in 2009, during the Great Recession, she decided to pursue her longtime dream. “I always dreamed of owning a restaurant,” she said.

“Initially I got into a restaurant that was established down the street on Anaheim, and they got locked out of their lease with my money,” Ames said of her first restaurant investment. After that, she decided to start up her own business.

“My personal passion was my own cooking,” Ames said. Having worked in Ireland years ago, Ames said the concept of an Irish pub was a niche she believed she could fill well – “with the exception that Irish pubs had terrible reputations for food,” she said with a laugh.

A Rose Park resident, in 2010 Ames began attending meetings of the nearby East Anaheim Street Business Alliance (EASBA) as part of her research process for determining where to open a restaurant. The Alliance oversees the business improvement district which stretches along the busy corridor. Eventually, opportunity came in the form of a vacated old Blockbuster location at the corner of East Anaheim Street and Termino Avenue.

The location required constructing all the elements of the restaurant from scratch, including the kitchen, bathrooms and the dining area. “The biggest challenge was really the construction . . . with not a lot of money,” Ames recalled.

She decided to stay away from a bar-like atmosphere, instead creating a family-friendly vibe. “As a matter of fact, in all of our permits for the city, the word bar doesn’t exist,” she noted. Since opening in July 2012, the restaurant has stayed true to this vision. The menu, which she put together with a consulting chef, includes gastro pub fare that has helped draw in the foodie crowd, Ames said.

The business recently accomplished three goals, including adding a back patio, obtaining a catering license and becoming one of few establishments in the city to sell to-go craft beers. Ames said her biggest challenge is helping to create more foot traffic for East Anaheim Street, which she hopes will help other businesses in the area as well.

Originally a dinner venue only, The Red Leprechaun now serves weekend breakfast and weekday lunch. As she continues to grow her business, Ames’ next goal is growing the lunch crowd, hopefully with some traffic from workers at local businesses. ■



Miranda Mirsec
Blossom Blue Photography
200 Nieto Ave., Suite 206, Long Beach • 562/706-0032
www.blossombluephotography.com

After a 12-year career in the nonprofit sector where she helped share the stories of others, Miranda Mirsec was inspired to start her own business telling others’ stories through photography.

“The nonprofit I used to work for used photography to document client programming,” Mirsec recalled. “I started to play with the cameras in terms of capturing events, people, personal interest stories and things like that. I was really enjoying that,” she said, explaining that her photographs were used in materials to help the organization earn grants.

“Friends and family started to see my work in some of the publications we would put out for work,” Mirsec said. “And they were like, ‘Oh I didn’t realize you took pictures and I would love for you to do mine.’” When Mirsec lost her job in 2008, she immediately went into business for herself as a photographer, and already had a base of clients.

“What inspires me is the telling of stories,” Mirsec said. “Our families and our lives are the most cherished things we have, yet our memories will fade, and documentation and details don’t always translate from one generation to the other. Photographs historically have been a way for us to remember events, emotions and things about our past.”

Mirsec is in part inspired to document the lives of others because she has a special appreciation for how short life can be, she said. During her time as a student at California State University, Long Beach, she sustained a spinal injury that left her paralyzed for six months, unsure if she would ever regain her mobility. She eventually recovered.

“I can’t tell you how many times I have gotten calls from people whose parents have passed away, and they say, ‘That picture you took of me and my dad at our wedding is the only picture I have,’” Mirsec reflected. “Unfortunately I have even photographed newborns that have passed away, and that’s the only thing that’s left.”

This perspective influenced Mirsec’s approach to photography and art. Blossom Blue Photography focuses on creating artwork meant to document and preserve family history, and be passed down as heirlooms for future generations.

Last year, Mirsec moved the business from a home and studio in Belmont Shore to an upstairs location off 2nd Street where she benefits from the area’s high volume of foot traffic.

Moving forward, one of Mirsec’s greatest challenges is reaching out to new clientele. “The marketing never ends – just constantly communicating who we are and what we do,” she said. ■



Nicoleta Simionescu
AllWays Financial Services
1424 E. Broadway, Long Beach
562/437-5585 x3 or 800/986-9977 • www.allwaysfinancial.com

Nicoleta Simionescu, a native of Romania who earned a degree in finance and accounting in her home country, decided to go into business for herself after five years of working as a bank manager in Long Beach.

Make your great event happen for your business

WELLS
FARGO



The
Great
Rate
Event

Small Business Loans and Commercial Real Estate Equity Lines of Credit

Get even lower rates with special interest rate discounts to help your business thrive

Now's the perfect time to get select Small Business Loans and Commercial Real Estate Equity Lines of Credit to help you purchase vehicles and equipment, fund business expansion, or renovate facilities. Come in today and let us help you make your great event happen. From July 1 through September 30, 2015.

For more information, stop by Wells Fargo or visit wellsfargo.com/greatrate

Together we'll go far



The Great Rate Event promotion provides special interest rate discounts for select products on new credit applications submitted July 1 through September 30, 2015. Additional restrictions, limitations, and exclusions may apply; please contact a Wells Fargo banker for further details. This promotion may be modified or withdrawn at any time without notice and may not be transferable. Terms and conditions of accounts, products, programs, and services are subject to change. All applications are subject to approval. Deposit products offered by Wells Fargo Bank, N.A. Member FDIC.



© 2015 Wells Fargo Bank, N.A. All rights reserved. NMLSR ID 399801 (1268463_15739)

(Continued From Page 12)

“I was a bank manager for a local savings and loans. It was during the reshuffling of the savings and loan industry,” she said, referring to the early 1990s. “I could see firsthand how many people we were rejecting because they didn’t qualify for loans,” she continued, recalling that, at the time, interest rates for standard bank loans were in the double digits.

“After five years I decided to open AllWays Financial Services as a mortgage brokerage to serve people who were underserved because they couldn’t qualify for standard bank loans,” she said. “I saw an opportunity to do what I was doing for the bank, for myself.”

In 1993, Simionescu and a business partner opened AllWays Financial’s first location on Pacific Coast Highway in the Long Beach Traffic Circle, and hired a full marketing team. Eventually, she took over the business on her own.

Transitioning into running her own financial business proved challenging at first. In order for Simionescu to get her clients the kinds of loans they weren’t able to receive from banks, she had to persistently advocate on behalf of their interests to mortgage underwriters, who consistently tried to oversell loans, she said. The experience was a “constant crusade,” she reflected.

Simionescu tackled this challenge and was able to grow her business through client referrals. She moved AllWays Financial to its current location on Broadway in 2000 and became a member of the On Broadway Business Association, of which she is currently the treasurer.

With changing times, Simionescu diversified her business. “During the recession, we added the insurance component of our business in order to offer [our clients] homeowners insurance,” she said. AllWays Financial now also offers real estate services, including buyer’s agents for people looking for a new home.

The Great Recession resulted in plenty of changes for the financial services industry, and those have proven to be a challenge for Simionescu as she moves forward with her business. “There have been so many rules and regulations introduced by Dodd Frank and the Consumer Financial Protection Bureau,” she said, adding that these regulations are overly burdensome. “It is very frustrating and challenging because when you think they are done changing the rules, they come up with a new one. So overregulating has been our biggest challenge.”

Moving forward, Simionescu plans to expand upon the services AllWays Financial Services currently provides. She also intends to remain involved in various community groups, including the On Broadway Business Association. ■



Dr. Christina Turner

Eye Land Optometry

1150 E. Artesia Blvd., Long Beach • 562/728-8087 • www.eyelandoptometry.com

Dr. Christina Turner’s ambition to become an optometrist began when she was a little girl, when an optometrist helped to save her mother’s life. “She had a serious life-threatening illness, and the optometrist was able to pick up on it from the exam,” Turner recalled. From then on, Turner knew she wanted to pursue a career in optometry.

“I always was optometry career-minded, even working for an optometrist throughout college in Santa Barbara,” Turner said, referring to her years as an undergraduate student in chemistry. From there, she pursued a masters degree from California State University, Long Beach. “I went for a health care administration emphasis because I knew I’d want to get into a private practice of my own some day,” she explained.

After receiving her masters degree, Turner earned a doctorate in optometry from Fullerton’s Southern California College of Optometry in 2011. “Since then, I mainly worked at nursing homes throughout the L.A. and Orange County area,” she said, noting that she still does this a couple times a week. “I go to different nursing homes and examine the patients’ eyes.”

Her end goal remained opening her own practice. “I was just waiting for the right opportunity. It’s hard right after school with all the loans and catching up,” she said. “I like being independent and being able to make my own choices regarding patient eye care and their needs,” she said, explaining why she was determined to strike out on her own.

Turner purchased Eye Land Optometry in North Long Beach, an already established

Dede Rossi: The Voice Of Belmont Shore Businesses

■ By **SEAN BELK**
Staff Writer

Don’t let the flannel, jeans and flip-flops fool you. Dede Rossi is all about business – on 2nd Street in Belmont Shore, that is.

After working as head of fundraising for California State University, Long Beach’s athletic department scholarship program for 20 years, she was ready to retire in 2010, but instead the mother of two put her skills to use in another avenue.

Five years ago, Rossi, a Long Beach native, was hired as the executive director of the Belmont Shore Business Association (BSBA) and has been utilizing her expertise in networking, planning and marketing ever since.

“I’ve lived here all my life, so I haven’t gone far,” she said in a recent interview with the Business Journal at the BSBA’s office, located in a commercial building at 2nd Street and Nieto Avenue.

Governed by a 12-member board of directors, the non-profit organization receives funding by assessing an annual fee on member businesses to promote, protect and enhance the commercial corridor, much like other business improvement districts (BIDs) throughout the city.

The BSBA works alongside the Belmont Shore Parking & Business Improvement Area Advisory Commission, which makes recommendations to the city on the use of revenue generated from parking meters in the district.

As the BSBA’s executive director, Rossi, an avid golfer and volleyball coach, attends monthly board meetings, interacts with business owners, works with neighborhood groups, coordinates street cleaning and markets 2nd Street, which stretches a full 15 blocks and boasts more than 200 merchants.

As the voice of Belmont Shore businesses, she also partners with the Long Beach Council of Business Associations (COBA), collaborating with representatives from six other business districts in Long Beach on city issues.

One of her favorite parts of the job, Rossi said, is organizing and attending BSBA events, which aim to attract regular patrons to “The Shore,” as locals call it.

“I want to make sure [the events] go off smoothly and that everybody is happy,” she said. “The whole idea of the events is to bring people to the Shore so people are aware of the Shore and so, hopefully, when they come back, they want to ‘shop, dine and indulge’ here.”

The slogan, “Shop, Dine and Indulge,” was created as a way to promote 2nd Street’s best attributes, referring to retail, restaurants and spas, Rossi said.



Dede Rossi, executive director of the Belmont Shore Business Association. (Photograph by the Business Journal’s Evan Patrick Kelly)

She said 2nd Street is particularly known for its restaurants, noting that the owners of Hof’s Hut and Lucille’s are planning a soft opening of a new restaurant, Saint & Second, at 4828 E. 2nd St. this month. The corridor is also a prime spot for sweets, Rossi said, adding that Snow Monster, a dessert and ice cream shop, plans to open a new location on 2nd Street.

Except for a few additions, such as a recent “pop-up shop” and other creative ways to utilize sidewalk space to promote business, the BSBA’s calendar of traditional and seasonal attractions for the most part has remained the same, she said.

During the summer months, people can meander down 2nd Street to taste the fare from Belmont Shore’s many restaurants during Stroll & Savor, which takes place this month tomorrow, August 19, and Thursday, August 20. Also coming up is the very popular Belmont Shore Car Show, where scores of classic cars line the street. This year’s annual event is set for September 13.

The BSBA’s biggest draw for business, however, continues to be the annual Belmont Shore Christmas Parade, in early December, which attracts thousands of people to 2nd Street. Organizing the parade includes such tasks as submitting an application to the city, selecting a grand marshal and coming up with a theme. With this year’s parade theme, “Miracle on 2nd Street,” the BSBA intends to turn 2nd Street into a “holiday village” Rossi said.

Looking toward the future, Rossi said the BSBA plans to eventually spruce up 2nd Street with new medians, a project that may include adding new street signs, plants, trees and other features. The goal, Rossi said, is to make the beach community more distinctive and memorable to local residents and tourists alike.

“I look to see our street changing . . . and making it visually appealing so, when people drive through here, they’re like, ‘Wow, what is this place?’” Rossi said. “I want people to know that they left Belmont Shore.” ■

office, from a former classmate in January of this year. The transition to becoming a business owner was fairly fluid for Turner, who said her masters program and experience working at other optometry practices prepared her well.

One of the challenges Turner faces in operating her own optometry office is dealing with insurance companies, “because we have to accept their rates and sometimes promote their products, and it provides [fewer] options for the patients,” she explained.

Being located in North Long Beach enables Turner to give back to the community and help a population in need of eye care, she said. “A lot of patients have diabetes, the number one preventable cause of blindness. I want to get more involved with their primary care doctors and work together to monitor their eye health.”

In the future, she hopes to work with more students. “Eighty percent of what children learn is by their visual system, and bad vision can interfere with their ability to learn, so it is really important to check their eyes on a regular basis too.” ■

Millennials Chip Away At Gender Wage Gap

■ By **SAMANTHA MEHLINGER**, Senior Writer

Recent research indicates that the pay gap between women and men is shrinking among younger generations, but still persists.

The White House estimates that women who work full-time earn about 77 cents for every dollar that a man with the same position doing the same work makes. New data from the Pew Research Center may be cause for optimism when it comes to closing the gender pay gap; the organization estimates that women earn about 84 percent of what men in the same position earn.

As Pew pointed out in an article announcing the research, this figure represents significant progress from 1980, when women earned 36 cents less for each dollar made by male counterparts in the same roles.

Data differs on how large the gender pay gap is for young generations. Recent statistics from the Institute of Women’s Policy Research’s “Status Of Women In The States” report shows that millennial women earn an average of \$30,000 per year, while male counterparts earn \$35,000.

Pew again has a more promising statistic to share when it comes to young workers. The organization estimates that young women make 93 percent of what their male peers earn.

On August 5, the Federal Reserve Bank of New York published an article on its blog estimating that “among recent college graduates, women earn roughly 97 cents on the dollar compared with men who have the same college major and perform the same jobs.” In fact, the bank also found that in some majors women actually out-earn their male counterparts.

While this might be a promising trend, there’s a key caveat: “However, our analysis shows that as workers approach mid-career, the wage premium that young women enjoy in these majors completely disappears, and males earn a more substantial premium in

nearly every major,” the Federal Reserve Bank report stated. By mid-career, men who once made the same as their female college peers make about 15 percent more.

These mid-career pay differences may arise because women are more likely to take time off from their careers to raise families, which, the Federal Reserve Bank of New York noted, “reduces the accumulation of work experience and human capital, which has been shown to have a negative influence on earnings.” A Pew survey had the same findings.


The tide may be turning in this arena as well, at least if millennials have anything to do with it. In a recent survey of 9,700 people between the ages of 18 and 67 in the U.S., United Kingdom, Brazil, China, Germany, India, Japan and Mexico, Ernst & Young found that “Millennials, globally, are more likely than other generations to say it is important to receive paid parental leave, onsite or subsidized child care and be able to telecommute one to two days a week.”

The survey found that, after pay and benefits, the top most important thing in a new job for workers is “being able to work flexibly and still be on track for promotion.” Not being allowed to work flexibly was included in the top five reasons to quit a job. Among parents, the desire for flexibility in the workplace weighed greater.

Are employers responding to the need for greater flexibility in the workplace? It may be too soon to tell, but at least a few major companies in the technology sector have made major changes to their maternity and paternity leave policies. Netflix, Microsoft and Adobe all recently boosted the amount of parental leave they offer. ■

Discover Financial Clarity

Women Often Live Longer
Are you confident you have enough to provide for the retirement lifestyle you want?
Call us today for a complimentary review to see if your fund can generate adequate, sustainable, inflation-adjusted income to last as long as you do.



Karen starts from YOUR values and uses advanced tax-efficient techniques and a comprehensive personalized strategy designed to help you achieve your retirement goals.
Business owners – call us for a fiduciary review of your retirement plan, and learn how a plan can help you save on taxes!

Karen CODMAN
Investment Advisor Representative, FSC Securities Corporation
DISTINCTIVE SOLUTIONS FOR YOUR FINANCIAL NEEDS

**1165 E. San Antonio Dr., Suite G
Long Beach, CA 90807**
(562) 728-5800
miriam@karencodman.com

Securities, insurance products and investment advisory services offered through FSC Securities Corporation and its affiliates, member FINRA and SIPC, and a registered investment advisor. Certain insurance products offered by Karen Codman as a licensed agent independent of FSC Securities Corporation.

Jensen Accounting Inc.

Tax, Accounting & Bookkeeping Services



*Quickbooks Advisor, Quicken & Peachtree
Setting up QB, A/P, A/R, Bank & Credit Card
Reconciliations, Monthly Financials, Payroll*

**1040 Individual, S Corp, Corp, LLC,
Non-Profits & Fiduciary Tax Returns –
Quality & Timely**

562-230-4351 | lillian@jensenaccountinginc.com | jensenaccountinginc.com

SPECIALIZING IN MULTI-UNITS

**RENTS HAVE INCREASED
STEADILY IN THE LAST 12 MONTHS.**

**NOW IS THE PERFECT TIME TO UTILIZE
A 1031 EXCHANGE TO IMPROVE YOUR
POSITION IN YOUR INCOME PROPERTIES.**

**CALL ME FOR A FREE, NO-OBLIGATION
FEASIBILITY ANALYSIS OF YOUR UNITS.**



2015 Woman of
Distinction Honoree
presented by California
Assemblymember
Patrick O'Donnell

PHYLLIS SCHMIDT

Boardwalk PROPERTIES

**(562) 882-8395
plants29@gmail.com
DRE #017161453**

Photography Video Motion Graphics

**3 California gals, merge their talents
into a new video production company.
Check us out, unique, visually inviting,
sweet - but with a bite...**



harmony3productions.com

harmony3 productions

213 • 304 • 6221

Retinal Detachment: A Painless But Urgent Medical Emergency

■ By **SAMANTHA MEHLINGER**
Senior Writer

One of the first warning signs people expect in a medical crisis is pain. Sometimes, pain is even the deciding factor in whether or not a person decides to seek medical treatment. But in the case of retinal detachment – a serious eye condition that can lead to permanent vision loss if left untreated – there’s no pain.

While on the surface that may seem like a good thing, ophthalmologists say the painlessness associated with the condition is more of a curse than a blessing, as it sometimes keeps people from seeking treatment as soon as they should.

“Patients think, ‘If I have a retinal detachment, I should have pain,’” Dr. Carlos Martinez, an ophthalmologist with Eye Physicians of Long Beach, told the Business Journal. Martinez is also the president of the Los Angeles County Medical Association’s Long Beach District, and is a fellow of several medical organizations, including the American Academy of Ophthalmology.

“Because there is never any pain associated with it, some people will wait and say, ‘Well I am busy today. If it doesn’t get better by tomorrow, I will call in and get an appointment for next week,’” Dr. Fox Boswell, an ophthalmologist with Bixby Knolls-based South Coast Retina Center, said. “Nobody looks forward to pain. But, in this case, it would be a nice warning sign. People would come in right away if their eye hurt. It’s human nature.”

Retinal detachment occurs when the retina – the light-sensitive tissue lining the eye that captures images filtered through the lens and cornea – starts peeling away from the wall of the eye. There are three kinds of retinal detachment, but by far the most common is rhegmatogenous retinal detachment, which is caused by a tear in the retina.

Dr. Henry Wiley, an ophthalmologist and staff clinician for the National Eye Institute, said this type of retinal detachment occurs in between 10 to 20 people per 100,000 people per year.

Tears in the retina are most often caused either by a trauma (such as eye surgery, a car accident, a blow to the head or an object piercing the eye) or by the separation of the vitreous gel, a clear fluid inside the eye, from the retina. In cases where rhegmatogenous retinal detachment is caused by blunt trauma, between 20 to 40 percent of cases occur in people who have had previous eye surgery, according to Wiley.

Dr. Carlos Martinez, an ophthalmologist with Eye Physicians of Long Beach examines a patient to determine if she has a retinal tear or detachment. In either situation, it is important to act quickly to ensure the problem doesn’t progress to the point that vision is lost. (Photograph by the Business Journal’s Evan Patrick Kelly)



“The most common surgery in that regard is cataract surgery. . . . People would quote you somewhere in the range of 1 to 2 percent risk of retinal detachment following cataract surgery,” he explained to the Business Journal.

The separation of the vitreous gel from the eye eventually occurs in everyone, because that gel liquefies as a function of age. While this only occurs in about 10 percent of people under the age of 50, it occurs in at least one eye for 60-plus percent of people over the age of 70, Wiley said. When the vitreous separates from the eye, it sometimes tugs on the retina, causing a tear.



When the retina tears, fluid builds up behind it, slowly pushing it away from the eye wall. Warning signs of a tear typically occur in the form of a sudden onset of floaters – tiny proteins floating around inside the eye that may look like gray or black bubbles, specks, ball and chains, or cobwebs – and flashes of light.

This is precisely what happened to former Long Beach Mayor Bob Foster about two months ago.

“It’s not fun,” he said in a phone interview with the Business Journal. “I saw the

flashes and large floaters, and it was also a little like looking through a slightly dirty window,” Foster recalled.

Because he knew these could be early warning signs of retinal detachment, he set up an appointment to see Boswell, who could not see a tear but told Foster his vitreous was liquefied to a large degree, which may have been causing his symptoms.

Over the following weekend, matters suddenly took a turn for the worse.

“As I sat down to dinner with some friends of mine, all of the sudden the eye got a huge amount of floaters. It looked like lattice work,” Foster said. “The vision

became much more impaired, and it got worse as the night went on.” He scheduled an appointment to see Boswell the following Tuesday.

What happened next caused Boswell to make time for Foster sooner than that. On Saturday, Foster noticed a shadow in his peripheral vision, a key warning sign of a retinal detachment. “Sure enough, I had both a tear and a detachment,” he said. Boswell saw him Sunday night, which happened to be Father’s Day.

Martinez recommended seeing an eye

specialist as soon as a sudden onset of floaters or flashes occur, just like Foster did. While these may simply be signs of the vitreous separating from the retina, they are also indicative of a retinal tear, which can be mended before the retina detaches if it is caught early. “If they laser the tear, you essentially weld the retina back to the eye and it has a smaller chance of detachment,” he said.

Some people, however, do not experience flashes or floaters when they have a retinal tear or the beginnings of retinal detachment, Boswell pointed out. “Once in awhile, somebody will just notice a shadow, just all of the sudden like somebody drew a curtain,” he said.

Once a retinal tear progresses to a retinal detachment, the detachment usually starts along the periphery of the retina, where it is typically weaker. In people with myopia, which is near-sightedness, this point of the retina is even weaker because their eyes are longer, making the retina more stretched and thin. This makes people with myopia more at risk for retinal detachment, Meyer noted.

If a retinal detachment is treated before it advances to include parts of the retina closer to the center of the eye, “you almost always get your peripheral vision back,” Boswell said. “But the central retina, which is called the macula, is more sensitive to being detached from the eye wall. Those light receptors [located there] get their nutrients and the exchange of visual pigment with the eye wall, and when they detach they start to deteriorate more rapidly and they don’t come back as well,” he explained.

“When you allow retinal detachment, which usually starts out in the periphery, to go all the way to the macula, the outcomes are fairly poor,” Martinez said. “It is really hard to restore vision.”

In Foster’s case, the detachment was caught early enough that he regained good

Dr. Fox Boswell, an ophthalmologist with South Coast Retina Center in Bixby Knolls, recently treated former Long Beach Mayor Bob Foster for a retinal detachment. Foster said his vision is recovering well. Here, he examines a patient who may have a retinal tear. (Photograph by the Business Journal’s Evan Patrick Kelly)

vision following treatment. Boswell treated Foster by first numbing his eye and then draining the vitreous fluid from it. He then used cryogenic tool to freeze the point of tearing, which created scar tissue that the retina adhered to.

“Then what they do is the most amazing thing to me. They put gas in your eye,” Foster said. “The pressure from the gas forces the retina back in place, and the gas stays in your eye on average between three to six weeks. . . . Who the hell ever thought of

Open enrollment can be overwhelming.

3 quick tips to help:

1

When you **choose a doctor**,
you're choosing **your hospital**.



2

Begin by choosing a **quality hospital**,
then select a physician affiliated with
that hospital.



3

Choose a medical center that earns
top honors.



LONG BEACH MEMORIAL
MEMORIALCARE® HEALTH SYSTEM

Choose **Long Beach Memorial**.
Call **800-MEMORIAL**.

Retinal Detachment

(Continued From Page 17)
that, I don't know." Gas is typically only used in instances where the tear is towards the top of the eye, because gas moves upward, Boswell noted.

In some instances, it is only necessary to insert gas into the eye and heal the tear with a laser, Martinez said. A more invasive procedure involves attaching a small band to the eye to hold the retina in place.

"My vision has come back," Foster said. "I had 20/25 vision in that eye. The best I can muster [now] is probably 20/50," he said. "Sometimes my vision is distorted. Objects in that eye appear somewhat smaller, but over time, that should correct."

The success rate of repairing retinal detachments with gas is 70 to 75 percent, Boswell said. Other procedures typically have a 90 percent success rate.

In addition to trauma, aging and myopia, other risk factors for rhegmatogenous retinal detachment include a family history of retinal detachment and certain eye diseases such as uveitis, lattice degeneration and retinoschisis, according to Martinez. "It is more common in people above 40. It is more common in men and it is more common in whites than African Americans," he added.

Foster emphasized the importance of seeing an eye specialist soon after experiencing warning signs. "I know one guy whose son kept saying, 'It's no problem, it'll go away.' Well, now he has permanent loss of peripheral vision," Foster said. "So you really have to get at it very quickly." ■

The Future Of Curative Drugs

(Continued From Page 1)
Sovaldi and Harvoni, until 2029. A company flyer argues its high cost "reflects the significant clinical, economic and public health value . . . [that Sovaldi and Harvoni offer] to patients."

"The price of a pharmaceutical obviously is set by the maker of that product," Angelo Giambrone, PharmD, vice president of pharmacy services for Molina Healthcare, told the Business Journal. "We are very interested when there are competitive forces in play, and that would provide opportunities for managing cost . . . So uniqueness of a product, the inability to have a competitive product, is a challenge."

The cost of the drugs directly impacts the federal and state governments. "An estimated 750,000 HCV [Hepatitis C virus]-infected individuals receive health care through Medicaid or the prison system," a recent report by The National Governors Association stated. "The prevalence of HCV is estimated to be about 20 percent to 40 percent among the currently incarcerated population, 2 percent among the uninsured, and nearly 3 percent among the dually eligible Medicare and Medicaid population."

The National Governors Association's document stated that the cost to states to provide these Hepatitis C drugs "may be as much as \$55 billion over an indefinite period." The current California state budget allocates \$300 million for the cost of specialty drugs – which governor's office

John Molina, CFO of Long Beach-based Molina Healthcare, is concerned that the high cost of specialty and curative drugs may create inequality in access to those medications. Molina's father, pictured in an image behind him, was a pharmacist. (Photograph by the Business Journal's Evan Patrick Kelly)



staffers have publicly stated are in large part due to the cost of Hepatitis C drugs.

According to the American Pharmacists Association, specialty drugs accounted for 3.1 percent of national health spending at a cost of \$87 billion in 2012. The association expects those figures to increase to 9.1 percent of national spending at a cost of \$400 billion in 2020.

"These specialty drugs are less than 1 percent of SCAN's prescriptions right now, but the cost is 20 to 25 percent of our total cost," Chris Wing, president and CEO of Long Beach-based SCAN Health Plan, told the Business Journal. "And 'Health Affairs,' which is a scholarly periodical, estimates in the next couple of years that could escalate to 50 percent [of total cost]."

Last year, Gilead was called to testify before the United States Congress to explain its pricing policies. "Our concern is that a treatment will not cure patients if they cannot afford it," U.S. Congressmembers Henry Waxman, Frank Pallone, Jr. and Diana DeGette wrote to Gilead in March of 2014. "These costs are likely to be too high for many patients, both those with public insurance and those with private insurance." The legislators also pointed out that Hepatitis C is more prevalent among low-income and minority patients.

"No, I don't believe it is warranted," John Molina, CFO of Molina Healthcare, said of the price of Sovaldi and Harvoni. "From an economic theory, one of the arguments that has always been made for the high cost of drugs relates back to research and development, or R&D," he said. "The issue with Gilead is they didn't develop the drug. They bought the company that developed the drug. So you could make the argument that the high cost that they are charging doesn't relate to their R&D."

Other specialty drugs coming to market may indeed have high prices to cover research and development costs. But there are other issues tied to the cost of specialty drugs in the U.S., including those of Gilead's medications. "Another factor is they are selling it for a lot less in other countries . . . It is a fraction of the cost in India and Egypt," Molina said.

Gilead has reached agreements with Indian drug manufacturers to provide and distribute a generic version of their Hepatitis C drugs to 91 developing countries, "likely at no more than 1 percent of the price charged in the United States," according to the National Governors Association.

"In essence, they are asking the American health care system to subsidize both the purchase of whoever developed it and sub-

sidize the rest of the world," Molina said. "So is it [the price] justified on those lines? No. Is it justified if I've got Hepatitis C and I've got no other alternative? You can make that argument. But on a macro level, having everyone in America subsidize folks outside [the country] and subsidize a business decision is not justified."

"They are just making exorbitant margins," Wing said. "I am not advocating for price controls or let's go to socialism or anything like that. It's just, wow."

In its 2015 second quarter financial report, Gilead, which also manufactures other drugs including the AIDs medicine Truvada, reported \$8.2 billion in total revenues with a net income of \$4.5 billion.

In an e-mailed response to an inquiry by the Business Journal, Gilead emphasized the correlation between the curative quality of its drugs and their price. "Unlike long-term or indefinite treatments for other chronic diseases, Harvoni and Sovaldi offer a cure at a price that will significantly reduce Hepatitis C treatment costs now and deliver significant health care savings to the health care system over the long-term," Gilead representative Cara Miller wrote. She did not respond to questions regarding the manufacturing costs of these drugs. "Gilead is working to make Harvoni and Sovaldi available to Hepatitis C patients as quickly as possible."

Miller also wrote that Gilead is working with both public and private payers "to facilitate broad patient access" to its Hepatitis C drugs, including "additional discretionary discounts." The company also has a program for uninsured patients and those with high co-pays called Support Path.

Dr. Barry Smith, chief medical officer of MemorialCare Health System's Seaside Health Plan, also pointed to the correlation between sofosbuvir's efficacy and its cost. "If a drug really offers a very high cure rate and has an excellent safety profile, then it's important to evaluate the benefits to individuals, public health and society in general as well as its long-term effectiveness," he said in an e-mailed statement to the Business Journal. "The new Hepatitis C drugs – while costs are high – could result in long-term cost savings, such as helping to prevent advanced cirrhosis, liver cancer and the possible need for a liver transplant as well as reducing the risk of further infection."

Smith continued, "These new drugs shorten treatment time, are showing much higher cure rate and less side effects prevalent in previous regimens."

(Please Continue To Page 19)

Congratulations to our doctors listed in

Super Doctors

EYE PHYSICIANS
OF LONG BEACH

Voted as the
best LASIK
center in
Long Beach

PRESS/TELEGRAM
BEST
2013
2014
2015

Give The Gift Of Sight
50% off LASIK

Official Eye Care
Provider for
Long Beach State
Athletics

Eye Physicians of Long Beach Specializes in:

- Cataract Microsurgery including Crystalens®
- Glaucoma Management & Surgery
- Pterygium
- Cosmetic Botox® and Fillers

- Individualized All Laser LASIK
- Eyelid Plastic Surgery
- Cornea Transplantation
- Diabetic Eye Care
- Glasses and Contact Lenses

The Most Advanced Technology In Cataract Surgery

Ask Us About LenSx®, Verion™ & Ora System®

(877) 801-6378 | www.eplb.com

3325 Palo Verde Ave., Suite 103, Long Beach, CA 90808

The argument that the drug will save money over the long term becomes problematic when applied to senior patients, according to Wing. “Gilead has said this is a great drug [and] this is going to save money over the long term,” Wing said. “And that may be true, but if I were a senior and I am paying this kind of money, and I expect to live for 20 years, am I really going to get my value out of this drug?”

Signal Hill Mayor Larry Forester was diagnosed with Hepatitis C in 1999. He has taken multiple drugs for it since, some of which ultimately did nothing to help his condition. He has been taking Harvoni since April, and is on a longer treatment plan than most patients because he also has AIDs. With six more weeks of treatment left, the Hepatitis C virus is currently undetectable in his blood stream. “Then I am told I will wait eight months and they will test me, and my marker for Hep C should be gone,” he said. In other words, in eight months, he should be totally rid of the virus.

“It’s a great drug,” Forester said of Harvoni. But he quickly tempered his statement. “Do I think Gilead is doing a disservice to the American community? Absolutely.”

This partially has to do with the cost of the drug, but Forester’s argument also extends to access. As insurers and governments struggle to determine how to cover costs for high-priced specialty drugs, one of the go-to solutions is restricting coverage, Wing acknowledged. This is already occurring with sofosbuvir.

Clinical guidelines for sofosbuvir drug coverage under state medical plans vary, but a scientific study released on August 4 in the “Annals of Internal Medicine” found that many states require patients to be in advanced stages of disease before being eligible for coverage.

“Restrictions based on liver disease severity are common, with three quarters of states restricting sofosbuvir to persons with advanced fibrosis or cirrhosis . . . which is inconsistent with recent American Association for the Study of Liver Diseases/Infectious Diseases Society of America recommendations,” the study stated.

The report continued, “These recommendations state that HCV treatment is indicated for all patients with chronic HCV (regardless of disease stage) because HCV therapy is curative, improves quality of life, slows liver disease progression, and reduces the risk for cirrhosis, end-stage liver disease, HCC (hepatocellular carcinoma), and all-cause mortality.”

Forester wasn’t able to get coverage for Harvoni until he could prove he had stage three cirrhosis of the liver. “You have to be dying before you can take it,” Forester said. “In my opinion, if you are tested positive for Hep C and you have a high viral load – the amount of Hep C in your system – you should be automatically allowed to take Harvoni.”

While Wing called Gilead “the poster boy for bad behavior in 2014 and 2015,” he noted the company isn’t alone in marketing specialty drugs beyond what many people can afford. “There’s a whole slew of biologics of even more expensive specialty drugs that are coming down the pike,” he said.

So what’s the solution? As more specialty and even curative drugs are manufactured with patents that edge out competition and enable high price points, how can insurers cover increasing costs to provide access to those who otherwise wouldn’t be able to afford these drugs?

“You know what, if I would opine on that, I should either be in the state legislature or congress. That’s why we elect those folks,” Molina said in response to that query. “I just know it’s not right.”

“I think that there is the potential that we will continue to create disparate classes of people based on who can afford to pay for it and who can’t,” Molina said of the trend of high-cost specialty drugs. “That’s just not what this society is about.”

Because this is a free market society, and Wing said he is “a conservative guy,” he wouldn’t advocate for price control. Restricting access, as is occurring with sofosbuvir drugs, is another option to reduce the burden on insurers, but it creates problems of access, he noted.

In the end, what Wing believes needs to occur is “an adult dialogue” between insurers, the pharmaceutical manufacturing industry, the government, the medical community and patients.

“We all want to cure these diseases, whether it is cancer or Hepatitis C or rheumatoid arthritis. Those are all very good things to do,” Wing said. “But we have to answer: ‘At what cost, and what are we willing to give up for it?’” ■



NEED A GREAT DOCTOR?

Check out our website to find a doctor in your area...



www.ProHealthPartners.com

Relieve strain on your family and free your mind for quality time.



Expert caregivers you can trust. Professional Senior Care Services:

- In-Home Caregivers & Geriatric Care Managers
- Personal Hygiene Assistance
- Meal Preparation & Housekeeping
- Dementia Care & Management
- Hospice and/or Palliative Care Management
- Doctors Appointments & Errands
- Hoarding & Clutter Cleaning
- Medication Reminders



Machele Thompson
PT, NHA, CMC
Geriatric Care Manager

Call today for a FREE phone consultation:
562-438-5336



Insightful Senior Care KeenHomeCare.com

©2013 Keen Home Care. All rights reserved.



Wait in waiting room.



Wait at home.

Online ER Waiting Service™

When the unexpected happens.

What makes us different? Quality care and humankindness. That includes offering you a more comfortable visit at our St. Mary Medical Center ER.

Simply log on, select a projected treatment time, and relax at home until it's time to be seen. We'll be waiting.

Go to stmarymedicalcenter.org for your projected treatment time.*

POWERED BY **InQuicker™**

Hello humankindness

* InQuicker is for non-life-threatening conditions only.
Call 911 immediately for more serious conditions.

Service not recommended for children under the age of three.



Dignity Health
St. Mary Medical Center

Dignity Health St. Mary Medical Center Revamps Facilities And Expands Care Model

■ By **SAMANTHA MEHLINGER**
Senior Writer

Increased access to health care, driven by the Affordable Care Act (ACA), has created growing demand for services throughout the health care industry, including at local hospitals like Dignity Health St. Mary Medical Center. To accommodate increasing patient volumes, the hospital is remodeling and expanding its facilities, investing in technologies and diversifying the ways in which it provides care.

“The Affordable Care Act has impacted all hospitals because it has given more people access to health insurance, which allows them to have more access to hospitals in general,” Joel Yuhas, president and CEO of St. Mary Medical Center said in an interview at his hospital office. Yuhas, a Long Beach resident, has served as president and CEO since December 2014. He previously served as the hospital’s chief operating officer from 2004 to 2007.

“This hospital has seen an increase year over year in emergency department visits, in patient admissions, in surgical procedures and radiology procedures,” Yuhas said. “In general, hospitals have gotten busier because of the ACA.”

This trend is increasingly noticeable in hospital emergency departments throughout Southern California, including in Long Beach and at St. Mary, according to Yuhas. “We have seen an 11 percent increase in emergency department visit volume over the last year, and we anticipate that in our long range financial plans we will see continued growth,” Yuhas said.

Emergency departments have become busier due to an increase in the number of insured patients seeking care and a deficit in the number of primary care physicians to accommodate them, Yuhas explained. “Today, there is a deficit of primary care physicians in our market. . . . Because the demand is so much higher today than it was before, the lack of accessibility to primary care physicians keeps the emergency department as a basic portal for receiving primary care.”

Dignity Health, the nationwide health system that operates St. Mary Medical Center, has funded an expansion of the hospital’s emergency department from 23 beds to 43 beds to accommodate increased activity. This expansion nearly doubles the emergency department’s existing footprint, but a study recently conducted by the hospital said that it’s still not enough to meet growing demand for emergent care. “Our demand study right now shows that we need somewhere around 55 beds,” Yuhas said. “And that’s just not doable in the footprint that we have to work with.”

Outside of adding more beds, Yuhas is investigating other ways to alleviate emergency room impaction. “We’re looking at some innovative ways to move patients through the emergency department more quickly,” Yuhas said. For example, the hospital has developed a fast track area for patients with lower acuity conditions, which moves those patients through the emergency department more quickly.

A new, eight-bed observation unit is in-



Joel Yuhas, president & CEO of St. Mary Medical Center, said a hospital-wide renovation includes plans to update the building’s exterior. The hospital’s inpatient tower behind him will also eventually require a \$12 million seismic retrofitting project. (Photograph by the Business Journal’s Evan Patrick Kelly)

cluded in expansion plans for the emergency department. The unit would provide space for patients who come in through the emergency department and ultimately need to be admitted to the hospital. Giving them a temporary, designated bed space will help improve fluidity in the admission process, Yuhas said.

“As we start decongesting the emergency department, you can imagine you have to start thinking about what the impact is on the inpatient design of the hospital,” Yuhas pointed out. “So our chief nurse, Jodi Hein, is working to reopen one of our inpatient floors,” he said, referring to the currently closed 5th floor of the hospital’s inpatient tower. Reopening the patient unit on that floor will add 47 inpatient beds to the hospital. “That will likely create another 50 to 60 jobs just associated with that patient unit,” he noted.

Later this year, the hospital plans to add a new adult intensive care unit and a pediatric intermediate care unit to the hospital, Yuhas said. “We have been seeing higher acuity volume in our pediatric program, and we’re working with another medical group right now that’s introducing more higher acuity pediatric care in the hospital,” he explained.

After Labor Day weekend, a \$9.6 million interior renovation project for the entire hospital will begin. The plan involves “all patient access points,” including common areas, bathrooms, the cafeteria and all patient rooms, Yuhas said. “Everything where

a patient or a family member might go is getting a spruce,” he said. The project will take about 15 months, he estimated.

The hospital is also undertaking a \$2.5 million exterior renovation, which will relocate the main entrance to 10th Street near Linden Avenue. Yuhas said he is working with the City of Long Beach on this project to ensure it fits in with the city’s goals to revitalize Downtown Long Beach. “As downtown continues to revitalize, I think St. Mary has a critical role in that revitalization plan,” he said.

The hospital’s tower that houses inpatient rooms will eventually have to be retrofitted to be more seismically sound. St. Mary is currently investigating ways to fund the \$12 million retrofit project. “That’s actually manageable compared to some of the seismic requirement retrofitting that has to happen across hospitals throughout our service area,” Yuhas said.

Outside the hospital footprint, an adjacent building that formerly served as an outpatient center until it closed last year will be reopened as an ambulatory surgery center. “Many hospitals are aligned with sending patients who need outpatient surgery to what are called designated ambulatory surgery centers. It takes a specific license for that,” Yuhas said. St. Mary is working with a joint venture partner organization to obtain a license and open the facility, which should happen some time next year.

Dignity Health St. Mary Medical Center

also continues to invest in the latest technology and equipment. A new electrophysiology lab, where heart arrhythmias are diagnosed and treated, is set to open in October. In December, the hospital is opening a second catheterization lab, which has equipment and tools to examine arteries and diagnose heart abnormalities.

A new wide-bore magnetic resonance imaging machine, used to diagnose internal health issues, is being installed in December. The machine is wider than most MRIs, which typically have small openings and often cause patients to feel claustrophobic, Yuhas said. “Each of these projects were funded through Dignity Health,” he added. The hospital’s radiation oncology center will also be outfitted with new equipment sometime this fiscal year, which runs from July to June.

In addition to overseeing these facility upgrades and technology investments, Yuhas is leading the hospital through a new venture meant to expand access to primary care in the Long Beach community. “We are actually developing a medical foundation-like model under our community clinic license to create a vehicle for us to employ primary care physicians and a network of specialty physicians,” Yuhas said. Through this plan, the hospital would “expand our footprint into surrounding communities throughout Long Beach and across the greater Long Beach area,” he explained.

“We are actively recruiting for primary care and specialty [physicians] into our community clinic license now,” Yuhas said, adding that the community should expect to see “some tremendous growth” occur during the next three years. “This medical foundation-like model allows us to offer graduating residents from our training program employment opportunities back here in our market once they finish their training,” he added.

“It is a great pipeline for reinvigorating our medical staff and meeting the deficit of primary care physician access in this community,” Yuhas said of the physician hiring initiative. “I am looking forward to the impact this has positively on the community here.” The initiative should begin taking shape “this side of Christmas,” he said.

St. Mary Medical Center is also expanding its lesbian, gay, bisexual, transgender and questioning (LGBTQ) health care program by partnering with The Center, a local LGBTQ nonprofit. “We have just started a health needs assessment in collaboration with The Center to try and identify where the gaps are [in LGBTQ health care] and where we could better collaborate together to provide culturally sensitive health care,” Yuhas said.

As the health care industry continues to evolve due to changes in consumer demand spurred by the Affordable Care Act, Yuhas and the leadership team at St. Mary Medical Center are continuing to evaluate new ways to expand access to care in the local community. Over time, more and more services will be provided in community-based locations closer to people’s homes, “because consumers are demanding it and health reform is leading that [change],” Yuhas said. ■

California Right-To-Die Bill Shelved, But Authors Vow To Bring Back Legislation

■ By **SEAN BELK**, Staff Writer

For now, a controversial bill that would allow terminally ill adults in California to take their own lives through “aid-in-dying” medication prescribed by a physician has been shelved after stalling in the state legislature. The bill’s authors, however, say they are committed to reintroducing legislation either this year or next.

Senate Bill (SB) 128, called the End of Life Option Act, had passed the state senate but was removed from the California State Assembly Committee on Health’s calendar on July 7 after failing to receive enough support in the state assembly.

The bill, authored by Sen. Lois Wolk (D-Carmel) and Sen. Bill Monning (D-Davis), would grant a mentally competent, terminally ill adult with six or fewer months left to live the right to take lethal doses of medications prescribed by a doctor in order to end his or her life in a “humane and dignified manner.”

The medical practice is already legal in three other states – Oregon, Vermont and Washington – and permitted with limitations in Montana and New Mexico.

Still, previous attempts to pass right-to-die legislation in California have failed. While much opposition has come from religious institutions including the Catholic Church, major medical organizations, such as the American Medical Association, have opposed the practice as well.

In a statement, Monning said the bill’s authors are continuing to work with members of the assembly health committee to “ensure that when the bill is presented, they are comfortable with the measure.” He added, “Seven out of every 10 California voters want to see SB 128 become law and we remain committed to passing the End of Life Option Act for all Californians who want this option.”

While the bill’s authors are working to bring back the legislation, possibly as soon as this year, nothing has been definitely determined yet. The state legislature returns from summer recess on August 17. ■

CSULB Receives \$4.45 Million Grant From National Institutes Of Health To Fund RISE Program

■ By **SEAN BELK**, Staff Writer

California State University, Long Beach (CSULB) has received a \$4.45 million grant from the National Institutes of Health to fund the university’s Research Initiative for Scientific Enhancement (RISE) program for the next five years.

With the funding, RISE aims to create a “pipeline” of ethnically diverse CSULB students who are “underrepresented” in biomedical sciences to enter Ph.D. programs in related fields and become biomedical researchers, according to a statement from the university.

The program will comprise two pathways – one for undergraduates and one for students pursuing a master of science (M.S.) degree. The program applies to African Americans, Hispanics and Native Americans, and other ethnic groups, according to Michael Uhlenkamp, CSULB spokesperson.

Other goals of the program include increasing the number of underrepresented students entering doctoral programs in biomedical fields, and creating an environment in which graduating RISE students will be fully steeped in the research culture and ethical practice of biomedical research professionals.

The program will offer research experiences, such as working with a skilled faculty research mentor from CSULB. Students also participate in training activities that concentrate on enhancing scientific knowledge and research while focusing on access to financial and educational resources. Students also have an opportunity to travel and present their research on a national level. ■



Oncology Institute Achieves 50,000th Patient Milestone

As of early August, the Oncology Institute Of Hope & Innovation, which has offices in Long Beach and several other Southern California cities, has cared for more than 50,000 patients. The institute is focused on all aspects of cancer diagnosis, treatment and care, and is staffed by physicians, nurse practitioners, nurses, medical assistants and office staff. As one of the largest private practice providers of cancer care in Southern California, the Oncology Institute is affiliated with dozens of hospitals, including Long Beach Memorial Medical Center, Dignity Health St. Mary Medical Center, Community Hospital Long Beach and Lakewood Regional Medical Center, among many others. According to a statement commemorating the patient milestone, “The Oncology Institute continues to provide extensive services including state-of-the-art infusion centers, chemotherapy educational sessions, in-house support groups, dietary and nutritional counseling, in-house pharmacy, financial counseling, clinical trials, comprehensive lab testing, and end of life counseling.” Pictured from left are the Oncology Institute’s Dr. Ping Hu, founder Dr. Richy Agajanian and Dr. Eric Cheung. (Photograph by the Business Journal’s Erin Kleekamp)



Advanced Neurofeedback for Insomnia & Anxiety

“Performing at your best... requires the best quality rest.”



The Sleep Recovery Neurofeedback Program is a simple, side-effect free and affordable neurological training process, utilizing an advanced form of brainwave bio-feedback that is scientifically proven to help normalized human sleep patterns.

- Improved Sleep Quality
- Wake Up Rested and Refreshed Again
- Reduce Anxiety at the Source - *Within the Brain Itself*
- Lasting Results
- No Pills, Medication or Therapy

Call Us Now for Your Free Phone Consultation

Ask About Our
Affordable
4 Session Trial



Hyla Cass, MD Medical Director
Sleep Recovery Centers, Inc.
5305 E. 2nd Street, Suite 202
Long Beach, CA 90803
www.SleepRecoveryCenters.com
526-243-7576
888-866-7378



Solutions for All Ages

Caring and Capable



Caring and Capable Caregivers
Experienced agency
Since 1996

1-877-422-2270
www.cambrianhomecare.com

(Continued To Page 1)

dums of understanding (MOUs) through one of the city's nine unions.

During the past 12 months, the \$100,000 Club added another 71 members. Membership reached 1,119 employees, or 26.7% of the city's full-time workers, as of August 1 paychecks. Nearly 60 percent of those employees are in either the police or fire department. Another 563 employees are earning between \$90,000 and \$99,999, as of August 1. That means more than 40 percent of the city's full-time employees are receiving a base salary of \$90,000 or more.

A list of all the positions paid a base salary of \$90,000 or above begins at the end of this article.

Negotiations With Unions Underway, And The Unfunded Liabilities Issue

The current year is expected to end with a small surplus, and the proposed 2016 budget before the city council is balanced. But the proposed budget does not account for any pay increases (other than mandated step increases and a few carry-over requirements from MOUs) that might occur through the ongoing negotiations with city unions. The current focus has been with the city's largest union, the International Association of Machinists & Aerospace Workers, which represents more than 3,600 city employees. Their contract expired last September 30. Six other union contracts expire this September 30. The police and fire union contracts are through September 30, 2016.

Additionally, the city is facing a projected \$7.5 million deficit for FY 17 and \$7.8 million for FY 18. But there's more. The city has unfunded liabilities – costs for services already delivered, but not paid for in full – estimated at more than \$1.2 billion that it will carry into the FY 16 budget. That includes \$834 million for pensions; \$134 million for sick leave; \$143 million for retiree health subsidies; and \$111 million for workers' compensation. The city's financial management department estimates it will take the city approximately 30 years to pay off the unfunded liabilities.

The only two bright spots are: one, the \$1.2 billion is down from the current year's nearly \$1.4 billion; and, two, a change in the city's pension system implemented a few years ago for new hires will reduce costs when those workers retire 20 or more years down the road. As of this month, there are 543 employees under the new, lower-cost system.

The proposed budget includes this statement about unfunded liabilities that should serve as a red flag to councilmembers, union groups and taxpayers:

"The city will need to explore a variety of alternatives in addition to increased funding and reducing costs, including the possibility of exploring the reduction of employee benefits. This budget takes an additional step towards the reduction in unfunded liabilities by setting aside 5 percent of non-recurring revenue that will be calculated and reserved as part of FY 15 Year-End close, and then incorporated as a budget adjustment in FY 16."

West, Modica Answer MOU Questions

During an August 12 meeting at the Business Journal offices, City Manager Pat West and Assistant City Manager Tom Modica acknowledged that the proposed budget does not include raises. They were asked, "Are you concerned about the next several years?"

"Absolutely," West said. But, he pointed out, "We hear other communities are giving raises right now, but during the recession, our nine employer organizations made out pretty well. Long Beach is a city that lived up to all of its obligations and continued MOUs – and continued raises throughout the Great Recession. And now we're here. The cities that did takeaways, like San Jose, they're giving big raises right now because they did takeaways during the recession; they dropped salaries. . . We had long-term agreements that went through the recession, we lived up to those and now we're looking at new agreements that might be short-term."

Both men also noted that the employee groups worked with the city by taking some of the planned pay increases and putting them toward pension costs, saving the city considerable money. West noted that since the employee groups agreed to pay 100 percent of the employee portion of the pension, it saved the General Fund about \$25 million a year. "The employees were very generous by working with us," West stressed. "We would love to find manna from heaven and reward our employees more, but right now we don't have that manna from heaven," West said.

Asked if he felt comfortable moving forward, West responded, "I can't say I feel comfortable . . . a \$7 million deficit is huge for two years in a row. It's certainly not what we faced during the recession, but they're serious numbers."

Public Safety Personnel

The current budget included adding 24 firefighters during the fiscal year, but that did not occur. If those positions had been filled, the department's overtime cost would end this fiscal year at around \$10.4 million. The result is going to be a roughly 30 percent increase in overtime/callback staffing time costs by September 30. In the proposed budget, the vacant positions have been eliminated and overtime/callback staffing has been budgeted at \$13.7 million.

Another staffing change in the proposed budget, according to Modica, is moving po-

[illegible]

City Of Long Beach Unions And Their Members (as of July 24, 2015)		
Union (Association) Name	Employees Represented	Dues/Agency Shop Paying
International Association of Machinists and Aerospace Workers	3,486	3,381
Long Beach Police Officers Association	804	758
Long Beach Firefighters Association	359	354
Long Beach Association of Engineering Employees	277	235
Long Beach Management Association	279	163
Long Beach Lifeguard Association	197	183
Long Beach Association of Confidential Employees	34	no fees
Long Beach City Attorneys Association	30	no fees
Long Beach City Prosecutors Association	18	no fees

Note: Some employees do not pay dues (by choice), though they are represented by a union. It is possible to continue paying dues once you have moved to a difference association. Source: City of Long Beach

lice and fire dispatchers out of their respective departments and budgeting them under the Long Beach Department of Disaster Preparedness Emergency Communications. It's 85 positions – 65 from police at a cost of more than \$7 million and 20 from fire at a cost of nearly \$3 million. The two groups will be consolidated in an effort to improve services to residents. “We’re going to have an agreement between police, fire and emergency communications about who’s responsible for what and how it all works,” Modica said, adding that there’s no effect on budget dollars. “It’s a wash,” he said.

Oil Revenue, And Tidelands Fund

The manna from heaven the city manager may be hoping for is not, it appears, going to come from oil revenue. As of Friday, August 14, the price of a barrel of oil fell to \$42.50. For the proposed budget, oil revenue to the General Fund has been budgeted \$55 a barrel, which equates to \$11,436 million, according to Chris Garner, director of the Long Beach Gas & Oil Department.

Asked what happens if oil settles around \$50 a barrel, Garner said: “We estimate that would result in about \$750,000 less in revenue to the General Fund. The reason that there isn’t a larger difference is that the oil revenue to the General Fund is not

wholly related to the whims of the price of oil . . . to a lesser extent than Tidelands oil revenue is tied to the actual price,” adding that the “Uplands includes lease revenue and administrative fees that are not directly impacted by the price of oil.”

Oil revenue for the Tidelands Fund is also pegged at \$55 a barrel, with \$10.8 million expected during the FY 16 year.

The city has many projects along the tidelands that require funding, including replacing the Belmont pool, restrooms, improvements to Rainbow Harbor, etc. The list totals several hundred million dollars, with \$95 million in cash available. Earlier this year, the city council prioritized spending of that money.

The Tidelands Fund for “capital projects is in very good shape,” Modica said. “That’s all cash, none of it is speculative, none of it is expecting oil money to come in at a certain amount. Everything that we funded for those projects was cash on hand. We had \$95 million roughly, which has all been programmed, those are all funded. Tidelands is in a bit of a deficit. . . . We don’t believe there are big service impacts in Tidelands this year. We are seeing a dip this year, we’re expecting it to go up next year, but that’s predicated on what oil is going to do. So for this year we are going to make some reduc-

tions, and next year we will reassess and see what oil is going to be.”

Other Revenue Projections

The General Fund budget calls for an estimated \$103.7 million in property tax revenue for FY 16, or about the same as the current year. Sales tax revenue is expected to increase, going from an estimated FY 15 year-end \$57 million to \$58.5 million in the new fiscal year.

Another major revenue source is the utility users tax. The 5 percent tax on electricity, gas, telephone and water bills accounts for about 9.5 percent of city revenue, coming in at an estimated \$39.4 million for FY 16 – the same as this year.

These three taxes – property, sales and UUT – account for nearly half of the General Fund revenue. Additional revenues come from the transient occupancy tax, business license tax, permit fees, vehicle code and parking citations, etc.

Streets And Sidewalks

The Business Journal often hears from residents who are confused about how the city goes about fixing streets and sidewalks. Some areas of the city have been waiting years for repairs.

Understanding the frustration of residents, Modica responded: “One of the things that we try to explain is there are certain points in a street’s life where if you invest early on – even though it may look like a newer street [that doesn’t need resurfacing] – you are going to save about \$6 to \$8 for every \$1 you invest – if you catch the maintenance early on. Once you let that street fail, sometimes you just have to let it completely fail because, once you kind of reach that point of no return, the cost to invest, to bring it back up, is tremendous. In some of our streets, we are able to reach them before they get to that point.”

According to Modica, the city is going to invest \$11.4 million in “our major and

secondary streets and \$10 million on local streets and sidewalks. The city is spending \$3 million during the current year to repair/replace 15 miles of sidewalks. A similar effort is proposed for the new fiscal year. Half of the money is spent based on need and half is divvied up for each of the nine city council districts, with input from the councilmember.

But the city is aiming to do better. Modica said that in the new fiscal year, a \$1 million study of all the city’s sidewalks will be conducted – “a full assessment of every single sidewalk and every path of travel for ADA [Americans with Disabilities Act] purposes – and that is going to help us with a transition plan, and that will show us very clearly where the greatest needs are,” Modica said.

He stressed that Long Beach is far ahead of where most cities are in fixing its infrastructure. “I don’t want to ignore the need . . . but we are way ahead of the curve in a lot of areas.”

The Lists

Following are the lists, presented in two sections (\$100,000+ and \$90,000-\$99,999) and in three categories each:

- City Manager Departments – Non-Public Safety, which are primarily salaries under which the city manager has control, with the rest set by memorandums of understanding;
- City Manager Departments – Public Safety, which includes police and fire department positions, with nearly all salaries set by MOUs; and
- Non-City Manager Departments, which are those salaries that are not under the control of the city manager. These include the city attorney, city auditor, city clerk, city prosecutor, civil service, harbor, water and legislative (mayor and city council).

To better understand the listings and abbreviations, please read the “notes” that precede the first listing.

(Please Continue To Page 24)

Highest One-Year Pay Increases By Percentage	
Listed are the position and the percentage increase from the salary paid that position on August 1, 2015. An asterisk (*) indicates a new person in the position. Two asterisks (**) indicate that a salary or merit increase is included in addition to the Negotiated Increase. Three stars (***) is the result of a Negotiated Increase only. Only employees with a \$100,000-plus base salary are included:	
POSITION	PERCENT
Forensic Science Services Admin., Police*	23.2%
Asst. Dir. Information Management, Harbor*	22.4%
Director Engineering Design, Harbor*	17.1%
Director of Long Beach Airport*	16.5%
Managing Director Harbor**	16.5%
Managing Director Harbor**	16.5%
Director of Technology Services*	15.2%
Managing Director Harbor**	14.4%
Assistant to the City Manager**	11.3%
Director of Library Services**	11.3%
Administration Officer Library ServicesII	11.3%
Deputy City Attorney, Law***	10.3%
Director Construction Management, Harbor**	10.0%
Police Commander (11 positions), Police***	9.6%
Senior Civil Engineer, Harbor	9.4%
Geographic Info Systems Analyst III, Harbor***	9.3%
Plan Checker-Plumbing II, Development Svcs***	9.3%
Plan Checker-Electrical II, Development Svcs***	9.3%
Deputy City Prosecutor III, City Prosecutor***	9.2%
Mgr Community Health, Health & Human Svcs**	9.2%
Environmental Remediation Spec. II, Harbor***	9.2%
Senior Civil Engineer (3 positions), Harbor***	9.2%
Assistant Fire Chief (2 positions), Fire***	9.0%

Source: City of Long Beach

City Employees: Full-Time And Part-Time: 2015 Compared To 2014								
(Average Employees On Payroll Based On 26 Payroll Periods)								
City Department	2015 Total Employees	Permanent Full Time	Part Time Employees	Percent Part Time	2014 Total Employees	Permanent Full Time	Part Time Employees	Percent Part Time
Airport	91	85	6	7%	94	81	13	14%
City Auditor	18	18	0	0%	16	16	0	0%
City Clerk.....	18	14	4	22%	27	13	14	52%
City Manager	36	35	1	3%	31	31	0	0%
City Prosecutor	43	35	8	19%	40	32	8	20%
Civil Service	19	12	7	37%	17	13	4	24%
Development Services	162	149	13	8%	162	150	12	7%
Disaster Preparedness	4	4	0	0%	4	4	0	0%
Financial Management.....	124	112	12	10%	122	110	12	10%
Fire	646	476	170	26%	605	459	146	24%
Harbor	503	473	30	6%	481	445	36	7%
Health & Human Services	314	264	50	16%	311	252	59	19%
Human Resources	89	78	11	12%	90	76	14	16%
Law	62	62	0	0%	61	61	0	0%
Legislative (Mayor & City Council)...	52	41	11	21%	53	41	12	23%
Library Services	164	75	89	54%	161	74	87	54%
Long Beach Gas & Oil	196	189	7	4%	197	192	5	3%
Parks, Recreation & Marine	645	197	498	77%	683	186	497	73%
Police	1,211	1,117	94	8%	1,213	1,115	98	8%
Public Works	495	441	54	11%	497	449	48	10%
Technology Services	115	111	4	3%	119	115	4	3%
Water	220	203	17	8%	220	210	10	5%
Totals	5,227	4,191	1,036	20%	5,204	4,125	1,079	21%

Notes:

- Part-Time includes Permanent Part Time, Temporary Part Time and Seasonal Part Time. Seasonal Part Time accounts for about 88% of all Part Time employees.
- There are variations in the number of part-time employees for some departments, particularly during the summer months (e.g., parks, recreation & marine. fire/lifeguards).
- For the Legislative Department, 9 of the 11 part time employees are councilmembers. Source: City of Long Beach.

Notes:

- Salary amounts were derived by multiplying employee’s hourly rate as of August 1, 2015 by 2,088 hours.
- Salary amounts for police and fire department employees include skill pays, but **do not** include overtime.
- All employees pay the full employee share of their pension costs (9% Police and Fire, 8% all others).
- In some instances, positions have been grouped (e.g., police officers, fire engineers), although there may be slight differences in their actual salaries.
- “Nego Increase” is short for Negotiated Increase – refers to a general salary increase and/or a step increase per an existing memorandum of understanding (MOU).
- Double asterisk (**) indicates management position.

City Manager Departments – Non-Public Safety \$100,000-Plus Base Salary

Position	Department	Aug. 1 Salary	% Change/Reason	
City Manager**	City Manager	260,849	0.0%	
Assistant City Manager**	City Manager	240,001	-2.5%	New Person
Director-Long Beach Gas & Oil**	Long Beach Gas & Oil	224,698	4.0%	Nego Increase
Director of Development Services**	Development Services	218,384	4.0%	Nego Increase
Director of Public Works**	Public Works	212,409	4.0%	Nego Increase
Director of Financial Management**	Financial Management	212,373	4.0%	Nego Increase
Director-Disaster Prep./Emergency Comm**	Disaster Prep/Emer Comm	208,000	0.0%	New Position
Director of Technology Services**	Technology Services	208,000	15.2%	New Person
Director of Parks, Recreation & Marine**	Parks, Recreation & Marine	204,239	0.0%	Vacant
Director-Business & Property Development**	Economic & Business Devel	204,098	4.0%	Nego Increase
Director of Health & Human Services**	Health & Human Services	202,021	4.0%	Nego Increase
Director of Long Beach Airport**	Airport	198,001	16.5%	New Person
Director of Human Resources**	Human Resources	196,248	4.0%	Nego Increase
Director of Library Services**	Library Services	195,162	11.3%	
Nego Increase and Salary Adjustment				
Deputy City Manager**	City Manager	195,000	5.6%	New Person
City Health Officer**	Health & Human Services	184,549	4.0%	Nego Increase
Deputy Director-Development Services**	Development Services	180,087	4.0%	Nego Increase
Public Health Physician	Human Resources	170,000	0.0%	
Deputy Director/City Engineer**	Public Works	168,000	0.0%	Vacant
Manager-Gas & Oil Operations**	Long Beach Gas & Oil	167,913	4.0%	Nego Increase
Manager-Budget & Performance Mgt**	Financial Management	166,400	4.0%	Nego Increase
Division Engineer-Oil Properties**	Long Beach Gas & Oil	164,782	4.0%	Nego Increase
Manager-Business Operations**	Long Beach Gas & Oil	161,614	4.0%	Nego Increase
Superintendent-Building & Safety**	Development Services	159,641	4.0%	Nego Increase
Manager-Business Information Services**	Technology Services	159,197	4.0%	Nego Increase
Manager-Public Service**	Public Works	158,957	4.0%	Nego Increase
Director of Innovation**	City Manager	157,458	0.0%	New Position
Division Engineer-Oil Properties**	Long Beach Gas & Oil	156,930	4.0%	Nego Increase
City Treasurer**	Financial Management	156,072	4.0%	Nego Increase
Manager-Electric Generation**	Long Beach Gas & Oil	155,519	4.0%	Nego Increase
Division Engineer-Oil Properties**	Long Beach Gas & Oil	155,423	4.0%	Nego Increase
Manager-Technology Infrastructure Services**	Technology Services	154,853	4.0%	Nego Increase
Public Health Physician	Health & Human Services	153,340	0.0%	
Assistant City Engineer**	Public Works	152,879	4.0%	Nego Increase
Manager-Property Services**	Economic & Business Devel	152,501	1.8%	New Person
Manager-Environmental Services**	Public Works	152,213	4.0%	Nego Increase
Manager-Administration**	Human Resources	150,788	4.0%	Nego Increase
Manager-Personnel Operations**	Human Resources	150,788	4.0%	Nego Increase
Manager-Airport Operations**	Airport	149,604	4.0%	Nego Increase
Mgr-Risk Mgt & Occupational Health Svcs**	Human Resources	149,335	4.0%	Nego Increase
General Supt-Development Services**	Development Services	148,734	4.0%	Nego Increase
Exec Dir-Reg Workforce Investment Board**	Human Resources	148,721	4.0%	Nego Increase
Geologist II	Long Beach Gas & Oil	148,022	4.0%	Nego Increase
Petroleum Engineer II (2 Positions)	Long Beach Gas & Oil	148,022	4.0%	Nego Increase
City Controller**	Financial Management	147,672	4.0%	Nego Increase
Manager-Engineering & Construction**	Long Beach Gas & Oil	144,299	4.0%	Nego Increase
Manager-Business Relations**	Financial Management	143,522	4.0%	Nego Increase
Manager-Financial Controls**	Financial Management	143,259	5.8%	New Person
Manager-Commercial Services**	Financial Management	142,752	4.0%	Nego Increase
Manager-Fleet Services**	Public Works	142,481	4.0%	Nego Increase
Assistant to the City Manager (Tidelands)**	City Manager	141,563	4.0%	Nego Increase
Traffic/Transporation Program Administrator**	Public Works	140,970	0.0%	Vacant
Manager-Administration**	Disaster Prep & Emer Comm	140,836	4.0%	Nego Increase
Administrative Officer**	Technology Services	140,836	4.0%	Nego Increase
Treasury Operations Officer**	Financial Management	139,551	2.6%	New Person
Treasury Operations Officer**	Financial Management	139,551	4.0%	Nego Increase
Manager-Disaster Management**	Disaster Prep & Emer Comm	137,484	4.0%	Nego Increase
Manager-Business Operations**	Public Works	135,946	0.0%	New Position
Manager-Recreation Services**	Parks, Recreation & Marine	135,539	4.0%	Nego Increase
Manager-Business Operations**	Parks, Recreation & Marine	133,546	4.0%	Nego Increase
Business Information Technology Officer**	Technology Services	133,546	4.0%	Nego Increase
Technological Support Officer**	Technology Services	133,546	4.0%	Nego Increase
Business Information Systems Officer**	Technology Services	133,546	4.0%	Nego Increase
Wireless Communications Officer**	Technology Services	133,546	4.0%	Nego Increase
Manager-Marine Operations**	Parks, Recreation & Marine	132,703	6.6%	New Person
Senior Structural Engineer**	Development Services	132,586	4.0%	Nego Increase
Mgr-Administration & Financial Services**	Development Services	131,601	4.0%	Nego Increase
Manager-Community Health**	Health & Human Services	130,908	9.2%	
Nego Increase and Salary Adjustment				
Advance Planning Officer**	Development Services	130,501	0.0%	New Position
Current Planning Officer**	Development Services	130,444	0.0%	New Position
Housing Development Officer**	Development Services	130,000	7.1%	
Nego Increase and Salary Adjustment				
Petroleum Operations Coordinator II	Long Beach Gas & Oil	129,587	0.0%	
Manager-Housing Authority**	Health & Human Services	129,486	4.0%	Nego Increase
Manager-Administration & Financial Services**	Airport	129,294	4.0%	Nego Increase

Manager-Animal Care Services**	Parks, Recreation & Marine	129,294	4.0%	Nego Increase
Real Estate Officer**	Economic & Business Devel	128,466	0.0%	Vacant
Telecommunications Officer**	Technology Services	128,282	4.0%	Nego Increase
Senior Civil Engineer (2 Positions)	Development Services	126,443	4.0%	Nego Increase
Senior Mechanical Engineer	Long Beach Gas & Oil	126,443	4.0%	Nego Increase
Senior Civil Engineer	Public Works	126,443	4.0%	Nego Increase
Senior Traffic Engineer	Public Works	126,443	4.0%	Nego Increase
Superintendent-Street Maintenance**	Public Works	125,840	4.0%	Nego Increase
General Superintendent of Operations**	Public Works	125,734	4.0%	Nego Increase
Assistant City Controller**	Financial Management	125,581	4.0%	Nego Increase
Superintendent-Airport Security**	Airport	124,801	4.0%	Nego Increase
Manager-Preventive Health**	Health & Human Services	124,673	4.0%	Nego Increase
Manager-Environmental Health**	Health & Human Services	124,673	4.0%	Nego Increase
Financial Systems Integration Officer**	Financial Management	124,099	0.0%	Vacant
Capital Projects Coordinator IV (2 Positions)	Public Works	123,567	0.0%	
Manager-Main Library Services**	Library Services	123,500	4.2%	New Person
Construction Services Officer**	Public Works	123,338	0.0%	Vacant
Fleet Finance Officer**	Public Works	123,177	4.0%	Nego Increase
Manager-Gas Services**	Long Beach Gas & Oil	122,926	4.0%	Nego Increase
Senior Civil Engineer	Airport	121,580	0.0%	
Senior Traffic Engineer	Public Works	121,580	0.0%	
Manager-Special Events & Filming**	City Manager	121,215	4.0%	Nego Increase
Special Projects Officer**	Human Resources	121,213	4.0%	Nego Increase
Superintendent-Refuse & Street Sweeping**	Public Works	121,213	4.0%	Nego Increase
Assistant City Controller**	Financial Management	120,752	0.0%	Vacant
Occupational Health Services Officer**	Human Resources	120,637	4.0%	Nego Increase
Petroleum Operations Coord. I (4 Positions)	Long Beach Gas & Oil	120,562	0.0%	
Senior Civil Engineer	Development Services	120,424	0.0%	
Senior Civil Engineer	Public Works	120,424	-1.0%	Neg Decrease
Budget Management Officer**	Financial Management	119,458	4.0%	Nego Increase
Manager-Government Affairs**	City Manager	118,001	0.0%	New Position
Redevelopment Project Officer**	Economic & Business Devel	117,750	4.0%	Nego Increase
Superintendent-Traffic Operations**	Public Works	117,642	4.0%	Nego Increase
Business Systems Specialist VI (7 Positions)	Technology Services	117,122	0.0%	
Communication Specialist VI (3 Positions)	Technology Services	117,122	0.0%	
Systems Support Specialist VI	Technology Services	117,122	0.0%	
Business Systems Specialist VI-Confidential	Technology Services	117,122	1.4%	Nego Increase
Neighborhood Resources Officer**	Development Services	116,594	4.0%	Nego Increase
Code Enforcement Officer**	Development Services	116,550	0.0%	Vacant
Purchasing Agent**	Financial Management	116,471	4.0%	Nego Increase
Chief Construction Inspector	Public Works	116,314	3.9%	Nego Increase
Mgr-Customer Service-Technology Services**	Technology Services	115,684	0.0%	Vacant
Assistant to the City Manager**	City Manager	115,615	11.3%	
Nego Increase and Salary Adjustment				
Administration Officer-Public Works**	Public Works	114,954	-2.1%	New Person
Administration Officer-Public Works**	Public Works	114,954	-1.4%	New Person
Nutrition Services Officer**	Health & Human Services	114,878	4.0%	Nego Increase
Noise Abatement Officer**	Airport	114,659	4.0%	Nego Increase
Petroleum Engineering Associate II	Long Beach Gas & Oil	114,486	4.0%	Nego Increase
Inspection Services Officer**	Development Services	114,400	4.0%	Nego Increase
Special Projects Officer**	Public Works	114,400	4.0%	Nego Increase
Civil Engineer	Development Services	114,227	4.0%	Nego Increase
Civil Engineer (2 Positions)	Public Works	114,227	4.0%	Nego Increase
Park Development Officer**	Parks, Recreation & Marine	114,002	7.2%	New Person
Manager-Maintenance Operations**	Parks, Recreation & Marine	113,000	-13.0%	New Person
Laboratory Services Officer**	Health & Human Services	112,123	4.0%	Nego Increase
Gas Supply Officer**	Long Beach Gas & Oil	111,975	4.0%	Nego Increase
Nursing Services Officer**	Health & Human Services	111,773	4.0%	Nego Increase
SERRF Operations Officer**	Long Beach Gas & Oil	111,773	4.0%	Nego Increase
Human Resources Officer**	Human Resources	111,510	4.0%	Nego Increase
Manager-Support Services-Health**	Health & Human Services	111,437	0.0%	Vacant
Neighborhood Improvement Officer**	Development Services	111,399	4.0%	Nego Increase
Communication Specialist V	Technology Services	111,334	5.3%	Nego Increase
Administration Officer-Airport**	Airport	111,280	4.0%	Nego Increase
Civil Engineer (2 Positions)	Development Services	110,877	0.0%	Vacant
Plan Checker-Electrical II	Development Services	110,763	9.3%	Nego Increase
Physician Assistant	Human Resources	110,619	0.0%	New Person
Manager-Branch Library Services**	Library Services	110,207	0.0%	Vacant
Human Resources Officer**	Human Resources	110,001	-11.1%	New Person
Administrative Services Officer**	Human Resources	109,992	0.0%	New Position
Superintendent-Operations**	Long Beach Gas & Oil	109,932	4.0%	Nego Increase
Accounting Operations Officer**	Financial Management	109,523	4.0%	Nego Increase
City Safety Officer**	Human Resources	109,210	-5.4%	New Person
Financial Services Officer**	Financial Management	109,133	4.0%	Nego Increase
Planner V	Development Services	108,596	0.0%	
Facilities Management Officer**	Public Works	108,519	4.0%	Nego Increase
Administrative Officer-Development Services**	Development Services	108,266	4.0%	Nego Increase
Budget Analysis Officer**	Financial Management	108,143	4.0%	Nego Increase
Revenue Management Officer**	Financial Management	108,143	4.0%	Nego Increase
Assistant to the City Manager**	City Manager	108,051	4.0%	Nego Increase
Administrative Officer**	Long Beach Gas & Oil	107,999	-3.9%	New Person
Video Communications Officer**	Technology Services	107,473	0.0%	Vacant
Financial Services Officer**	Long Beach Gas & Oil	107,121	0.0%	
Plan Checker-Mechanical II	Development Services	107,085	0.0%	
Community Information Officer**	Parks, Recreation & Marine	106,916	4.0%	Nego Increase
Administration Officer-Library Services**	Library Services	106,572	11.3%	
Nego Increase & Salary Adjustment				
Veterinarian	Parks, Recreation & Marine	106,511	0.0%	
Superintendent-Pipeline Maintenance**	Long Beach Gas & Oil	106,448	4.0%	Nego Increase
Superintendent-Fleet Maintenance**	Public Works	106,204	4.0%	Nego Increase

Position	Department	Aug. 1 Salary	% Change/Reason						
Financial Services Officer**	Health & Human Services	106,081	4.0%	Nego Increase	Fire Captain (4 Positions)	Fire	121,401	1.0%	Nego Increase
Administrative Officer**	Health & Human Services	106,081	4.0%	Nego Increase	Jail Administrator**	Police	120,121	4.0%	Nego Increase
Physician Assistant	Health & Human Services	105,781	0.0%		Fire Captain (2 Positions)	Fire	119,195	1.0%	Nego Increase
Business Systems Specialist V (6 Positions)	Technology Services	105,781	0.0%		Forensic Science Services Administrator**	Police	119,001	23.2%	New Person
Communication Specialist V	Technology Services	105,781	0.0%		Marine Safety Captain	Fire	117,684	3.8%	Nego Increase
Systems Support Specialist V (2 Positions)	Technology Services	105,781	0.0%		Fire Captain (10 Positions)	Fire	117,400	4.2%	Nego Increase
Business Systems Specialist V-Confidential	Technology Services	105,781	1.4%	Nego Increase	Police Corporal (3 Positions)	Police	117,360	0.0%	
Business Systems Specialist VI	Technology Services	105,776	0.0%		Police Sergeant	Police	116,761	-10.0%	New Person
Special Projects Officer**	Parks, Recreation & Marine	105,458	0.0%	Vacant	Police Sergeant	Police	114,663	-10.2%	New Person
Asst to the City Manager – Admin. Officer**	City Manager	105,457	4.0%	Nego Increase	Fire Engineer (3 Positions)	Fire	113,088	1.0%	Nego Increase
Administration Assistant-City Manager**	City Manager	105,424	4.0%	Nego Increase	Police Corporal	Police	113,006	0.0%	
Stormwater/Environmental Compliance Officer**	Public Works	105,190	4.0%	Nego Increase	Police Sergeant (3 Positions)	Police	112,374	-10.7%	New Person
Facilities Management Officer**	Airport	105,050	4.0%	Nego Increase	Plan Checker-Fire Prevention II	Fire	112,328	3.9%	Nego Increase
Principal Construction Inspector	Long Beach Gas & Oil	104,236	8.3%	Nego Increase	Marine Safety Captain	Fire	112,190	8.7%	Nego Increase
Superintendent-Personnel & Training**	Parks, Recreation & Marine	104,171	4.0%	Nego Increase	Fire Captain	Fire	111,919	-10.0%	New Person
Financial Services Officer**	Financial Management	104,100	4.0%	Nego Increase	Police Corporal (2 Positions)	Police	111,919	0.0%	
Clinical Services Officer**	Health & Human Services	104,000	0.0%		Fire Boat Operator (2 Positions)	Fire	111,917	0.9%	Nego Increase
Financial Services Officer**	Development Services	103,896	4.0%	Nego Increase	Fire Engineer (3 Positions)	Fire	111,418	1.0%	Nego Increase
Petroleum Operations Coordinator I	Long Beach Gas & Oil	103,487	5.1%	Nego Increase	Police Corporal	Police	111,355	-0.6%	Nego Decrease
Development Project Manager III (2 Positions)	Development Services	103,199	0.0%		Firefighter(2 Positions)	Fire	111,174	4.7%	Nego Increase
Real Estate Project Coordinator III	Public Works	103,199	0.0%		Fire Engineer (5 Positions)	Fire	111,084	1.0%	Nego Increase
Transportation Planner III	Public Works	103,199	0.0%		Fire Captain	Fire	110,919	5.9%	Nego Increase
Real Estate Project Coordinator III	Public Works	103,199	0.0%		Fire Boat Operator (2 Positions)	Fire	110,846	0.9%	Nego Increase
Plan Checker-Fire Prevention (2 Positions)	Development Services	103,126	3.9%	Nego Increase	Plan Checker-Fire Prevention II	Fire	110,763	3.9%	Nego Increase
Department Safety Officer**	Parks, Recreation & Marine	102,107	4.0%	Nego Increase	Firefighter (6 Positions)	Fire	110,447	0.9%	Nego Increase
Planner IV	Development Services	102,038	0.0%		Police Sergeant	Police	110,276	-10.9%	New Person
Nurse Practitioner	Health & Human Services	102,038	0.0%		Police Corporal (2 Positions)	Police	109,821	0.0%	
Superintendent-Park Maintenance**	Parks, Recreation & Marine	102,001	5.6%	New Person	Fire Boat Operator	Fire	109,045	0.9%	Nego Increase
Principal Building Inspector (8 Positions)	Development Services	101,627	3.9%	Nego Increase	Fire Engineer (19 Positions)	Fire	108,811	1.0%	Nego Increase
Planner IV	Development Services	101,621	1.0%	Nego Increase	Police Sergeant	Police	108,780	-12.1%	New Person
Nurse Practitioner	Health & Human Services	101,621	0.0%		Criminalist Supervisor	Police	108,596	0.0%	
Recreation Superintendent (4 Positions**	Parks, Recreation & Marine	101,009	4.0%	Nego Increase	Firefighter (2 Positions)	Fire	108,579	1.0%	Nego Increase
Planner IV (2 Positions)	Development Services	100,577	0.0%		Police Officer (2 Positions)	Police	108,525	0.0%	
Nurse Practitioner	Health & Human Services	100,577	0.0%		Administration Officer-Police**	Police	108,367	4.0%	Nego Increase
Systems Support Specialist V	Technology Services	100,527	0.0%	Vacant	Police Sergeant (2 Positions)	Police	107,989	5.1%	Nego Increase
Airport Public Affairs Officer**	Airport	100,463	4.0%	Nego Increase	Police Records Administrator**	Police	107,937	8.0%	New Person
Superintendent-Park Maintenance**	Parks, Recreation & Marine	100,433	6.4%	New Person	Fire Captain (2 Positions)	Fire	107,912	-13.5%	New Person
Housing Assistance Officer**	Health & Human Services	100,314	4.0%	Nego Increase	Police Officer (8 Positions)	Police	107,786	-0.6%	Nego Decrease
Plan Checker-Plumbing II	Development Services	100,210	9.3%	Nego Increase	Firefighter (3 Positions)	Fire	107,642	0.9%	Nego Increase

City Manager Departments – Public Safety \$100,000-Plus Base Salary

Position	Department	Aug. 1 Salary	% Change/Reason	
Chief of Police**	Police	237,999	-2.1%	New Person
Fire Chief**	Fire	235,290	4.0%	Nego Increase
Deputy Chief of Police (3 Positions**	Police	199,581	8.8%	Nego Increase
Deputy Fire Chief (3 Positions**	Fire	187,467	8.6%	Nego Increase
Assistant Fire Chief (2 Positions**	Fire	175,946	9.0%	Nego Increase
Police Commander (11 Positions**	Police	170,371	9.6%	Nego Increase
POA President-Police Lieutenant	Police	168,683	0.0%	
Battalion Chief (3 Positions)	Fire	157,742	5.7%	Nego Increase
Marine Safety Chief**	Fire	157,314	4.0%	Nego Increase
Battalion Chief (3 Positions)	Fire	155,814	1.7%	Nego Increase
Battalion Chief (3 Positions)	Fire	152,942	1.0%	Nego Increase
Police Lieutenant (5 Positions)	Police	150,180	0.0%	Vacant
Police Lieutenant (7 Positions)	Police	148,982	0.0%	
Police Administration Bureau Chief**	Police	147,346	4.0%	Nego Increase
Police Lieutenant (8 Positions)	Police	146,885	0.0%	
Battalion Chief (3 Positions)	Fire	146,419	6.0%	Nego Increase
Police Lieutenant (6 Positions)	Police	145,048	0.0%	
Fire Captain	Fire	140,824	0.9%	Nego Increase
Police Lieutenant	Police	140,550	0.0%	
Battalion Chief	Fire	138,881	-8.7%	New Person
Police Lieutenant	Police	138,305	-5.8%	Nego Decrease
Manager-Business Operations**	Police	137,639	0.0%	Vacant
Police Lieutenant	Police	136,207	-6.1%	New Person
Manager-Administration**	Fire	134,429	4.0%	Nego Increase
Police Sergeant	Police	132,673	0.0%	
Fire Captain (2 Positions)	Fire	131,010	0.9%	Nego Increase
Police Sergeant (13 Positions)	Police	131,004	0.0%	
Fire Captain (2 Positions)	Fire	130,014	1.0%	Nego Increase
Police Sergeant (16 Positions)	Police	129,806	0.0%	
Fire Captain (3 Positions)	Fire	129,680	1.0%	Nego Increase
Police Sergeant (2 Positions)	Police	129,378	0.0%	
Fire Captain (3 Positions)	Fire	129,079	0.0%	
Police Sergeant (18 Positions)	Police	128,363	0.0%	
Fire Captain (6 Positions)	Fire	128,213	1.0%	Nego Increase
Police Sergeant (6 Positions)	Police	127,069	0.0%	
Fire Captain (24 Positions)	Fire	126,809	1.0%	
Deputy Fire Marshal	Fire	126,443	4.0%	Nego Increase
Police Sergeant (17 Positions)	Police	126,164	0.0%	
Fire Captain (6 Positions)	Fire	125,606	1.0%	Nego Increase
Police Sergeant (16 Positions)	Police	124,494	7.9%	Nego Increase
Fire Captain	Fire	124,273	1.0%	Nego Increase
Fire Captain	Fire	124,273	1.0%	Nego Increase
Fire Captain	Fire	123,872	8.1%	Nego Increase
Fire Captain	Fire	123,805	1.0%	Nego Increase
Emergency Medical Education Coordinator	Fire	123,567	0.0%	
Fire Captain (7 Positions)	Fire	122,801	3.0%	Nego Increase
Police Sergeant (7 Positions)	Police	121,484	0.0%	

Fire Captain (4 Positions)	Fire	121,401	1.0%	Nego Increase
Jail Administrator**	Police	120,121	4.0%	Nego Increase
Fire Captain (2 Positions)	Fire	119,195	1.0%	Nego Increase
Forensic Science Services Administrator**	Police	119,001	23.2%	New Person
Marine Safety Captain	Fire	117,684	3.8%	Nego Increase
Fire Captain (10 Positions)	Fire	117,400	4.2%	Nego Increase
Police Corporal (3 Positions)	Police	117,360	0.0%	
Police Sergeant	Police	116,761	-10.0%	New Person
Police Sergeant	Police	114,663	-10.2%	New Person
Fire Engineer (3 Positions)	Fire	113,088	1.0%	Nego Increase
Police Corporal	Police	113,006	0.0%	
Police Sergeant (3 Positions)	Police	112,374	-10.7%	New Person
Plan Checker-Fire Prevention II	Fire	112,328	3.9%	Nego Increase
Marine Safety Captain	Fire	112,190	8.7%	Nego Increase
Fire Captain	Fire	111,919	-10.0%	New Person
Police Corporal (2 Positions)	Police	111,919	0.0%	
Fire Boat Operator (2 Positions)	Fire	111,917	0.9%	Nego Increase
Fire Engineer (3 Positions)	Fire	111,418	1.0%	Nego Increase
Police Corporal	Police	111,355	-0.6%	Nego Decrease
Firefighter(2 Positions)	Fire	111,174	4.7%	Nego Increase
Fire Engineer (5 Positions)	Fire	111,084	1.0%	Nego Increase
Fire Captain	Fire	110,919	5.9%	Nego Increase
Fire Boat Operator (2 Positions)	Fire	110,846	0.9%	Nego Increase
Plan Checker-Fire Prevention II	Fire	110,763	3.9%	Nego Increase
Firefighter (6 Positions)	Fire	110,447	0.9%	Nego Increase
Police Sergeant	Police	110,276	-10.9%	New Person
Police Corporal (2 Positions)	Police	109,821	0.0%	
Fire Boat Operator	Fire	109,045	0.9%	Nego Increase
Fire Engineer (19 Positions)	Fire	108,811	1.0%	Nego Increase
Police Sergeant	Police	108,780	-12.1%	New Person
Criminalist Supervisor	Police	108,596	0.0%	
Firefighter (2 Positions)	Fire	108,579	1.0%	Nego Increase
Police Officer (2 Positions)	Police	108,525	0.0%	
Administration Officer-Police**	Police	108,367	4.0%	Nego Increase
Police Sergeant (2 Positions)	Police	107,989	5.1%	Nego Increase
Police Records Administrator**	Police	107,937	8.0%	New Person
Fire Captain (2 Positions)	Fire	107,912	-13.5%	New Person
Police Officer (8 Positions)	Police	107,786	-0.6%	Nego Decrease
Firefighter (3 Positions)	Fire	107,642	0.9%	Nego Increase
Fire Engineer (6 Positions)	Fire	107,609	1.0%	Nego Increase
Firefighter (2 Positions)	Fire	107,043	1.0%	Nego Increase
Police Officer (10 Positions)	Police	106,588	0.0%	
Firefighter (6 Positions)	Fire	106,576	1.0%	Nego Increase
Fire Engineer	Fire	106,532	1.0%	Nego Increase
Police Officer (8 Positions)	Police	106,426	0.0%	
Firefighter (6 Positions)	Fire	105,973	4.9%	Nego Increase
Fire Engineer (5 Positions)	Fire	105,874	0.9%	Nego Increase
Fire Boat Operator	Fire	105,637	0.9%	Nego Increase
Police Officer (47 Positions)	Police	105,574	0.0%	
Firefighter (3 Positions)	Fire	105,374	1.0%	Nego Increase
Fire Engineer (13 Positions)	Fire	105,205	1.0%	Nego Increase
Firefighter (3 Positions)	Fire	104,572	-1.3%	Nego Decrease
Police Officer (14 Positions)	Police	104,491	0.0%	
Fire Engineer (3 Positions)	Fire	104,205	1.0%	Nego Increase
Firefighter (5 Positions)	Fire	104,171	1.0%	Nego Increase
Police Officer (38 Positions)	Police	103,852	0.0%	
Administration Officer-Police**	Police	103,785	0.0%	Vacant
Fire Engineer (4 Positions)	Fire	103,721	0.9%	Nego Increase
Firefighter (3 Positions)	Fire	103,437	5.0%	Nego Increase
Fire Captain	Fire	103,305	-17.7%	New Person
Emergency Medical Educator (2 Positions)	Fire	103,199	0.0%	
Police Officer (30 Positions)	Police	102,821	0.0%	
Plan Checker-Fire Prevention	Fire	102,604	3.9%	Nego Increase
Fire Engineer (2 Positions)	Fire	102,564	1.0%	Nego Increase
Firefighter (5 Positions)	Fire	102,433	-0.2%	Nego Decrease
Police Officer (31 Positions)	Police	102,201	0.0%	
Firefighter (7 Positions)	Fire	101,965	1.0%	Nego Increase
Fire Engineer (4 Positions)	Fire	101,867	2.0%	Nego Increase
Police Officer (53 Positions)	Police	100,984	-4.8%	Nego Decrease
Police Sergeant	Police	100,627	0.0%	
Fire Engineer (2 Positions)	Fire	100,604	1.0%	Nego Increase
Nurse Practitioner	Police	100,577	5.2%	Nego Increase
Fire Engineer	Fire	100,197	0.0%	
Firefighter (2 Positions)	Fire	100,162	1.0%	Nego Increase
Marine Safety Sergeant-BT-OP	Fire	100,124	7.5%	Nego Increase

Non-City Manager Departments \$100,000-Plus Base Salary

Position	Department	Aug. 1 Salary	% Change/Reason	
Executive Director-Harbor**	Harbor	351,201	0.0%	
City Attorney**	Law	272,748	0.7%	Increase by Charter
General Manager-Water**	Water	266,664	4.0%	Nego Increase
Capital Programs Executive**	Harbor	250,860	0.0%	New Position
Managing Director**	Harbor	243,607	14.4%	Nego & Merit Increase
Managing Director**	Harbor	231,692	16.5%	Nego & Merit Increase
Managing Director**	Harbor	231,673	0.0%	New Position
Assistant General Manager-Water**	Water	223,654	4.0%	Nego Increase
Assistant City Attorney**	Law	222,128	4.0%	Nego Increase
Managing Director**	Harbor	216,230	16.5%	Nego & Merit Increase
Manager of Port Projects**	Harbor	215,748	0.0%	New Position

Position	Department	Aug 1 Salary	% Change/Reason						
City Prosecutor**	City Prosecutor	213,341	0.7%	Increase by Charter	Manager-Air Quality Practices**	Harbor	129,405	4.0%	Nego Increase
Assistant City Attorney**	Law	210,837	4.0%	Nego Increase	Deputy City Attorney	Law	129,403	6.1%	Nego Increase
City Auditor**	City Auditor	202,934	0.7%	Increase by Charter	Manager-CEQA/NEPA Practices**	Harbor	129,292	4.0%	Nego Increase
Principal Deputy City Attorney**	Law	191,671	4.0%	Nego Increase	Director-Finance**	Water	129,079	4.0%	Nego Increase
Deputy General Manager – Business**	Water	182,773	0.0%	Vacant	Asst Dir-Communications/Community Rel.**	Harbor	128,286	4.0%	Nego Increase
Sr Dir-Engineering Design/Maintenance**	Harbor	182,625	0.0%	New Position	Manager of Master Planning**	Harbor	128,088	0.0%	Vacant
Senior Director-Program Delivery**	Harbor	182,625	0.0%	New Position	Director-Planning/Water Conservation**	Water	128,000	4.0%	Nego Increase
Assistant City Auditor**	City Auditor	181,375	4.0%	Nego Increase	Senior Structural Engineer	Harbor	127,487	0.0%	Vacant
Director-Finance**	Harbor	180,619	0.0%	New Person	Senior Civil Engineer	Harbor	127,487	4.0%	Nego Increase
Asst Managing Dir-Engineer. Design/Maint**	Harbor	175,602	0.0%	Vacant	Chief Surveyor	Harbor	126,443	4.0%	Nego Increase
Director of Security**	Harbor	175,320	4.0%	Nego Increase	Environmental Specialist II (2 Positions)	Harbor	126,443	4.0%	Nego Increase
Director of Information Management**	Harbor	170,584	6.6%	Nego & Merit Increase	Senior Civil Engineer (15 Positions)	Harbor	126,443	4.0%	Nego Increase
Assistant City Prosecutor**	City Prosecutor	169,772	4.0%	Nego Increase	Senior Electrical Engineer	Harbor	126,443	4.0%	Nego Increase
Assistant Managing Dir-Program Delivery**	Harbor	169,580	0.0%	Vacant	Senior Traffic Engineer (2 Positions)	Harbor	126,443	4.0%	Nego Increase
Director of Operations**	Water	168,057	4.0%	Nego Increase	Environmental Remediation Specialist II	Harbor	126,443	9.2%	Nego Increase
Director of Engineering**	Water	165,732	4.0%	Nego Increase	Senior Civil Engineer (3 Positions)	Harbor	126,443	9.2%	Nego Increase
Director-Program Management**	Harbor	165,080	4.0%	Nego Increase	Manager-Transportation Development**	Harbor	126,009	4.0%	Nego Increase
Director-Human Resources-Harbor**	Harbor	165,080	4.0%	Nego Increase	Manager-Security Operations**	Harbor	125,231	0.0%	
Executive Director-Civil Services**	Civil Service	164,001	6.1%	Merit Increase	Deputy City Attorney (2 Positions)	Law	124,277	4.0%	Nego Increase
Senior Deputy City Attorney	Law	163,027	4.0%	Nego Increase	Office Systems Analyst III (9 Positions)	Harbor	123,567	0.0%	
Director-Construction Management**	Harbor	162,797	10.0%	Nego & Merit Increase	Legal Administrator-Attorney**	Law	123,321	4.0%	Nego Increase
Director-Engineering Design**	Harbor	162,797	17.1%	New Person	Manager-Commercial Trade-Import Cargo**	Harbor	123,141	4.0%	Nego Increase
Deputy City Prosecutor III	City Prosecutor	161,374	9.2%	Nego Increase	Environmental Specialist II	Harbor	121,580	0.0%	
Director-Project Controls**	Harbor	160,551	0.0%		Senior Civil Engineer (3 Positions)	Harbor	121,580	0.0%	
Director-Business Development**	Harbor	160,551	0.0%		Special Projects Officer**	Legislative	121,415	0.0%	
Director of Communications**	Harbor	158,886	4.0%	Nego Increase	Program Scheduler	Harbor	119,925	4.0%	Nego Increase
Director-Real Estate**	Harbor	157,853	4.0%	Nego Increase	Deputy City Auditor (2 Positions)**	City Auditor	119,600	4.0%	Nego Increase
Principal Deputy City Attorney**	Law	157,600	-5.1%	New Person	Manager-Commercial Trade Ocean Carriers**	Harbor	118,406	0.0%	New Position
Division Engineer**	Water	155,613	4.0%	Nego Increase	Manager-Infrastructure Maintenance **	Harbor	117,815	4.0%	Nego Increase
Division Engineer**	Water	155,613	4.0%	Nego Increase	Manager-Utilities/Fleet **	Harbor	117,815	4.0%	Nego Increase
Director-Tenant Services & Operations**	Harbor	155,534	0.0%	New Position	Port Planner V (2 Positions)	Harbor	117,471	0.0%	
Deputy City Attorney	Law	154,860	4.0%	Nego Increase	Manager of Accounting **	Harbor	117,103	4.0%	Nego Increase
Assistant Dir Security-Homeland Security**	Harbor	154,574	4.0%	Nego Increase	Manager-Facilities Maintenance **	Harbor	116,880	4.0%	Nego Increase
Director-Environmental Planning**	Harbor	154,449	4.0%	Nego Increase	Manager-Workers Compensation **	Law	115,705	4.0%	Nego Increase
Director-Master Planning**	Harbor	154,449	4.0%	Nego Increase	Water Laboratory Manager **	Water	115,438	4.0%	Nego Increase
Director-Government Affairs**	Harbor	152,178	4.0%	Nego Increase	Manager-Grants Administration **	Harbor	115,429	4.0%	Nego Increase
Deputy City Attorney	Law	151,792	7.1%	Nego Increase	Port Commercial Appraiser	Harbor	115,306	0.0%	
Assistant Director-Security Support**	Harbor	151,318	4.0%	Nego Increas	Administrative Officer **	City Clerk	115,265	7.1%	Nego Increase/Acting Pay
Assistant Director-Information Management**	Harbor	151,318	22.4%	New Person	Mgr-Business Development (2 Positions)**	Harbor	115,052	4.0%	Nego Increase
City Clerk**	City Clerk	150,993	0.7%	Increase by Charter	Water Operations Superintendent **	Water	114,958	4.0%	Nego Increase
Deputy City Attorney	Law	150,575	4.0%	Nego Increase	Deputy City Attorney	Law	114,954	-13.6%	New Person
Director of Risk Management**	Harbor	149,335	4.0%	Nego Increase	Chief Construction Inspector	Harbor	114,749	4.0%	Nego Increase
Deputy City Prosecutor III	City Prosecutor	149,176	4.0%	Nego Increase	Senior Civil Engineer	Harbor	114,476	9.4%	Nego Increase
Director of Maintenance**	Harbor	148,509	3.9%	New Person	Assistant City Clerk **	City Clerk	114,469	0.0%	Vacant
Deputy City Attorney	Law	147,734	7.1%	Nego Increase	Civil Engineer (9 Positions)	Harbor	114,227	4.0%	Nego Increase
Principal Deputy City Attorney**	Law	146,935	4.0%	Nego Increase	Electrical Engineer	Harbor	114,227	4.0%	Nego Increase
Director-Transportation Planning**	Harbor	145,520	0.0%	Vacant	Port Planner III	Harbor	111,591	8.1%	New Person
Assistant Director-Program Management**	Harbor	145,499	0.0%		Office Systems Analyst II (2 Positions)	Harbor	111,478	0.0%	Nego Increase
Assistant Director-Engineering Design**	Harbor	145,499	0.0%		Port Financial Analyst III (3 Positions)	Harbor	111,478	0.0%	Nego Increase
Assistant Director-Finance**	Harbor	145,499	0.0%		Port Planner IV	Harbor	111,478	0.0%	Vacant
Deputy Chief Harbor Engineer II (4 Positions)	Harbor	143,911	4.0%	Nego Increase	Chief of Staff-Prosecutor **	City Prosecutor	111,003	4.0%	Nego Increase
Manager-Network Operations**	Harbor	142,646	4.0%	Nego Increase	Deputy City Attorney	Law	110,289	10.3%	Nego Increase
Manager-Business Applications**	Harbor	142,448	4.0%	Nego Increase	Civil Engineer (5 Positions)	Harbor	109,834	0.0%	Vacant
Deputy City Attorney	Law	141,421	4.0%	Nego Increase	Senior Port Leasing Officer (2 Positions)	Harbor	108,596	0.0%	Vacant
Assistant Director-Environmental Planning**	Harbor	141,195	0.0%	New Position	Administrative Officer-Water **	Water	108,594	4.0%	Nego Increase
Deputy City Attorney	Law	141,030	6.1%	Nego Increase	Recruitment Officer-Civil Services **	Civil Service	108,300	0.0%	New Position
Manager-Harbor Marine**	Harbor	140,882	0.0%	New Position	Administrative Officer-Civil Service **	Civil Service	108,300	0.0%	New Position
Executive Officer to the Board**	Harbor	139,999	0.0%	Vacant	Sewer Operations Superintendent **	Water	106,588	0.0%	Vacant
Deputy Chief Harbor Engineer I	Harbor	139,976	4.0%	Nego Increase	Office Systems Analyst III	Harbor	106,077	0.0%	
Manager of Rail Transportation	Harbor	139,976	4.0%	Nego Increase	Capital Projects Coordinator IV	Harbor	106,077	0.0%	
Senior Program Manager (2 Positions)	Harbor	139,976	4.0%	Nego Increase	Capital Projects Coordinator III (3 Positions)	Harbor	105,781	0.0%	
Water Treatment Superintendent**	Water	139,375	4.0%	Nego Increase	Port Leasing Sales Officer V	Harbor	105,781	0.0%	Vacant
Manager-Internal Controls**	Harbor	139,317	4.0%	Nego Increase	Telemetry Systems Superintendent **	Water	105,050	4.0%	Nego Increase
Assistant Director-Human Resources**	Harbor	138,526	4.0%	Nego Increase	Procurement & Warehouse Officer **	Water	105,000	0.0%	New Position
Deputy Chief Harbor Engineer II	Harbor	138,375	0.0%	Vacant	Manager of Port Projects **	Harbor	104,357	0.0%	Vacant
Deputy City Attorney	Law	137,820	4.0%	Nego Increase	Financial Reporting/Controls Officer	Harbor	104,242	0.0%	
City Mayor**	Legislative	137,144	0.7%	Increase by Charter	Environmental Specialist I (3 Positions)	Harbor	103,370	4.0%	Nego Increase
Deputy Chief Harbor Engineer II	Harbor	137,061	0.0%		Port Planner III	Harbor	103,199	0.0%	
Deputy City Auditor**	City Auditor	136,789	4.0%	Nego Increase	Special Projects Officer **	Civil Service	103,049	0.0%	New Position
Manager-Technological Security**	Harbor	135,664	4.0%	Nego Increase	Deputy City Prosecutor III	City Prosecutor	102,462	0.0%	
Manager-Engineering Technology**	Harbor	135,464	0.0%	New Position	Senior Surveyor	Harbor	102,057	4.0%	Nego Increase
Chief of Staff-Mayor**	Legislative	135,199	0.0%		Capital Projects Coordinator III (2 Positions)	Harbor	101,988	0.0%	
Senior Program Manager	Harbor	134,594	0.0%	Vacant	Sewer Operations Superintendent **	Water	101,919	0.0%	
Senior Program Manager	Harbor	134,594	0.0%	Vacant	Investigator III	Law	101,243	4.0%	Nego Increase
Deputy City Attorney	Law	133,846	-7.3%	New Person	Port Financial Analyst III	Harbor	101,120	0.0%	
Assistant Director-Business Development**	Harbor	133,579	0.0%	New Position	Deputy City Attorney	Law	100,223	7.1%	Nego Increase
Management Information Systems Officer**	Water	133,529	4.0%	Nego Increase	Principal Construction Inspector	Harbor	100,062	3.9%	Nego Increase
Deputy City Auditor**	City Auditor	133,444	4.0%	Nego Increase					
Manager-Safety/Business Continuity**	Harbor	133,214	4.0%	Nego Increase					
Manager-Environmental Remediation**	Harbor	133,212	4.0%	Nego Increase					
Manager-Water Quality Practices**	Harbor	133,212	0.0%						
Manager-Sustainable Practices**	Harbor	133,210	4.0%	Nego Increase					
Manager-Contract Compliance**	Harbor	132,757	4.0%	Nego Increase					
Manager-Emergency Management**	Harbor	131,490	4.0%	Nego Increase					
Manager-Security Operations**	Harbor	130,449	4.0%	Nego Increase					
Assistant Director-Real Estate**	Harbor	130,446	3.7%	New Person					

Knocking On The “Club” Door

City Manager Departments – Non-Public Safety \$90,000-\$99,999 Base Salary

Position	Department	Aug. 1 Salary	% Change/Reason	
Special Projects Officer**	Development Services	99,999	0.0%	New Position
Special Projects Officer-Special Events**	City Manager	99,995	0.0%	New Position
Workforce Development Officer**	Human Resources	99,899	0.0%	Vacant
Development Project Manager II	Development Services	99,532	-1.0%	Nego Decrease
Workforce Development Officer**	Human Resources	98,624	0.0%	Vacant

Position	Department	Aug. 1 Salary	% Change/Reason
Principal Construction Inspector (2 Positions)	Public Works	98,496	4.0% Nego Increase
Financial Services Officer**	Parks, Recreation & Marine	98,448	4.0% Nego Increase
Civil Engineer	Public Works	98,236	-6.1% New Person
Airport Operations Officer (2 Positions**	Airport	98,125	4.0% Nego Increase
Veterinarian	Parks, Recreation & Marine	98,096	0.0%
Capital Projects Coordinator II	City Manager	98,071	5.2% Nego Increase
Development Project Manager II	Development Services	98,071	0.0% Vacant
Admin Analyst IV-Confidential (3 Positions)	Financial Management	98,071	1.4% Nego Increase
Development Project Manager II	Human Resources	98,071	0.0% Vacant
Development Project Manager II	Public Works	98,071	0.0%
Real Estate Project Coordinator III	Public Works	98,071	0.0%
Homeless Services Officer**	Health & Human Services	98,000	6.5% New Person
Superintendent-Towing & Lien Sales**	Public Works	96,971	4.0% Nego Increase
Traffic Engineering Associate II	Public Works	96,768	4.0% Nego Increase
Library Youth Services Officer**	Library Services	96,599	0.0% Vacant
Civil Engineering Associate	Airport	95,725	4.0% Nego Increase
Civil Engineering Associate	Long Beach Gas & Oil	95,725	4.0% Nego Increase
Civil Engineering Associate (4 Positions)	Public Works	95,725	4.0% Nego Increase
Traffic Engineering Associate II	Public Works	95,725	4.0% Nego Increase
Business Systems Specialist IV (8 Positions)	Technology Services	95,635	0.0%
Communication Specialist IV	Technology Services	95,635	0.0%
Capital Projects Coordinator III	Public Works	95,560	-9.7% New Person
Systems Support Specialist V	Technology Services	95,560	5.2% Nego Increase
Department Safety Officer**	Public Works	95,432	0.0% Vacant
Special Projects Officer**	Public Works	95,000	-0.8% New Person
Planner III (2 Positions)	Development Services	94,689	0.0%
Plan Checker-Fire Prevention	Development Services	94,358	0.0%
Manager-Automated Services**	Library Services	94,349	0.0% Vacant
Executive Assistant to the City Manager**	City Manager	94,122	4.0% Nego Increase
Administration Officer-Development Services**	Development Services	93,786	0.0% Vacant
Planner III (2 Positions)	Development Services	93,228	0.0%
Administrative Analyst IV-Confidential	Financial Management	93,228	0.0%
Public Health Nurse Supervisor	Health & Human Services	93,228	0.0%
Capital Projects Coordinator I (2 Positions)	Public Works	93,228	0.0%
Traffic Signal Coordinator	Public Works	93,228	0.0%
Plan Checker-Fire Prevention I	Development Services	92,792	0.0%
Surveyor	Public Works	92,732	4.0% Nego Increase
Construction Inspector II (4 Positions)	Long Beach Gas & Oil	92,471	3.7% Nego Increase
Community Development Specialist V	Development Services	92,362	1.6% Nego Increase
Personnel Analyst III-Confidential	Human Resources	91,945	1.4% Nego Increase
Community Development Specialist V	Human Resources	91,945	7.9% Nego Increase
Department Librarian II (5 Positions)	Library Services	91,945	0.0%
Administrative Analyst III	Public Works	91,945	0.0%
Administrative Analyst III	Technology Services	91,945	0.0%
Department Safety Officer**	Long Beach Gas & Oil	91,726	0.0%
Administrative Analyst III (3 Positions)	Airport	90,901	0.0%
Senior Accountant	Airport	90,901	0.0%
Administrative Analyst III (2 Positions)	Development Services	90,901	0.0%
Community Development Analyst III	Development Services	90,901	0.0%
Community Development Specialist V	Development Services	90,901	0.0%
Administrative Analyst III-Confidential	Financial Management	90,901	0.0%
Administrative Analyst III	Financial Management	90,901	0.0%
Senior Accountant (4 Positions)	Financial Management	90,901	0.0%
Senior Accountant-Confidential	Financial Management	90,901	0.0%
Administrative Analyst III (2 Positions)	Health & Human Services	90,901	0.0%
Administrative Analyst III	Human Resources	90,901	0.0%
Community Development Spec V (3 Positions)	Human Resources	90,901	0.0%
Senior Accountant	Human Resources	90,901	0.0%
Admin Analyst III-Confidential (2 Positions)	Human Resources	90,901	1.4% Nego Increase
Community Development Spec V (2 Positions)	Human Resources	90,901	8.0% Nego Increase
Personnel Analyst III-Confidential	Human Resources	90,901	1.4% Nego Increase
Administrative Analyst III	Library Services	90,901	0.0%
Department Librarian II	Library Services	90,901	0.0%
Senior Accountant	Long Beach Gas & Oil	90,901	0.0%
Administrative Analyst III (6 Positions)	Parks, Recreation & Marine	90,901	0.0%
Administrative Analyst III (9 Positions)	Public Works	90,901	0.0%
Community Development Analyst III	Public Works	90,901	0.0%
Senior Accountant	Public Works	90,901	0.0%
Administrative Analyst III	Technology Services	90,901	0.0%
Business Systems Specialist IV	Technology Services	90,901	0.0%
Systems Support Specialist V	Technology Services	90,799	0.0%
Business Systems Specialist V	Technology Services	90,799	0.0%
Fleet Services Supervisor II	Public Works	90,668	1.7% Nego Increase
Senior Engineering Technology II (2 Positions)	Public Works	90,515	4.0% Nego Increase
Superintendent-Park Maintenance**	Parks, Recreation & Marine	90,044	-4.6% New Person
Recycling & Sustainability Officer**	Public Works	90,000	0.0% Vacant

City Manager Departments – Public Safety \$90,000-\$99,999 Base Salary

Position	Department	Aug. 1 Salary	% Change/Reason
Fire Engineer	Fire	99,803	5.2% Nego Increase
Police Officer (24 Positions)	Police	99,607	-4.7% Nego Decrease
Marine Safety Sergeant-BT-OP	Fire	99,523	3.5% Nego Increase
Firefighter	Fire	99,429	0.9% Nego Increase
Criminalist II-Miscellaneous	Police	99,114	0.0%
Firefighter (2 Positions)	Fire	98,962	2.2% Nego Increase
Police Officer (30 Positions)	Police	98,887	-3.8% Nego Decrease
Firefighter (8 Positions)	Fire	98,630	1.4% Nego Increase
Police Officer (15 Positions)	Police	98,267	0.0%
Criminalist II-Miscellaneous	Police	98,071	0.0%
Police Officer (7 Positions)	Police	97,816	4.2% Nego Increase
Fire Engineer (4 Positions)	Fire	97,793	-5.6% New Person
Firefighter (II Positions)	Fire	97,760	-7.2% New Person
Police Officer (30 Positions)	Police	96,900	0.0% Vacant
Marine Safety Captain	Fire	96,843	-6.7% New Person
Firefighter (5 Positions)	Fire	96,560	1.0% Nego Increase
Marine Safety Sergeant-BT-OP (5 Positions)	Fire	96,524	3.6% Nego Increase
Police Officer (49 Positions)	Police	96,487	-0.0%
Marine Safety Sergeant-BT-OP	Fire	95,923	2.9% Nego Increase
Firefighter (8 Positions)	Fire	95,758	1.0% Nego Increase
Police Officer (4 Positions)	Police	95,718	0.0%
Special Projects Officer **	Police	95,000	0.0% New Position
Police Officer (45 Positions)	Police	94,500	0.0%
Firefighter (8 Positions)	Fire	94,222	0.9% Nego Increase
Criminalist II-Miscellaneous (2 Positions)	Police	93,228	0.0%
Firefighter (11 Positions)	Fire	93,151	1.0% Nego Increase
Police Officer (58 Positions)	Police	92,212	0.0%
Administrative Analyst III	Police	91,945	0.0% Vacant
Forensic Specialist Supervisor	Police	91,945	0.0%
Firefighter (12 Positions)	Fire	91,757	1.0% Nego Increase
Marine Safety Sergeant	Fire	91,646	3.6% Nego Increase
Administrative Analyst III (2 Positions)	Fire	90,901	0.0%
Administrative Analyst III (3 Positions)	Police	90,901	0.0% Vacant
Police Officer (13 Positions)	Police	90,114	-4.2% Nego Decrease

Non-City Manager Departments \$90,000-\$99,999 Base Salary

Position	Department	Aug. 1 Salary	% Change/ Reason
Workers' Comp Claims Examiner III (2 Positions)	Law	99,818	4.0% Nego Increase
Principal Construction Inspector (2 Positions)	Harbor	98,496	4.0% Nego Increase
Communications Officer (3 Positions)	Harbor	98,071	0.0%
Port Leasing Sales Officer IV	Harbor	98,071	0.0%
Port Risk Manager II	Harbor	98,071	0.0%
Chief of Staff-Council**	Legislative	97,547	4.0% Nego Increase
Senior. City Clerk Analyst	City Clerk	97,096	1.5% Nego Increase
Senior Surveyor	Harbor	97,046	4.0% Nego Increase
Chief of Staff-Council**	Legislative	96,927	4.0% Nego Increase
Civil Engineering Associate (3 Positions)	Harbor	96,768	4.0% Nego Increase
Investigator II	Law	96,593	4.0% Nego Increase
Legal Technologist-Prosecutor	City Prosecutor	96,349	0.0%
Office Systems Analyst II (3 Positions)	Harbor	96,301	0.0%
Senior Surveyor	Harbor	96,002	4.0% Nego Increase
Civil Engineering Associate (6 Positions)	Harbor	95,725	4.0% Nego Increase
Traffic Engineering Associate II	Harbor	95,725	4.0% Nego Increase
Port Planner II	Harbor	95,635	0.0%
Chief Wharfinger	Harbor	95,635	5.2% Nego Increase
Port Administrative Officer**	Harbor	95,328	0.0%
Principal Construction Inspector	Harbor	94,708	0.0%
Geographic Information Systems Analyst III	Harbor	94,399	9.3% Nego Increase
Deputy City Prosecutor III (2 Positions)	City Prosecutor	93,986	0.0%
Executive Assistant-City Attorney**	Law	93,834	4.0% Nego Increase
Communications Officer	Harbor	93,228	0.0%
Port Leasing Sales Officer IV	Harbor	93,228	5.2% Nego Increase
Office Specialist-Prosecutor	City Prosecutor	93,160	0.0%
Surveyor (3 Positions)	Harbor	92,732	4.0% Nego Increase
City Clerk Analyst	City Clerk	92,362	0.0%
Administrative Analyst III-Confidential	Civil Service	92,362	1.4% Nego Increase
Administrative Analyst III	Harbor	92,362	5.2% Nego Increase
Office Systems Analyst II	Harbor	91,719	0.0%
Deputy City Prosecutor-NC	City Prosecutor	91,452	0.0%
Deputy City Prosecutor	City Prosecutor	91,452	0.0%
Audit Analyst	City Auditor	91,394	0.0%
Executive Assistant-City Attorney**	Law	91,258	0.0%
Senior Surveyor	Harbor	91,210	-0.6% New Person
Civil Engineering Associate	Harbor	91,024	0.0%
Personnel Analyst III-Confidential	Civil Service	90,901	1.4% Nego Increase
Administrative Analyst III (5 Positions)	Harbor	90,901	0.0%
Office Systems Analyst I	Harbor	90,901	5.3% Nego Increase
Garage Supervisor II-Harbor	Harbor	90,668	0.0%
Senior Engineering Technology II (2 Positions)	Harbor	90,515	4.0% Nego Increase

HealthWise

Diabetes Tips For Family Members



By Linda Kerr, RN, MSN

When a member of your family is diagnosed with an illness it is only natural that you want to help them. However, what are you to do if a family member is diagnosed with diabetes? Though it may seem like there is not much you can do to help, it is always important to support your loved ones and help them manage their diabetes by learning what they can do to help themselves.

Erase the Stigma
The most important thing to remember when a family member is diagnosed with diabetes is that it is not their fault. There are many factors that lead to a person developing diabetes, such as hereditary factors or a genetic predisposition, and placing blame on the individual is never the way to go.

There is no such thing as a “diabetic” diet. The overall nutrition standards set for people with diabetes are exactly the same as those for everyone else. Portion and carbohydrate control are key to maintaining a balanced diet. It is important that those with diabetes consider what they are eating and how it will work with the rest of their meal.

The only foods that people with diabetes are advised against consuming are juices and sodas. Focusing on eating well, rather than making special meals for a family member with diabetes, will help to teach families the importance of staying healthy. Nobody is different when it comes to eating well.

Staying Active is Essential
Staying active and exercising is also a universal goal. The recommended amount of daily activity for people with diabetes is 30 minutes a day, the same standard set for all other adults. In order to make sure their bodies are functioning properly, people with diabetes need to stay active and do their 30 minutes of exercise at least five times a week. These workouts can be split into two 15-minute workouts. The recommended method of exercise is a brisk walk at a rate where you can speak comfortably without losing your breath.

Know Your Numbers
Perhaps the most important thing you can do to help a family member who has been newly diagnosed with diabetes is teach them to “know their numbers.” Keeping track of your progress is essential to staying healthy when you have diabetes.

- Remind your family member that they should always track their:
- Hemoglobin A1c – less than 7
 - Blood pressure – under 140/80
 - Low-density lipoprotein (LDL) Cholesterol – under 100

Maintaining steady records can help your family member address any abnormalities and discuss changes with their physician. It’s important to ask your physician what your numbers are when they do tests even if they say they are normal.

You also should make sure that your family member is visiting their physician at least once yearly for a physical. Maintaining a high level of support is the key to successfully partnering with a family member to manage their diabetes.

(Linda Kerr, RN, MSN, FNP-BC, CDE, is the director of the Diabetes Program at Long Beach Memorial.)

Effective Leadership

Five Keys For Overcoming The Lazy Habit Of Anxiety



By Mick Ukleja

ANXIETY!!! It can sprout as fast as mushrooms in a dark room. It seems to multiply in the closets of our minds. So why would we associate the word “lazy” with it?

When I have been immersed in the thought of failure, like a scared rodent I speed up the treadmill. We usually associate speed, racing, activity, hysteria, imbalance, over-functioning, plate-spinning and other out-of-control activities with anxiety. But laziness?

Here is what I know. Lazy thinking can prevent us anxiety sufferers from pushing against the thoughts that seed this emotional terror?

Some have a predisposition to suffer from anxiety more than others. And in some cases it could be a disorder. That’s when professional help can be beneficial. But all humans have some degree of anxiety. The continuum goes from a little to a lot.

Here’s the point. Anxiety rears its head through affliction but grows a body through habit.

When anxious thoughts come, what do we do with them? The “what if” scenarios and dramatic “catastrophes” flood our minds – all of them in a future time. Nurturing them creates thought grooves that provide the tracks for a closed loop of doomsday thinking. Around and around we go, driving the thought grooves even deeper.

When this happens we have a choice. We can push against this erroneous thinking or we can just let it happen.

If we remember that this thought process is a habit, then hope becomes a possibility.

Experiences don’t produce thoughts as much as thoughts produce experiences. Anxiety will always rear its head. As we do the work to spot the thinking creating the emotion, we can keep it from taking root and growing. Eventually new tracks will replace the old ones.

Don’t misunderstand. This does not rid one of anxiety. Therefore we must learn to deal with the thoughts producing it.

Here are 5 simple habits that will help:

1. Regularly Remind Yourself Of All The Good Things In Your Life. This daily, and even moment-by-moment practice of gratitude will become a mindset overtime. Having more won’t make you happier or anxiety free. As Socrates said, “Contentment is natural wealth, luxury is artificial poverty.” Anxiety gets a foothold when we overlook

Small Business Dollars & Sense

Six Tips To Help Women Business Owners Build Credit And Access Capital



By BEN ALVARADO

As the Long Beach Business Journal acknowledges women in business, let’s also celebrate the progress of America’s women-owned businesses. Women-owned businesses increased by more than 20 percent from 2002 to 2007 and they make up a third of businesses generating a total of \$1.2 trillion annually, and employing 7.6 million people.

• **Get to know your lender** – Establishing a relationship with a banker is the first step to helping you get credit-ready because a banker can help identify financial solutions that meet your business needs and work with you to determine your long-term business goals. Bankers have experience working with a variety of businesses, so they can be your best resource when it comes to business financing. Once you have established a working relationship with a banker, it’s important to keep them informed as your business and financing needs change.

• **Build a strong credit profile** – Good credit is one of a business owner’s most valuable assets. As more women follow the path of entrepreneurship, it’s important that good personal financial habits transfer over to their businesses. When applying for financing, lenders will look beyond the credit score to understand if your business is thriving; they’ll also review your debt-to-income ratio, and whether you have a history of on-time payments.

• **Explore financing options** – The major sources of funding that women business owners rely on are personal savings, reinvested business earnings, lines of credit, equity financing and venture capital. Business owners have many financing options to consider these days. If a conventional business loan or government-guaranteed loan doesn’t meet your specific needs, you may want to explore a SBA 7(a) loan. Talk with your banker about which credit option is best for your business.

• **Maintain a positive cash flow** – Profitability and cash flow are essential components of credit capacity, and showing that your business has enough cash on hand to meet both short- and long-term commitments demonstrates to lenders that you have the ability to repay a loan. Achieving and maintaining positive cash flow takes hard work. Set aside time for regular cash flow analyses, and keep your financial information up-to-date so it can be easily referenced.

• **Separate business and personal accounts** – Your business credit profile begins when you establish dedicated business accounts. While many small business owners use personal finances to pay for business expenses, it’s important to establish separate business accounts. Having separate business accounts is one of the first steps to show your business is sound and well-managed when applying for business credit, and helps you maintain accurate and complete records of all business-related income and expenses.

• **Have a business plan** – Having a well-thought-out business plan can help a business owner stay focused on company goals and objectives and make getting financing easier, yet according to a recent Wells Fargo survey, only 33 percent of small business owners said they have a formal, written business plan.

As the number of women-owned businesses grows and the economy improves every day, be sure to take the time to put yourself in the best position to access capital to help start, run or grow your business when you’re ready.

(Ben Alvarado, a 24-year veteran of Wells Fargo, is the president of the bank’s So. Calif. Region, which stretches from Long Beach to Orange, Imperial and San Diego counties.)

everything we have by looking for what we don’t have.

2. Narrow Your Choices. Stop making possibilities endless. You don’t have to do everything. And isn’t that what wisdom is, knowing to unload what you will not need or use? The secret of concentration is elimination.

3. Everyday Do Your Best. Some days you will do better than others. When I am sick I don’t do as well as when I am healthy, but I do my best. Make sure that’s satisfying.

4. Keep Choosing To Push Against Old Ways Of Thinking. This is how good habits are formed. Anxiety has caused me needless worry and even suffering. It can be like a virus on the end of our nerves leaving us on edge and in pain. Don’t let anxiety become your default mode. Push back.

5. Make Anxiety Your Ally. Hey. Since it will show up you might as well learn to use it productively. By staying in control of your thinking this pesky parasite can add vitality to your life. It can help you get out of bed, finish that project, make that call, or write that note of apology. It can be an affective motivator. It can make you more productive. Just don’t let it make you miserable or immobile.

Call it out when it surfaces. See it coming like a big wave. Step back until it recedes. Now dive in! :)

(Mick Ukleja keynotes on topics related to leadership and personal productivity. He’s president of LeadershipTraQ, and author of several books. His clients have included Fortune 500 corporations and nonprofit organizations. Check his weekly blog at www.leadershiptraq.com.)

Realty Views

Building Detached Homes For Renters



By **TERRY ROSS** Opportunities in real estate development can sometimes come from places where you would not expect them. In today's changing times, they can come from many places that had been overlooked in previous years or written off as not viable.

The popular theory for many years has been that renters will want to lease multi-family, attached apartments for the most part and those who desire to rent a single-family detached home will find plenty of choices from existing homes that have been turned into rentals when families decide to move and not sell.

But a new study by the John Burns Real Estate Consulting Group in Irvine has shown that there is a much larger potential market for single family rentals, and that large developers are gravitating to this market segment by building homes specifically for this rental group that seems to be growing rapidly.

Burns estimates that more than 10 percent of the current housing population rents a detached home – 12.7 million of 120 million total households. Of the 44.3 million total U.S. rental households (including apartments), 12.7 million (29 percent) rent detached homes, and 2.8 million (6.3 percent) rent condominiums and townhomes. Small and large apartments make up 60 percent of the rental market, with mobile homes and boats comprising 5 percent.

The 12.7 million detached home renters have largely been ignored by builders and developers for years, as both supply and demand steadily grew over many decades. The vast majority of the growth of individually owned rental homes has historically come from households who lived in

the home before relocating. Approximately 54 percent of the landlords of single-family rental homes own only one rental home, according to RentRange, the real estate rent reporting site.

According to the Burns Group, proactive developers are now looking to develop neighborhoods and homes just as rentals, rather than letting individual owners meet the demand.

According to CEOs of several institutional investors, these renters live in detached homes primarily because that is their preferred lifestyle. Most of them did not even consider renting an apartment. They prefer to live in a detached home and are renting either because of necessity – they do not have the ability to qualify for a mortgage; flexibility – they choose to rent to maintain the flexibility to move; or choice – they would rather spend what they earn today than save for a down payment.

It is for these reasons that single-family rental home communities compete more with the detached resale and new home market than with apartments.

Clearly, there is a subset of renters who will pay a premium to rent new homes, as evidenced by the \$200,000-plus apartment units that are built and leased every year. If it works for apartment developers, why has there not been much attempt to build single-family homes for rent? Those days are now ending, notes Burns, as home builders are seizing the opportunity to build single-family detached homes to be sold to professional investors or to manage themselves.

Although a stigma remains that renters are not as good for the neighborhood as owners, builders see the trend and have not shied away, because they see the changing consumer habits and the trend of younger generations looking for more mobility – yet like the lifestyle that a single family home affords.

Last year, approximately 25,000 detached homes were built for the rental market, and, if these trends continue, this number is likely to go up dramatically in the next few years.

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

Third Sector Report

The Board Retreat: Facilitating Magic Or Mayhem



By **JEFFREY WILCOX** Sometime this year, most nonprofit organizations are going to have a board retreat. It's that half-day, full-day, or weekend gathering of board members, convened at an off-site location, that finds most of the attendees scratching their heads about what's going to happen to them in the name of trying to help others with their volunteered time and contributions.

Interestingly enough, the word "retreat" has two very different connotations. On the one hand, to retreat is to back away from the enemy, potential danger or something disagreeable. Its roots are in reacting to power.

On the other hand, the concept of a retreat has a long history in religion, the roots

of today's nonprofit sector. To retreat is to create a space for meditation, reconnection, introspection and renewal. Retreats are considered essential to the practice of Buddhism. In 1922, Pope Pius XI proclaimed St. Ignatius of Loyola as the patron saint of spiritual retreats.

For most organizations, board retreats, by their very nature, bring to the table a number of wild cards in the forms of printed agenda, hidden agenda, personal agenda, power, opinion and facts under the guises of a mission statement, a deliberate process, and a stated outcome.

Disregard the powers of three guises and it's a one-way ticket to a board retreat disaster. Without experienced facilitation at work, the retreat's outcome will be missed, the players can walk away further divided than united, and the gathering will be cast as a waste for years into the future.

A retreat is an event and should be treated as such if the party-goers are to leave satisfied. In its simplest form, a successful retreat has four components and each must pull its weight in order for a group to move successfully from a starting place to a stated finish.

The first two components are a clearly

stated purpose and a defined process. What retreat planners may want as the purpose may not be what the purpose needs to be. If a board isn't fully buying-into its role and what constitutes good governance, any other topic is moot. Organizations that don't take serious board member orientation, proper on-boarding, board assessment, and regularly discussing best practices in nonprofit governance, a recipe for a disastrous board retreat is already in the making before one has even been scheduled. The best reason to hold a retreat is to unify a board to do their best work throughout the entire year.

Other purposes are to conduct a deep-dive on a specific issue, create space for creativity, invite directed dialogue with experts and stakeholders, or construct a process. Never expect a multi-purpose retreat to accomplish what it set out to do or follow a timed agenda.

Retreat participants should be aware of a process before they are thrown into it. The best way to take care of this is to have a team that includes the facilitator present the purpose and the retreat process at a board meeting prior to the retreat. Building anticipation about the retreat is key, otherwise, the default position will be anxiety.

The other two components are offering a variety of means of participation and a prescriptive conclusion. Good retreats are

a balance of small and large group discussions and directed activities. Participants should have "jobs" among their peers like reporter, recorder, or presenter of facts.

In the end, "What have we actually accomplished?" and "Where do we go from here?" are the two questions that must be plainly answered. A team, including the facilitator, must put retreat follow-up on a future board meeting agenda or it will be lost.

When a retreat does go south there may be a bigger reason than meets the eye. The facilitator is an easy scapegoat. The reality may be, however, that there has been a significant dysfunction that has been eroding the board's effectiveness long before the retreat started. Addressing the dysfunction is a better reason to have a retreat than watch it destroy one.

Based on its religious roots, a mission-driven cause can unleash the stewardship potential of its trustees with an inspiring, informative and introspective retreat. To simply throw together a gathering to fulfill someone's agenda or avoid certain topics grows roots that's more about retaliating than retreating.

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

Long Beach Business Journal

Vol. XXVIII No. 16
August 18-31, 2015

EDITOR & PUBLISHER
George Economides

SALES & MARKETING EXECUTIVE
Heather Dann

STAFF ASSISTANT
Larry Duncan

INTERN
Erin Kleekamp

EDITORIAL DEPARTMENT
SENIOR WRITER
Samantha Mehlinger

STAFF WRITER
Sean Belk

CONTRIBUTING WRITER
Gerrie Schipske

PHOTOJOURNALIST
Evan Patrick Kelly

COPY EDITOR
Pat Flynn

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

Office
South Coast Publishing, Inc.
2599 E. 28th Street, Suite 212
Signal Hill, CA 90755
Ph: 562/988-1222 • Fx: 562/988-1239
www.lbbizjournal.com
Advertising and Editorial Deadlines
Wednesday prior to publication date. Note: Press releases should be faxed or mailed. No follow up calls, please. For a copy of the 2015 advertising and editorial calendar, please fax request to 562/988-1239. Include your name, company and address and a copy will be sent to you. Distribution: Minimum 22,000.

Regular Office Hours
Monday-Friday 8:30 a.m.-5:30 p.m.
Business Journal Subscriptions
Standard Bulk Rate: \$28.00
1st Class: \$70.00
(25 issues–1 year)

The Art of Healing

■ By **DENISE CLAYTON-LEONARD**
Artist and Founder of Artful Healing

Miller Children's & Women's Hospital Long Beach provides pediatric care for children and young adults, with conditions ranging from common to complex. To help take patients' mind off their health issues and being hospitalized, the hospital has offered the

The act of being creative stimulates the imagination and can help a person to instantly feel better. Research shows that engaging in creativity can trigger the release of endorphins. This release promotes an overall sense of wellbeing and even temporarily pain relief. Plus, the social interaction of being in a creative environment with family and friends can create positive feelings. So it's fair to say that an art-making activity helps to develop social skills, stimulate the imagination and relieves anxiety. My mission is to provide opportunities for children and families to experience joy, lessen their stress and learn new things while socializing with others.

Artful Healing activities are open-ended or unstructured activities with no pre-determined goals. Workshops are process-oriented activities with no clear beginning, middle or end. Our projects use a variety of basic materials with no specific instruction, encouraging freedom to express feelings through finding creative inspiration.

The Artful Healing workshops are about providing a non-competitive environment to practice thinking creatively, free from rules and inhibitions. Repeating this experience helps a person relax in the process. Even if a person is shy or uncomfortable with self-expression, I believe that creating art is a powerful catalyst for positive socialization. My experience when I share my own enthusiasm for the creative process – painting, creating collages or assemblages, or just having fun – helps others find their creative self. A bonus comes with all these actions helping to relieve stress along with many other physical and emotional benefits!

The Artful Healing Workshops will continue to provide families a positive time-out from their daily challenges by encouraging creativity through art, sharing and laughter. But the most important thing is that we are all having fun fun fun!

For more information, please visit <http://www.millerchildrenshospitallb.org/families/artful-healing>.



Artful Healing program for more than 13 years. Patients enhance their education and learn about fine art and environmental responsibility. Most recently, patients are developing the artwork to decorate the hospital's new pavilion.

As the Artist-in-Residence, my reward comes with making a difference in the lives of children and families whose daily lives are being challenged in every way. My goal is to engage their creativity and in doing so, lift their spirits for a time. These workshops give a much-needed break from routine thoughts and provide the opportunity to take negative energy and refocus it in a positive direction. Tapping into innovation, exploration and imagination – all parts of the creative process – is a great way for a person to feel better and release stress.

Gallery Corner

Arts & Services for Disabled's main mission is to provide life-learning, community service and career opportunities through the creative arts for people with disabilities in an environment of warmth, encouragement and respect. This month, Arts & Services for Disabled has an exhibition at the Long Beach Department of Health and Human services titled *Recurring Reflections*, a show curated by J. Paul Getty Multicultural Intern Nathaniel Catbagan. The exhibition, which opens Friday, August 22 from 6-8 p.m., examines a small part of the vast collection in Arts & Services for Disabled's archive. *Recurring Reflections* will provide the audience with an introspective experience, taking visitors on a journey through past and present artworks. The exhibition has been funded in part by the Getty Foundation and the Arts Council for Long Beach. For more information visit www.artsandservices.org.



ArtX: Where Local Art Lives

■ By **SARAH BENNETT**
Arts Council for Long Beach Contributor

It's no secret that Long Beach has a rich, diverse and thriving art scene. There's public art throughout the city, pop-up gallery spaces inside restaurants and coffee shops and of course the monthly art walks in Bixby Knolls and the East Village Arts District.

But where can you go to actually watch Long Beach's up-and-coming local artists in action? Where can the public enter their workspaces and be invited into their process before purchasing their favorite pieces to take home? One place is the ArtExchange, also known as ArtX, on 3rd Street and Elm Ave. in the Arts District.

"Our programs are threefold," ArtExchange's executive director, Nicolassa Galvez, said. "We want to support artists by giving them a place to create and show their work, we want to educate artists of all ages and we also engage the community in art. Art as a practice is really important to us."

Galvez manages the 14 artists and numerous public events activating the string of historic storefronts that comprise the ArtX's galleries and workspaces. In addition to traditional exhibition openings hosted during the East Village's Second Saturday Art Walks, ArtX presents more intimate nights on the third Thursday of every month, where resident artists do live paintings and members of the community can talk to the artists then sit down and create their own works.

This summer, ArtX launched its own PechaKucha Night on Third Thursdays, inviting special guests to show 20 images for 20 seconds each to spark discussion and engage the public around art.

These monthly events are in addition to occasional arts workshops for both adults and children, plus annual showcases such as the year-end salon, now in its fourth year, which will show 350 pieces by 40 local artists in November.

"If people want to buy really good work by local artists, this is a great place to visit," Galvez said, noting that ArtX is acting as an incubator, where artists can keep a shared workspace before moving into larger digs. "We offer a diverse range of art. There's a photographer with a dark room, printmakers, painters, media artists, digital artists and more."



For all its contributions to the community today, however, ArtX as we know it is only a small sliver of the full vision, which had just had its groundbreaking in early 2012 when the State of California dissolved its redevelopment agencies and forced the project to go on hold.

The ArtExchange was originally meant to be a full city block of artist workspaces, retail storefronts and hot shops, where both traditional and industrial art could thrive in Long Beach. A partnership with the city already existed, so while the city and state worked out the gritty particulars associated with yanking funding for planned projects on public land, the decision was made to do something with the structures on 3rd and Elm (which were originally slated to be the offices while the ArtExchange was under construction).

"We began operating part of our program the best we could without the resources and without the building as we imagined it to be," Galvez said. "We saw the need to activate the community and we're realizing a portion of that original vision."

Three years after the launch of ArtX, 22 local artists have utilized its workspaces and thousands of community members have engaged with the art created there. With movement being made on the state level, Galvez said she hopes to make an announcement soon about the future of the ArtExchange.

Nonprofits – For Your Consideration



Linda Alexander,
Executive Director,
Long Beach
Nonprofit Partnership

Last week, the Long Beach City Council voted unanimously to commission a study on the impact of raising the minimum wage in the City. And with that, the City of Long Beach joins other cities across the region that are considering wage increases.

As the second largest city in Los Angeles County and the seventh largest in the state, the decision and direction that Long Beach takes will have an impact well beyond our city limits.

The Los Angeles County Economic Development Corporation, commissioned by the City to do the study, anticipate that it will take about sixty days to complete. This timeline provides an opportunity for the required research, community engagement, and delivery of thoughtful recommendations. It will be important that the voice of the nonprofit community is included in the process to ensure that a universally sound and applicable policy is developed. With nonprofit organizations accounting for over 10% of the workforce in Long Beach, they are an important economic en-

gine for consideration in such fundamental policy development.

As with the public and private sectors, an increased minimum wage is bound to impact the nonprofit sector. While not-for-profit organizations share much in common with their for-profit counterparts — employment laws, state and federal regulations, staffing and maintaining their business - there are many basic differences. In the case of the minimum wage issue, where for-profit busi-

...nonprofit organizations account... for over 10%
of the workforce... they are an important economic
engine for consideration in policy development...

nesses may assess and implement raising prices and fees to cover the cost increases, most nonprofit businesses are not afforded this option.

The nonprofit community is as diverse as the community it serves with a variety of needs and concerns, strengths and challenges, ideologies and philosophies, programs and services that, together, weave the rich tapestry of where we live and grow.

Nonprofits employ youth, educate children, serve seniors, employ starving artists and feed the hungry and homeless. Nonprofits are in the business of charitable works while maintaining a sustainable bottom line in the face of ever increasing

cash outflows and ever tightening options for cash inflows.

Nonprofits still struggle with the overhead myth that somehow, they are able to manage and maintain their businesses at much lower administrative costs than lean successful for-profit businesses. Earlier this year, The Nonprofit Quarterly published the article, "10 Ways to Kill Your Nonprofit." In it, they outline some of the ways that nonprofits run themselves to the ground. On the list are overwhelming

liabilities, bad revenue mixes and running in the red. They talk about the how common is the case of starving an organization to the point of failure. They suggest that nonprofits not aim to break-even but, rather, aim for resiliency through targeted surpluses.

This becomes an even greater struggle when one considers that state and federally funded programs are already grossly underfunded. In addition, a large number of grantmakers are decreasing funding while increasing outcome expectations, and only funding specific programs. This leaves nonprofits to struggle to find general operating funds to keep the lights on and pay the bills that their programs need to exist.

When it comes to the minimum wage issue, nonprofits need to be consulted and considered because they are in a particularly precarious position.

Most nonprofits are in the business of supporting and bettering lives of individuals and families. It is undeniable that an increased minimum wage requirement will provide a significant financial boost for many, many people who rely on the vital services provided by the nonprofit sector. Not only will an increased minimum wage standard improve economic situations, it will simultaneously improve the psychological and emotional environment for many by reducing the stress and worry caused by financial shortage and hardship.

Ironically, these improvements that are integrated into the missions of so many nonprofits could come at a cost that adversely affects the ability of the same nonprofits to stay in business. It is a fine balance that needs to ensure that nonprofits are included on the scales of this crucial consideration.

5 Ways to Help
Your Nonprofit

Remember that a
Nonprofit Organization
is Still a Businesses

Yes, nonprofits provide a social good, are charitable organizations and their staff are often wonderful do-gooders. This does not take-away from the fact that they are not-for-profit businesses that have employees, payroll to make, have clients/customers/consumers that they serve, and a bottom line that must be met to stay in business. If it isn't run well and doesn't have a strong foundation, it is only a matter of time before it is in trouble.

Have a Marketing Plan

It doesn't need to be comprehensive plan covering everything to begin with, it can be simple addressing the basics. Branding and messaging are basics. Knowing who you are and how to communication that story is a basic. Remember, do not let perfection get in the way of good. Make sure you have board approved funding to enact the plan.

Have a Technology Plan

If you are asking yourself what I mean by a technology plan, you probably don't have one. As I mentioned above, it doesn't need to be the best plan ever, it just needs to be a funded (reasonable) plan. Experts say that a tech budget should be at least 5% of your operating budget.

Build a Social Media Presence

Whether you are a technophobe or tweet like nobody's business, it is important that your organization has a social media presence. There are many way to go about this but, most important of all, communicate regularly.

Don't be Afraid to Ask for Help

As nonprofit leaders, we need our boards to be on board. They are the policy makers and the fiduciary body. Help them understand the importance of building your business and making it strong. We cannot do this without them. There are many ways that people can, and do, give. Tap into the resources that you need. People cannot help or provide resources if they don't know we need them.

Capacity Corner:
Upcoming Calendar of Events

From the Nonprofit Partnership

Effective Meeting Facilitation

Tuesday, August 18, 2015, 9:00 am-Noon

Engage in discussion and hands-on activities to help you to have effective meetings to generate ideas, tackle goals, and create solutions.

Delivering Exceptional Customer Service From The Inside Out

Wednesday, August 19, 2015, 9:00am-4:00pm

Successful organizations recognize that excellent customer service is the result of paying close attention to interconnected interactions. Learn how to build structure to exceed expectations at every step of their experience.

Performance Management

Thursday, August 20, 2015, 2:00-5:00 pm

Learn methods of measuring work performance and provide feedback to reinforce the behavior you want. You will also learn when to document employee performance and what to include in the documentation.

Budgeting 101

Thursday, August 27, 2015, 9:00 am-Noon

Learn how to build a budget for sound financial management of your organization, and use your budget to deal with multiple programs and multiple funding sources and cash flow issues.

Advocacy in Action With Robert Egger

Tuesday, August 25, 2015, 8:00-9:30am

What does advocacy for nonprofits look like? How should nonprofits plan for the future trends that affect our communities? Join us for a conversation with Robert Egger on the role of nonprofits, and how they can become better advocates.

From our Partners

Stronger Together Nonprofit Conference

Monday, August 24, 2015 – Los Angeles

Join partners working together for the annual nonprofit conference for California with leading edge content and exceptional presenters in leadership, strategy, advocacy, and risk management. For more info, visit: calnonprofits.org.

How To Create Visual Content For Your NGO: Free OnGood Webinar

Tuesday, August 25, 2015, 10:00am-11:30pm

Social media has had a profound impact upon how donors and supporters process messages and calls-to-action. This webinar will show how you can tap into visual content on a minimal budget. For more info, visit: globalngo.org.

Save The Date: Leading Change Summit

September 13-26, 2015

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



The area's regional capacity builder, serving local organizations to strengthen and grow through leadership, education and collaboration. Offering:

- Professional Development & Training
- Networking & Collaboration
- Custom Training & Consulting Services
- Information Resources

To learn more, visit us at www.lbnpp.org.

4900 East Conant St., Building O-2, Suite 225, Long Beach, CA 90808
562.888-6530

Long Beach Minimum Wage Study

(Continued To Page 1)

County of Los Angeles, said the organization would be able to produce a report for Long Beach within 60 days.

The move to study a minimum wage hike, which is largely being pushed by union labor groups, comes as a wave of public entities, states and cities across California and the country have recently raised wages.

Chicago increased its minimum wage to \$13 an hour by 2019 while San Francisco plans to raise its minimum wage to \$15 an hour by 2018. The states of Massachusetts and New York are both considering \$15-an-hour minimum wages while

the University of California recently announced it plans to raise its minimum wage to \$15 an hour by 2017.

In May, the City of Los Angeles passed a law that raises its minimum wage to \$15 an hour over a five-year period, reaching \$13.35 an hour by July 2018 and \$15 an hour by July 2020.

Last month, the Los Angeles County Board of Supervisors increased the minimum wage for unincorporated areas and county employees to \$15 an hour. Like Long Beach, Pasadena, Santa Monica and West Hollywood have yet to pass minimum wage hikes but are considering the option.

At the same time, a ballot initiative is moving forward to raise the minimum wage throughout California by \$1 an hour annually until it reaches \$15 an hour in 2021. The minimum wage mandated by the state is currently \$9 an hour and is set to increase to \$10 an hour on January 1, 2016.

On a national scale, federal legislators, including Congressman Alan Lowenthal (D-Long Beach), introduced new legislation called the Pay Workers a Living Wage Act last month that would raise the minimum wage nationwide to \$15 an hour.

According to a staff report, city officials have requested that the study be an “inclusive process” that takes into account “business owners, non-profits, workers and education leaders,” adding that the report should include data and survey work about the minimum wage and possible incentives for businesses.

“If a minimum wage increase is to be considered, incentives for businesses and non-profits in the city should also be

considered and discussed,” the staff report notes.

Cooper said she couldn’t comment on specifics of the survey conducted for Los Angeles County’s study, adding that LAEDC hired a third-party independent company, San Diego-based Market Enhancement Group (MEG), to conduct the survey work.

The independently conducted survey, subject to a maximum sampling error of plus or minus 3.2 percent, fielded various questions to 1,000 businesses throughout the county, including some businesses in Long Beach. The survey firm sought to collect data on employers’ workforces and receive opinions about the potential impacts of a wage increase, such as whether an employer would have to reduce an employee’s hours or layoff workers.

Survey respondents were selected on a random probability basis, according to the appendix of the study. MEG reports that it achieved a completion rate of 75 percent of all employers contacted. The surveys, conducted by phone during normal business day hours on an appointment basis, were completed during the week of April 13, 2015.

Cooper said LAEDC recommends conducting a similar survey of Long Beach businesses, adding that the study may also take into account how a rise in the minimum wage would impact Long Beach residents and residents from other cities.

Business Journal Publisher George Economides discussed the pending study with MEG’s president and research director, Barry Quarles, who indicated that he expected a survey sample of approximately 600 Long Beach business representatives. He stressed that nothing had been decided since he had yet to meet with the LAEDC.

“The proposed market research would include a stratified, random probability sample with 600 telephone interviews with Long Beach business owners, C-level executives, and similar decision-makers,” Quarles explained in a phone discussion and follow up e-mail. “A survey sample of 600 would yield results with a maximum sampling error of +/- 4.1% (at two standard deviations, a 95% confidence level). Subsets of the total sample would have a higher sampling error. The initial proposal calls for three subsets of 200 interviews (yet to be defined) each based on employee size (in Long Beach). Each of the 200 interview subsets would have a maximum sampling error of +/- 7.1% (at two standard deviations, a 95% confidence level).”

The L.A. County study Quarles completed for the LAEDC, was based on 1,000 phone interviews, he said, with 500 businesses located within the City of Los Angeles and 500 from the rest the county. He said 51 of those businesses are in Long Beach. He also indicated it was likely that the same 24 questions asked in the county study may be used for the Long Beach survey.

Cooper said it is wise for the Long Beach City Council to first study the potential impacts of raising the minimum wage before going forward with implementing a policy.

“As cities consider these policies, it’s always good to have as much data and informed background as you can before making or implementing a policy which I would say is wise,” Cooper said. ■



We Are An SBA Preferred Lender



Our Small Business Administration (SBA) lending experts can make it easy for you to take advantage of sensible alternatives to business funding. As a thirty year participant in the U.S. Small Business Administration loan programs, International City Bank’s experienced lenders have what it takes to cut through the red tape often associated with business lending.

One of our SBA loan programs could be just the thing you need. To better learn how you can put one of these programs to work for your business, take a quick look at what we have to offer.

SBA loans can be used to provide financing for many business purposes, including:

- Working Capital
- Business Improvements & Acquisitions
- Furniture and Fixtures
- Inventory and Equipment
- Acquire Owner Occupied Real Estate
- Debt Refinance

ELIGIBILITY :

- Management must be experienced and of good character
- Must be able to demonstrate the ability to repay the loan with cash flow from business operations
- Must have adequate collateral

LOAN TERMS :

- Loan amounts up to \$5,000,000
- Fully amortizing loans from 5 to 25 years – based on the use of loan proceeds

SBA loans offer lower down payments and longer terms for repayment

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

Shannon Vinson • 562-436-9800, Ext. 1235 • Email: svinson@icb.biz

