



(Business Journal photograph)

## Local Architects Weigh In On Development Of The Queen Mary Area

(Publisher's note: Mayor Robert Garcia received city council approval to form a task force to explore development opportunities around the Queen Mary. In addition to the historic ship, which celebrated the 44th anniversary of its opening in Long Beach on May 8, the port side of the Queensway Bay includes the terminal for Carnival Cruise Lines, the seasonal departure site for Catalina Express, the Queen Mary Events Park, the Reef restaurant, the Hotel Maya—a Doubletree by Hilton, and a Residence Inn hotel to the west of the Queensway Bay Bridge. While members of the Queen Mary Land Development Task Force have yet to be announced, the Business Journal wanted to get the creative juices flowing. We asked three local architectural firms what they would propose for the Queen Mary site. Let the debate begin.)

By **SEAN BELK**  
Staff Writer

Over the years, there have been many proposals for developing the land surrounding the Queen Mary, from a sea-themed amusement park in partnership with Disney to a roller coaster replicating the Cyclone Racer of the city's past. Yet the property remains underutilized.

Garrison Investment Group, the ship's operator and adjacent land leaseholder, however, has recently begun discussions with city officials to consider development proposals

for the 43.38 adjacent acres that include vacant land, parking lots, the Queen Mary Events Park and Sea Walk Village.

Long Beach Mayor Robert Garcia is in the process of putting together a 12-member advisory task force of downtown representatives and experts in tourism, hospitality, design, architecture and historic preservation. The Queen Mary Land Development Task Force will provide feedback and recommendations to the city for developing the parcels as the city and ship operator look to create a timeline and process for drafting a new master development plan.

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## Mayor Garcia Calls Proposed FY 16 City Budget 'Lean' And 'Living Within Our Means'

By **GEORGE ECONOMIDES**  
Publisher

Stressing that the upcoming city budget is a collaborative effort involving the community, staff and elected officials, Mayor Robert Garcia released the proposed \$2.7 billion, 2015-16

Fiscal Year (FY) budget at a July 28 press conference. He even had a theme for the budget: "Creating A More Livable City."

"The budget was not operated in a staff vacuum," Garcia said, "but it really is a product of lots of input [from the] community that we've heard throughout the year on a variety of issues; discussions at the city council; and of course initiatives that I have laid out this last year as mayor."

This marks Garcia's first budget that he can claim full "ownership" of. When he came into office in July 2014, the proposed budget had been prepared, with much of the input coming from former Mayor Bob Foster. That budget (the current 2014-15 FY) had been forecasted for a slight deficit but is now projected to show a \$600,000 surplus when the fiscal year ends on September 30. That, according to

(Please Continue To Page 5)

## Sales Of Former Redevelopment Agency Sites Move Forward While Developers Bid On Future Proposals

By **SEAN BELK**  
Staff Writer

After being put on the private market and fetching multiple offers, the first major batch of former redevelopment properties in Long Beach have been spoken for, with most sites going to the highest bidders, and receiving asking or above asking price.

A majority of buyers have expressed interest in submitting plans for new development, ac-

ording to city officials. Proposals so far include the possibility of a new hotel and small residential projects in downtown along with an innovative commercial endeavor being proposed in North Long Beach.

Larger-scale properties categorized as "future development," totaling 25.47 acres, however, are being sold off through requests for proposals (RFPs). As of the end of July, the city had released six RFPs.

One request includes a site, long been proposed for a hotel, at Ocean Boulevard and Pine Avenue above the historic Jergins Tunnel in downtown. The city is currently seeking proposals for a "high rise mixed use" development at the site, according to an RFP document.

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## Long Beach Residential Real Estate: It's A Sellers' Market

By **SAMANTHA MEHLINGER**  
Senior Writer

Both local residential submarkets — single-family homes and multi-family properties — are experiencing a dynamic of high demand and low supply, driving up sales prices and creating a sellers' market.

"The market is pretty robust," Geoff McIntosh, owner of Main Street Realtors and president-elect of the California Association of Realtors, said of the Long Beach single-family market. "There is

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Kam Babaoff, pictured, and his Ensemble Investments team are bullish on Downtown Long Beach

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### After The Wedding: How Local Couples Are Making It Work In Business And At Home



Hilda and Dave



Tieng and Bunthay



Torey and Jeff



Dana and Paul

See Story On Page 25

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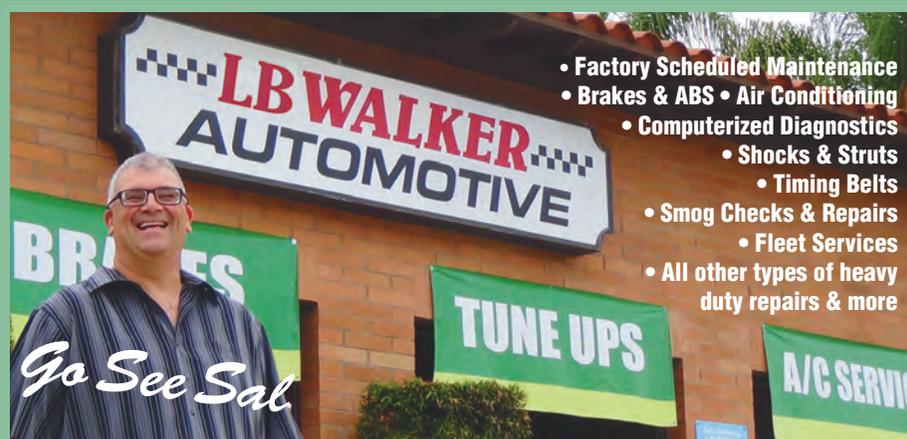
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# He Loves Me, He Loves Me Not: Who Gets Appointed By The Mayor



Apparently, if you live in the 3rd Council District you have the best chance of being appointed to one of the city's 25 city committees, commissions and boards. However, if you live in the 1st, 6th or 9th Districts, your chances of being appointed to anything is quite slim.

By city charter and municipal code, the mayor appoints and the council confirms appointments to these bodies. Most of the committees, commissions and boards are just advisory to the council and are

■ By **GERRIE SCHIPSKE**  
Contributing Writer

limited as to what they can discuss during their meetings. Five of the commissions are somewhat independent and can make decisions that are binding unless appealed and overturned with a two-thirds vote of the city council. They also can set fees and raise revenue: Harbor, Water, Civil Service, Planning and Parks and Recreation.

City council rarely reviews what the commissions do. Only a handful of the commissions file a report with the council, which is placed on the "consent agenda" and never discussed.

A review of the board rosters for these citizen participation entities reveals some very interesting facts as to who gets appointed by the mayor and confirmed by the city council.

The following is a breakdown by council district (where disclosed on the roster):

CD 1	6	CD 5	12	CD 9	7
CD 2	13	CD 6	7	Unknown	98 (no district disclosed)
CD 3	22	CD 7	11		
CD 4	9	CD 8	12		on roster)

Curiously, no resident of Council Districts 5 or 8 serve on the Airport Advisory Commission nor does any resident of District 6 serve on the Citizen Police Complaint Commission.

The breakdown by gender is even more fascinating: 100 males and 91 females. Most committees are evenly split.



However, a deeper look reveals which commissions are dominated by either sex:

- Technology & Innovation Commission: 5 men/2 women
- Airport Advisory: 7 men/2 women
- Parks and Recreation Commission: 4 men/2 women
- Marine Advisory: 9 men/0 women
- Cultural Heritage: 2 man/5 women
- Long Beach Transit: 1 man/6 women
- Community Investment: 2 men/5 women
- Sustainability: 3 men/7 women
- Senior Citizens: 2 men/5 women
- Pedestrian Safety: 3 men/8 women
- Human Relations: 5 men/7 women
- Board of Health: 7 men/8 women
- Board of Examiners: 5 men/2 women
- Citizen Police Complaint Commission: 4 men/4 woman
- Commission on Disabilities: 5 men/4 women
- Child and Youth: 7 men/8 women

- Economic Development: 7 men/4 women
- Homeless Advisory: 5 men/4 women
- Harbor: 2 men/3 women
- Water: 4 men/1 woman
- Civil Service: 3 men/2 women

The city lists the following vacancies on its website – as of July 29. The vacancies are open to all residents:

- Citizen Police Complaint Commission: 3; Youth and Children's Commission: 4; Homeless Advisory: 2; Human Relations: 1; Pacific Gateway Workforce Development, 19; Parks and Recreation: 1; Pedestrian Safety: 2; Planning: 1; Senior Citizens: 2; Sustainability: 1; and Water: 2.

Applications can be submitted on line at: <http://longbeach.granicus.com/boards/forms/112/apply/201638?code=a466b706-7e09-47da-924c-a6a4ae6fa44a> Make certain to contact your Councilmember and request support of your appointment.

Writing on this topic is "déjà vu" for me. In 1977, as the city's first public information and citizen participation officer, I reviewed all the commissions. Back then, appointments were made by the City Manager John Dever. It was Dever who named Louise Duvall, the first woman to the Long Beach Board of Harbor Commissioners. Later, he encouraged the change which vests appointment authority with the mayor and council.

Citizen participation is important. But is only effective when opportunities for engagement are diverse and meaningful.

Next column: Gimme, gimme: why year round fundraising is dangerous for the city

(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](http://www.longbeachinside.blogspot.com).) ■

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# 2015-16 City Budget

(Continued From Page 1)

City Manager Pat West, is a result of higher than projected revenues.

Garcia referred to the new budget as “lean” and forcing the city to “live within our means.” The pressure point on whether that is possible may depend on how current and future negotiations go with the city’s unions.

“We all know that the last few years have been tough when it comes to ensuring that we have a responsible budget,” he said, “and in spite of that rough patch that we hit, as a city, and financially as a country, we all began to recover out of that. We all know that oil revenue is still down and this budget anticipates that [oil revenue is pegged at \$55 a barrel, down from \$70 in the current budget year]. This budget really focuses on a path to fiscal prudence. As we move forward, we must absolutely remain cautious, continue our conservative budgeting, and most importantly make the investments that we can in a way that’s modest and that can really support the programs that are important to the city.”

Garcia said the community can expect to see some “small investments in areas that I think will make everyone’s life better, particularly residents.” He added, “One of the things that we are extremely committed to is making sure that we have neighborhoods that are strong and an education system that is strong and that we are investing in the future.”

Toward that end, he said the city will return a staff position that had been eliminated two years ago: a coordinator for the preschool/early childhood education community.

“We’re now bringing back someone to manage and work with our education and preschool community to expand universal preschool in Long Beach which has been a goal of mine since coming into office, and I know the council is committed to that as well,” Garcia stated.

He announced the creation of what he called “two dedicated clean teams” that will move throughout the city picking up trash that is dumped, cleaning up graffiti, removing weeds, etc., that is in addition to the work already being done by city crews.

The mayor also said that he is proposing to bring back some Sunday hours to three city libraries, to add welcome signage across the city and, in a move that will elate residents who live in parking impacted areas, implement “the largest parking and street sweeping reform this city has had in 30 years.”

The tech-savvy mayor said that money has been set aside to transition the city to a single phone number. . . . “some type of 311 or one single number for Long Beach system that will ease the ability for residents to communicate with the city. So they can call one number and be able to reach any service they want.”

Garcia discussed several other items related to public safety, education and economic development. To read the mayor’s budget recommendations, visit: <http://www.longbeach.gov/Finance/Media-Library/Documents/City-Budget-and-Finances/Budget/Budget-Documents/FY-16-Mayor-s-Budget-Recommendations/>.

## General Fund Budget

City Manager West also addressed the media during the press conference, focusing on the \$412 million General Fund portion

of the proposed city budget. This is the fund that pays for most city services. West noted that public safety makes up 69 percent of general fund dollars. He added that part of that money is for “additional police overtime to patrol, suppress, investigate and prosecute for violent crimes.”

West also said there’s going to be a continued focus on “critical” infrastructure, indicating the city plans to spend nearly \$10 million on local streets and sidewalks. “You’re going to see about \$5 million in residential street programs, \$3 million in our sidewalk program, \$950,000 one-time for local streets and sidewalk repair, and another \$1 million of one-time money for sidewalk study and plans to repair our sidewalks of our 52 square miles,” West said. “In addition to that, there’s \$11.5 million for major and secondary streets outside of our residential neighborhoods. You’re going to see continued improvements

for parks and recreation, transportation enhancements and public facilities.”

A major shift in operations is to move the Pacific Gateway Workforce Investment Network, currently under the city’s human resources department, to the new economic development department. Pacific Gateway has successfully worked with businesses to provide qualified workers, saving businesses time and money. The Network offers training, business assistance, workshops, job fairs and much more.

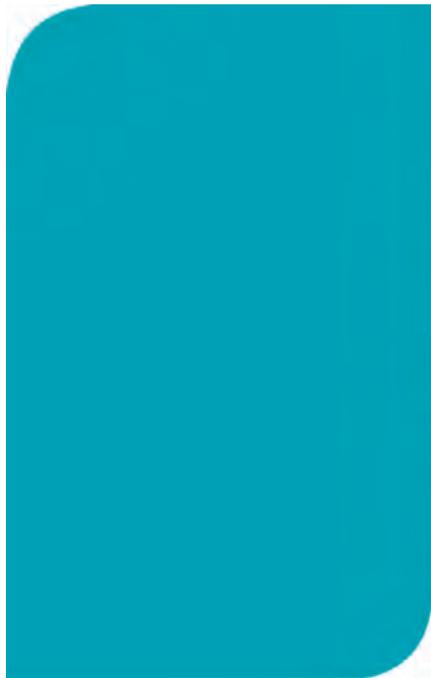
Without going into detail, the city manager said the budget includes funds for investments in innovation and to transform Long Beach City College’s Small Business Center on Pine Avenue into an innovation center. He went on to briefly discuss a few dozen new, continued and enhanced programs that are part of the proposed budget.

But he also discussed the challenges ahead,

as “expenses are likely to outpace revenue growth for the foreseeable future,” including a projected 2017 deficit of at least \$7.5 million, rising to \$7.8 million in 2018. Much of this a result of pension costs.

According to the city, the current estimated cost of unfunded liabilities is \$1.2 billion, with \$834 million for CalPERS (California Public Employees’ Retirement System). The budget document includes the following sentence: “It is projected that the annual projected increase in pension costs for the general fund will reach \$25.7 million by FY 20.”

Additionally, the document addresses challenges from pending employee union contracts (the city has nine unions it negotiates with): “Expiring employee agreements, whose renewals are not reflected in projections for FY 16 and beyond could increase deficit amounts if offsets are not identified.” ■



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# City Council Approves \$250 First-Responder Fee To Help Bridge Budget Gaps In FY 2017 And 2018

■ By SEAN BELK  
Staff Writer

Any person who receives emergency medical services from paramedics or fire department personnel in Long Beach will now be charged a \$250 first-responder fee.

The Long Beach City Council approved the new fee in an 8-1 vote at its July 21 meeting. Fire officials brought the fee forward as an alternative funding source to recover costs and prevent further cuts to the fire department in coming years.

Though the city is projecting a \$630,000 budget surplus next fiscal year, which starts October 1, city officials anticipate \$15.3 million in budget shortfalls in fiscal years (FY) 2017 and 2018 primarily because of rising pension costs and declining oil revenue.

The new fee comes after more than a decade of cuts in which the fire department had to eliminate 77 sworn firefighters, six fire engines and one fire truck. Though the new revenue isn't expected to be enough to restore any past cuts, it would assist the fire department in maintaining its current operations, city officials said.

Fire Chief Mike DuRee said during the city council meeting that the only time a first-responder fee would apply is if a person calls 911 and agrees to a medical evaluation and medical treatment by fire personnel, requiring the use of medical training and equipment.

"A first-responder fee would help us recover costs of first responding personnel as



Jake Hefflin, firefighter/paramedic and public information officer for the Long Beach Fire Department, is pictured in a paramedic vehicle at the department's headquarters. The City of Long Beach has recently imposed a \$250 first responder fee for emergency medical services in order to, city officials say, recover costs and to help prevent budget cuts. (Photograph by the Business Journal Larry Duncan)

well as the cost for use of emergency apparatus equipment and emergency medical supplies," he said.

Currently, about 85 percent of all calls requiring fire department assistance are emergency medical calls, DuRee said, adding that duties have shifted over the years and are now more related to medical services than to putting out fires.

"[Emergency medical calls have] become the cornerstone of what we do," he

said. "It's not just a Long Beach thing. It's a nationwide, fire service thing."

As such, ambulance transport services revenue, which is about \$11.3 million a year, isn't enough to cover the entirety of medical service costs, which is currently approximately \$22.1 million per year, DuRee said.

The fire department estimates that adding a first-responder fee, which is on top of a more than \$1,000 fee charged for ambulance transport services, would gen-

erate at least \$1.6 million in additional net revenue per year, DuRee said. The new revenue would help cover a projected \$1.7 million budget deficit for the fire department in FY 2017, he said.

Administering the new fee is expected to cost about \$200,000 annually for billing, fee collection, staff supplies and software maintenance, already accounted for in the FY 2016 budget, DuRee said.

The fire department won't allocate any new funds until after the first year of implementation is evaluated next year as the city begins calculating the FY 2017 budget, he said.

Ninth District Councilmember Rex Richardson said holding off on budgeting new funds until the revenue stream is evaluated is "smart," noting that the city council had budgeted state ground emergency medical transportation (GEMT) funds that never materialized.

"We thought we were going to be able to restore additional facilities into service but it didn't happen," Richardson said.

DuRee assured that fire agencies that implement a first-responder fee, such as those in Anaheim, Sacramento, Glendale and Pasadena, consider it a "stable" revenue source. He added that the revenue projection is a "very conservative" estimate based on a 20 percent rate of return on billing.

DuRee added that imposing a first-responder fee might also provide the city with opportunities for future funding. He said state legislation has been introduced that may enable the fire department to claim reimbursement for a portion of costs for providing medical transportation services to individuals covered by Medi-Cal.

Still, some councilmembers expressed concerns about whether the new fee would deter people from calling 911, subsequently reducing revenue while posing a risk to public welfare and safety.

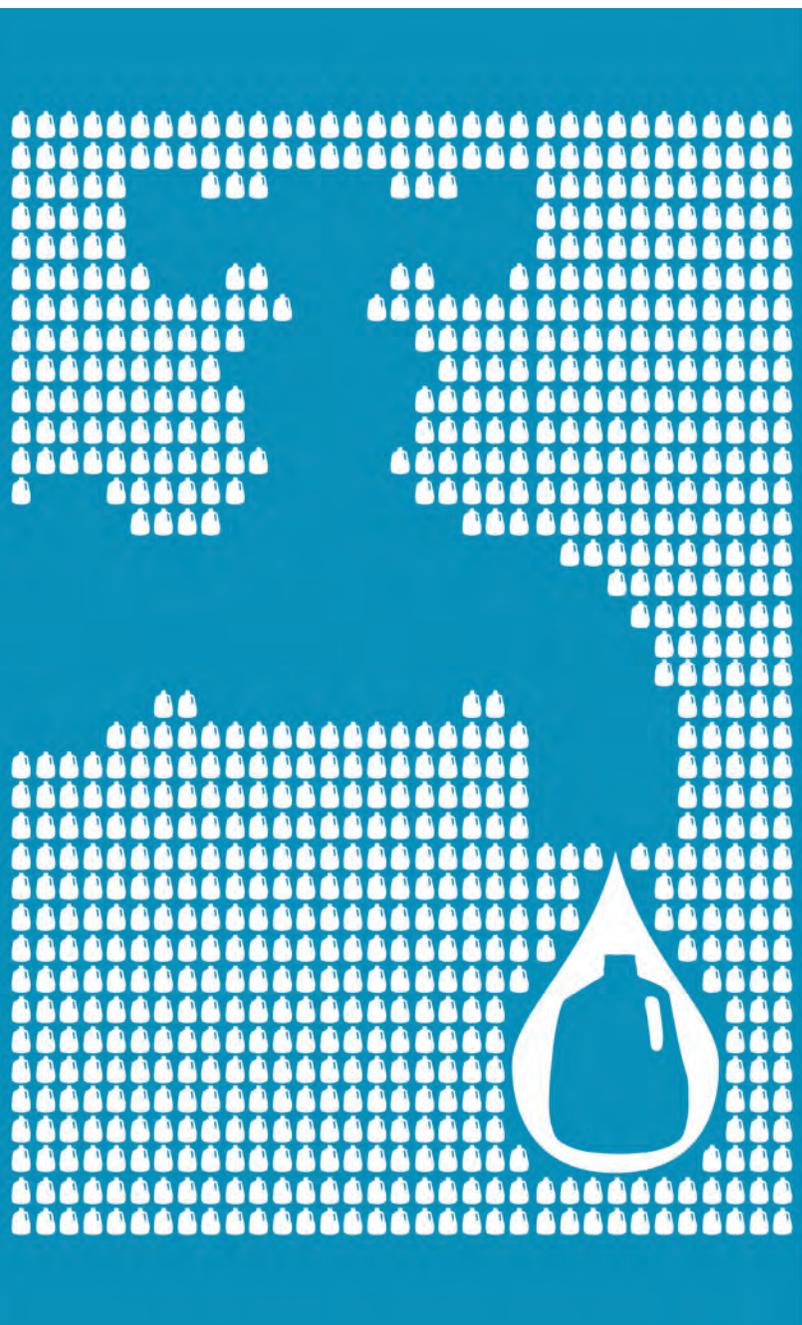
DuRee explained that, for the Sacramento Metropolitan Fire District, in some cases, adding a first-responder fee did deter some people, particularly those with a high propensity for calling 911, adding that the patients were forced to find alternatives. However, for the most part, the new charge was not a deterrent because Medicare, Medi-Cal and most private health insurance companies cover the fee, he said.

Though Vice Mayor Suja Lowenthal said having health insurance companies cover the fee is an "arduous battle," she said the fire department's request is not an "onerous one."

Third District Councilmember Suzie Price said some residents have expressed concerns that the fee appears to merely be a new tax, adding that emergency medical services should already be covered through property taxes.

In response, DuRee explained that, while property taxes pay for the fire department and the General Fund currently subsidizes emergency medical service, paramedic and emergency medical service in Long Beach have meant to be paid for through a separate "fee-for-service business" that has been in place since 1972.

Another concern brought forward by councilmembers, including 1st District Councilmember Lena Gonzalez who cast the lone dissenting vote on the item, is how low-income, senior citizen and homeless resi-



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dents would pay the fee if they don't have health insurance and can't cover the cost.

The city currently offers a hardship waiver program for ambulance transport bills through a process reviewed by the city attorney, city staff said, adding that the same program would be applied to the first-responder fee. Still, Jack Smith, a 7th District resident, said the program is "cumbersome" and involves "a lot of paperwork."

The city council directed city staff to come back with more clarification on the hardship waiver program. In addition, at the request of 7th District Councilmember Roberto Uranga, the city council directed staff to come back with a report on a subscription fee program. Currently implemented in Huntington Beach, such a program adds a fee to utility bills to cover emergency medical service costs but allows residents to opt in or out. ■

## Long Beach City Council To Conduct First Budget Hearing Today, August 4

■ By **SEAN BELK**  
Staff Writer

The Long Beach City Council is scheduled to conduct a budget hearing on the proposed Fiscal Year (FY) 2016 budget today, August 4, at 3:30pm at the council chamber at city hall.

There will be no regular meeting of the city council.

The budget hearing will include discussion on an overview of the proposed FY

2016 budget in addition to the FY 2016 capital improvement program budget. There will be opportunity for public comment.

The hearing comes nearly a week after Mayor Robert Garcia and City Manager Pat West on July 28 presented the FY 2016 proposed budget, projecting a \$630,000 surplus next fiscal year, which starts October 1.

The city's budget oversight committee is expected to meet this month to review the budget and provide recommendations to the city council. ■

## First Of Five 'Open Challenges' Aims To Make Long Beach Most Business-Friendly City

■ By **SEAN BELK**  
Staff Writer

Thanks to a \$50,000 grant from the Knight Foundation and the Long Beach Community Foundation, the City of Long Beach is launching a new procurement method in partnership with New York-based Citymart that focuses on solving problems through "open challenges" rather than simply buying products and services.

Over the next 18 months, the city will launch five challenges, the first of which is "being the most business-friendly city," according to city officials, who add that, by issuing challenges instead of requests for proposals (RFPs) and specifications, cities receive "proven, innovative solutions."

(Please Continue To Page 8)

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## Open Challenge

(Continued From Page 7)

In coming months, Citymart will work with Long Beach city staff and community stakeholders to define the challenges and envision outcomes. Citymart will then conduct research and present market leaders, proven innovators, universities and local businesses with possible solutions, urging them to respond to the open challenges.

Responses will then be "rigorously evaluated," after which winning challenges will be implemented, city officials said. Subsequent challenges will be identified through "robust input processes," including solicitation of city staff and the public.

Citymart has helped provide solutions to more than 50 cities around the world, including London, San Francisco and Barcelona.

The new procurement method is being introduced to Long Beach after Mayor Robert Garcia learned about Citymart during a Citylab conference in New York that was sponsored by Bloomberg Philanthropies.

"I'm proud that Long Beach is one of the first cities to implement this new approach to procurement," Garcia said in a statement. "This not only has the potential to save the city money, it's a great way to support innovation in both the private and public sectors."

Staff with the city's Bloomberg Philanthropies Innovation Team will be facilitating project management. Businesses interested in participating can anticipate official publication of the challenges in the next eight weeks, city officials said. ■

## Port Of L.A. Commits To Zero Energy Vehicle Development

■ By **SAMANTHA MEHLINGER**  
Senior Writer

In mid-July, the Port of Los Angeles announced it is committing to facilitate the testing and development of at least 200 zero emission vehicles by the year 2020. The announcement was made in a draft white paper about the port's commitment to zero emission technology in the past, present and future.

The document details a plan for achieving its 2020 goal, including pursuing local, state and federal funding "for near-term zero emission equipment testing and for long-term capital investments and operations," according to the port.

Public comments are accepted on the document through 5 p.m. on August 7. To view the paper, visit [www.portoflosangeles.org](http://www.portoflosangeles.org). Send comments to [ZEwhitepaper@portla.org](mailto:ZEwhitepaper@portla.org). ■

## Second Candidate Running For 2nd District Council Seat

Labor advocate Jeannine Pearce, the director of the Long Beach Coalition for Good Jobs and a Healthy Community, announced she will seek the 2nd District Long Beach City Council seat in next April's primary election. She joins businessman and downtown activist Eric Gray, who announced his candidacy earlier this year. Incumbent Councilmember Suja Lowenthal said she will not seek another term. ■



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### 1<sup>ST</sup> COURSE

Honey pretzel crostini topped with wild-caught Alaskan sockeye salmon rilette and pickled purple cauliflower



**Amber** - The caramel malt of the beer complements the sweet breadly notes of the pretzel crostini, while the beer's lively effervescence will cleanse the palate.

### 2<sup>ND</sup> COURSE

Beer cheese and mac with Harissa spice mix, aged gouda, fresh thyme, and Panko bread crumbs



**Tower IPA** - The hoppy bitterness of the beer will temper the assertiveness of the aged gouda and find harmony with the fresh thyme.

### 3<sup>RD</sup> COURSE

Cast iron-stewed black mussels with saffron, leeks, pequinillo pepper, garlic, and cream



**Pintail** - The perfect balance of hops to cut through the richness of the stewed black mussels, while a crisp malty finish cleanses the palate of residual flavors.

### 4<sup>TH</sup> COURSE

Toasted macadamia nut-crust Hawaiiian mahi mahi with smoked mashed potatoes, three mustard sauce, and wilted baby spinach



**Red Trolley** - Caramel and toffee malt flavors provide a wonderful complement to the nut-crust mahi mahi

### 5<sup>TH</sup> COURSE

Stout ice cream float with chocolate-almond biscotti



**Wreck Alley** - Notes of artisanal-roasted coffee, cacao, and darkly roasted malts pair in perfect harmony with this decadent stout ice cream and almond biscotti.

## Local Organizations, Firms Recognized For Green Efforts

By SAMANTHA MEHLINGER  
Senior Writer

On July 29, Mayor Robert Garcia and the Port of Long Beach honored logistics, trade and environmental organizations for their green efforts, which have aided in the port's own environmentally friendly goals.

Garcia presented the Mayor's Green Port Award to Long Beach Container Terminal (LBCT), a division of Orient Overseas Container Line, at the Environmental Achievement Awards luncheon.

"Long Beach Container Terminal has shown exemplary leadership in the fight for cleaner air. The company is a vital part of the Port of Long Beach as a business partner and as a partner in improving life for the people of Long Beach," Garcia said in a statement from the port. "I congratulate LBCT and all the winners today for working to help the environment."

Several organizations were honored for their environmental excellence, including the following: Mediterranean Shipping Co.; Tesoro; the SSAT/Matson terminal; the trucking companies Ability Tri-Modal and Total Transportation Services Inc.; Pacific Harbor Line, the Port's short line railroad; and an environmental coalition of the Natural Resources Defense Council, Coalition for Clean Air, East Yard Communities for Environmental Justice and Communities for Clean Ports/EndOil.

## de la Luz Garcia Named New City Clerk For Long Beach

The Long Beach City Council recently selected Maria de la Luz Garcia as the new city clerk, with a formal vote to confirm her appointment scheduled for August 11. In her new role, she will be responsible for keeping minutes and recording actions for the city council and city boards, committees and commissions. As city clerk, she must oversee elections and post city ordinances, and is able to perform civil marriages and register voters. De la Luz Garcia currently serves as the senior project coordinator in the elections division of the Office of the Los Angeles City Clerk. She resides in Long Beach. She is currently earning a masters degree in public administration at the University of Southern California's Price School of Public Policy. "Maria Garcia is an outstanding choice for city clerk, and the council and I have full confidence that she will provide strong and inclusive leadership at the clerk's office," Mayor Robert Garcia said in a city statement. "Her extensive experience in election oversight, voter outreach and the use of technology is a perfect fit for Long Beach."

## Otto Elected President Of City College District Board

The Long Beach Community College (LBCC) District Board of Trustees recently elected Doug Otto, District 4 trustee, as its new president. Irma Archuleta, who oversees District 2, was elected vice president. Otto has served on the board of trustees since 2004. He is a former president of the



Eloy Ortiz Oakley, left, superintendent-president of the Long Beach Community College District, and Doug Otto, right, District 4 trustee, congratulate Trustee Jeff Kellogg for his service as president of the board. Kellogg continues his term on the board, serving as the trustee of District 1. Otto, who has served on the board since 2004, was elected to serve as the new president of the five-member board. (Long Beach City College photograph)

Long Beach Bar Association, and was a professor of law at the Southwestern University School of Law for 16 years. He is a founder and past president of both Long Beach Heritage and the Long Beach Foundation for Architectural and Cultural Heritage. Otto holds a bachelors degree from Stanford University, a joint masters degree from Columbia University and Union Theological Seminary, and a law degree from the University of Chicago. Archuleta was elected to the board in 2014, and is currently the vice president of student affairs

for Evergreen Valley College. She has served in administrative positions in the California Community College and California State University school systems, where she also taught political science and ethnic studies. She holds a bachelors degree and a masters degree from California State University, Dominguez Hills. Pictured, from left, are LBCC Superintendent-President Eloy Ortiz Oakley, past Board President and current Trustee Jeff Kellogg, and Otto. (Photograph provided by LBCC)

(Please Continue To Page 10)



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## New Leadership Long Beach Board Of Directors Installed

Leadership Long Beach, a community improvement organization focused on educating and motivating local leaders, recently installed its new board of directors. Pictured in the front row, from left, are the new board members: Leadership Long Beach Institute (LLBI) class of 2012 graduate Erick Serrato, Debbie Thorpe (LLBI '99), Brina Romero Montano (LLBI '14), Teresa Gomez (LLBI '14), Board President Veronica Davalos (LLBI '09), and LLB Executive Quick Start Program (EQS) class of 2007 graduate Antonio Ruiz. Second row: Ryan ZumMallen (LLBI '09), Woody Sides (LLBI '02), Julie Larkins (LLBI '12), and Yesmean Ribbany. Third row: Dana Buchanan (LLBI '10), Rolando Cruz (LLBI '10), Kathleen McGree, Dina Berg (LLBI '11), Mitra Novin (LLBI '07) and Janet McCarthy (EQS '99). Back row: Daryl James (LLBI '15) and Ryan Rayburn (LLBI '13). Not pictured are Boardmembers Rick Cameron (LLBI '13), Uduak-Joe Ntuk (LLBI '13) and Kandice Taylor-Sherwood (EQS '15), and Executive Director Jeff Williams (LLBI '08). (Photograph provided by Leadership Long Beach)

## New Officers, Boardmembers Named For Catalina Chamber

At its annual membership meeting on July 16, the Catalina Island Chamber of Commerce & Visitors Bureau installed officers and boardmembers for its new fiscal year. The board officers are: John King of

Afishinados Charters, chair; Dave Howell of Island Navigation, chief financial officer; and Dave Stevenson of the Santa Catalina Island Company, marketing chair. The new and returning boardmembers are: Bill Paige of Leo's Drugstore, Buddy Wilson Jr. of Catalina Business Enterprises, Chris Austin of Catalina Express, John Eric

Hernandez of Catalina by Design and Mark Costello of Abe's Liquor. Paige is the past board chair, and Julie Bovay of Radio Shack is chair elect.

## LBUSD Board Of Education Leadership Appointed

For the fourth time since his election to the Long Beach Unified School District (LBUSD) Board of Education in 2003, Fel-

ton Williams has been selected by his peers as president of the five-member board. Williams is in his third term on the board, overseeing LBUSD's District 2. Jon Meyer, who has overseen District 4 since 2003, was selected as the board's vice president. LBUSD is the largest employer in Long Beach, with 12,000 full-time and part-time employees. Its annual operating budget is \$798 million.



PRINCIPALS OF MOFFATT & NICHOL, INC.

Glen W. Miller Frank E. Nichol John G. Moffatt G. Gordon Murray William J. Bobisch

## Moffatt & Nichol Marks 70th Anniversary

Moffatt & Nichol, a global engineering and infrastructure advising firm headquartered in Long Beach, celebrated its 70th anniversary in July. The firm, which has 30 offices throughout the world and more than 600 employees, was founded by engineers Frank Nichol and John Moffatt in Long Beach in 1945. According to Moffatt & Nichol, the two originally came to Southern California to assist the U.S. Navy in building infrastructure along the West Coast during World War II. Following the war, they founded their own firm. Seventy years later, the company has stayed within the Nichol family; the company is now headed up by President Eric Nichol, grandson to Frank Nichol. Its focus is in "marine and coastal engineering, transportation infrastructure and seismic design," according to a company statement. Moffatt & Nichol has had a hand in many local landmarks, including the mooring of the Queen Mary and the Alameda Corridor. The company is also heavily involved in current construction at the Port of Long Beach's Middle Harbor terminal. In 2014, its revenues were \$134 million. This historical photo depicts the original Moffatt & Nichol executive team. Pictured, from left, are: Glen Miller, Frank Nichol, John Moffatt, G. Gordon Murray, and William Bobisch. (Photograph provided by Moffatt & Nichol)



## City College Opens New Culinary Arts Facilities

Long Beach City College (LBCC) culinary arts students, college staff and local media got a sneak peek at the school's brand new Culinary Arts Department facilities on July 29. The department's new digs are located in the new \$44 million Building V at the southwest corner of Clark Avenue and Carson Street. The 73,650-square-foot building was paid for with Measure E bond funds. Opening to students in the fall, the relocated Culinary Arts Department's new facilities include seven instructional kitchens ranging in size from 1,760 square feet to 2,000 square feet, a student-run restaurant and bakery counter, a demonstration kitchen with stadium-style seating for 74 students, an herb garden, and a resource room complete with texts and computers. Nearly 250 students are enrolled in LBCC's culinary arts program, with 85 new students beginning classes at the new building this fall. Chef Pierre Juès is the head of the department. The student-run restaurant and bakery counter will be open to the public after Labor Day. (Photographs by the Business Journal's Evan Patrick Kelly)



**Luther Burbank Savings Opens In Belmont Shore**

Luther Burbank Savings, a California bank with \$4 billion in assets, recently opened a new branch in Belmont Shore at 5348 E. 2nd St. The location is the ninth branch for the financial institution, which also has locations in Beverly Hills, Encino, Pasadena, Toluca Lake, Los Altos, San Jose, San Rafael and Santa Rosa, where it was founded in 1983. A privately held, Federal Deposit Insurance Corporation-insured bank, Luther Burbank Savings provides consumer and wholesale banking services, with a focus on real estate mortgage loans and retail deposits. The 2nd Street branch is headed up by Cynthia Schmidt, a Belmont Shore resident with almost 30 years of experience in the banking industry. Pictured, from left, are: Schmidt, branch manager; Natasha Ellis, new accounts representative; Olivia Nunez, new accounts representative; and Arnel Sanchez, assistant branch manager. (Photograph by the Business Journal's Evan Patrick Kelly)

**Noelia Rodriguez Named Managing Director Of Port Communications**



The Long Beach Board of Harbor Commissioners recently appointed Noelia Rodriguez to the newly created position of managing director of communications for the Port of Long Beach. In her new role, which she began last week, Rodriguez oversees the port's communications, governmental relations and marketing divisions.

Rodriguez has a breadth of experience in communications roles in both the private and public sectors. Most recently she served as the chief communications officer for Metro Los Angeles, L.A. County's transportation authority, where she oversaw a \$50 million budget and 275 staff members. Prior to that, she served as director of the John F. Kennedy Jr. Forum at Harvard University and as vice president of corporate communications for the Spanish-language television network Univision.

One of her unique distinctions includes her role as director of communications and press secretary for First Lady Laura Bush from 2001 to 2003. She served as Deputy Mayor of Los Angeles under former L.A. Mayor Richard Riordan, who appointed her

as president and CEO of the host committee for the Democratic National Convention in Los Angeles in 2000.

"I am so pleased to have Noelia join our world-class Port team," Port of Long Beach CEO Jon Slangerup said in a port statement. "Her years of experience in communications and government relations are exactly what we need during this very dynamic time at the port." ■

**Paul Hesse New President Of Commercial Real Estate Group**

Paul Hesse, a commercial real estate broker with the Santa Fe Springs-based firm Penta Pacific Properties, is the new president



of the Long Beach Commercial Real Estate Council. Hesse's career in commercial and industrial real estate spans nearly 15 years. Prior to joining Penta Pacific in 2002, he had a 20-year career in the information and technology industry. He serves on the executive committee of the Santa Fe Springs Chamber of Commerce

"I am pleased to serve and provide leadership for the Long Beach Commercial Real Estate Council this year," Hesse told the Business Journal. "The council's plans are to continue to add value to its membership with increased network opportunities and strong and influential commercial real estate speakers." ■

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TITLE	BID NUMBER	DUE DATE
Purchase and Development Opportunity at Anaheim Street & Walnut Avenue	RFP CM15-159	09/15/15
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	08/25/2015
Accounts Receivable & Collections Controls Review	RFP FM15-172	08/20/2015
Latex & Nitrile Gloves (REBID)	ITB LB15-050	08/19/2015
Surveillance Cameras & Parts	ITB TI 15-108	08/18/2015
Project Labor Agreement Administration Services	RFP FM15-167	08/17/2015
Shoreline Drive Between Ocean Boulevard and Linden Avenue Traffic Improvements	R-70100	08/17/2015
Temporary Lodging Services	RFP HE15-155	08/11/2015

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

**Bidder Registration**

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

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[www.longbeach.gov/purchasing](http://www.longbeach.gov/purchasing)

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\*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.



**"Downtown L.A. is on fire now with all kinds of residential and commercial development and hotels. And I think it's time for Downtown Long Beach to be on fire also"**

Kam Babaoff, Ensemble Investments, pictured at the California Bank & Trust office building owned by his firm and which will soon welcome Aroma Di Roma to its lobby level

## Ensemble Investments' Future Is Tied To Downtown Long Beach, And Vice Versa

■ By **SAMANTHA MEHLINGER**  
Senior Writer

Founded by Kam Babaoff and his father in 1980 and headquartered in Downtown Long Beach since 1996, real estate investment and development firm Ensemble Investments continues to expand both in geographical reach and focus. Now with investments and projects in eight states, as well as a new focus on multi-family development, the firm continues to look to Downtown Long Beach not just as its home, but also as an ongoing investment opportunity.

"We like Downtown Long Beach. We feel at home," Babaoff said in an interview at his office in the California Bank & Trust building at 444 W. Ocean Blvd, which Ensemble owns. Babaoff is a managing director of the company.

Ensemble's hospitality division designed, and owns and operates the Hotel Maya, a Doubletree by Hilton resort hotel located on the Queensway Bay near the Queen Mary. The company recently finished remodeling all of the Maya's guest rooms, in addition to revamping its event spaces. Additionally, Ensemble owns and operates the Residence Inn Long Beach Downtown, also on the Queensway Bay, and has plans to remodel it, Babaoff said. The company was originally founded as a hotel investment business, he noted.

"Downtown L.A. is on fire now with all kinds of residential and commercial development and hotels. And I think it's time for Downtown Long Beach to be on fire also,"

Babaoff said. Recently, Ensemble Investments added a division focused on multi-family developments, which is already set to make its mark on Downtown Long Beach.

The firm has two projects planned south of Ocean Boulevard – a 113-unit apartment building at 207 Seaside Way, and a 95-unit apartment complex behind the California Bank & Trust building. According to Babaoff, the latter's lobby will be at the same level of the California Bank & Trust building, where a second location for Belmont Shore's cafe Aroma Di Roma is currently under construction.

"We're very bullish on the multi-family residential [market] in Downtown Long Beach, and we intend to do more," Babaoff said. When asked about potentially investing in properties formerly owned by the Long Beach Redevelopment Agency, many of which are now for sale, Babaoff pointed out that his company used to own one of the most coveted of these properties at the southeast corner of Ocean Boulevard and Pine Avenue.

"We used to own Ocean and Pine for 10 years. Maybe we'll buy it back," he said. "That's like a gateway. It needs to be done very carefully."

Much of the real estate development underway in Downtown Long Beach is taking shape in the form of multi-family residential buildings, with the exception of The Pike Outlets. Although at least 2,000 units are planned or underway in the area, Babaoff still doesn't think it's enough to spur significant retail and commercial investments.

"In order to create a critical mass in

downtown and make commercial [real estate] work, you need residents down there," he said. "That process got started 10 years ago with the addition of a number of new residential buildings. It got cut short with the recession, and the process got stopped," he explained.

"To really get that critical mass, my recommendation to the mayor was to build as many as 5,000 units if we could," he said. "It's possible over the next four to five years." With more residents, more retailers would be attracted to the downtown area, he noted. "If we have good residential and retail and have an active downtown, I think the commercial [development] will follow. It will be a long process, but it will follow."

Even with the potential created by ongoing and planned residential projects, city government needs to play a role in making the downtown area more conducive to commercial office users, Babaoff asserted. One of those issues to be solved is making transit to the downtown area easier. "That's beyond any developer solution. That's a government solution," he said. "I don't know what that solution is, but to me it is an impediment to attracting major tenants to come downtown."

Local government also needs to play a more active role in attracting a major commercial office tenant with a name that would then attract smaller office users to the area, Babaoff said. "You need a major tenant to come in before office buildings can get built," he said. "You don't build spec office buildings any more. Those are things of the past," he explained. "Hopefully in the next

10 years we get to build some more office buildings. But it has got to be tenant driven. If the city can go attract some major tenants to come in, that would be the answer."

Real estate developers also would be more likely to move ahead with projects in Downtown Long Beach if the entitlement process could somehow be expedited, Babaoff pointed out.

Although he had suggestions for how city government could be more active in fostering real estate investments, Babaoff was complimentary of city leadership and staff. He commended Mayor Robert Garcia for his role as a "cheerleader" for the City of Long Beach. "You need that. You need the enthusiasm and the energy to be the leader and bring businesses to the city," he said.

Outside of Long Beach, the company has multiple projects under construction, including hotels in Emeryville, Menlo Park and Ithaca, New York. Ensemble also has a new hotel planned in Pasadena, which will break ground in December. "The cornerstone of our company is innovation and development," he said.

"We want to be in great locations. We will build assets that match the location and the community," he said, noting that Ensemble's designs are far from cookie-cutter. "We want to be environmentally sensitive and do projects that are going to last for a long time."

In the future, Babaoff's vision is to keep Ensemble headquartered in downtown as it continues to invest both within Long Beach and far beyond the city's borders. ■

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851 Pine Ave. | 1,292 - 2,923 rsf @1.75/SF

**2**



Office & Retail Space - FOR LEASE  
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**3**



Mixed-Use Property - FOR SALE  
402 E 1st St. | \$2,385,000 | Ground Fl. Retail & 3 Res Units

**4**



Pine @ 6th Retail Space - FOR LEASE  
565 Pine Ave. | 3,450 - 2,775 rsf | \$2.00 - 2.25 psf

**5**



Former RDA Property - FOR SALE  
1112-1130 Locust Ave. | \$1,332,000 | 22,200 SF Lot

**6**



Mixed-Use Property - FOR SALE  
5055 E. Anaheim St. | \$2,550,000 | Ground Fl. Office & 3 Res

**7**

**JUST SOLD**



Multi-Tenant Industrial Building  
1667 W. 9th St. | Offered at \$1,980,000 | 16,500 SF

**8**

**JUST SOLD**



208-Bed Assisted Living Facility  
1046 E. 4th St. | Offered at \$9,000,000 | 1.16 Acres

**9**

**JUST SOLD**



Mixed-Use Turn-Key Investment Property  
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# Marcus & Millichap Brokers Say Commercial Real Estate Investors 'Bullish On Future Of Long Beach'

■ By **SEAN BELK**  
Staff Writer

Top brokers of Marcus & Millichap say commercial real estate investors are optimistic about the future of Long Beach, adding that an improving economy and major developments, along with accessible and inexpensive financing, have created a near perfect storm for a highly competitive climate, which continues to drive up prices.

Damon Wyler, who has recently been named regional manager of Marcus & Millichap's Long Beach office, located at the One World Trade Center complex downtown, told the Business Journal that "value added" investors looking to enhance assets are becoming more aggressive on deals.

"We have seen, even in some of the larger assets in Downtown Long Beach, passive capital looking to exit and be replaced by more aggressive value added investors," he explained. "What this tells us is that some of the capital that has been satisfied floating on the low-interest-rate environment is rolling over for investors that are very bullish on the future of the Long Beach market specifically, and will most likely invest additional capital to improve the assets that they are acquiring"

Marcus & Millichap, a leading commercial real estate investment services firm in the United States and Canada, has worked in Long Beach since 1994, covering all



Steve "Bogie" Bogoyevac, left, is first vice president of investments for Marcus & Millichap's Long Beach Regional office, and Damon Wyler is the new regional manager of the office, located at the World Trade Center in Downtown Long Beach. (Photograph by the Business Journal's Erin Kleekamp)

commercial real estate product specialties and niches, he said. However, the greatest transactional volume for its Long Beach office is in multi-family and retail segments, mimicking the Greater Los Angeles market at large, Wyler added.

Marcus & Millichap's Steve "Bogie" Bogoyevac, an apartment sector and 1031 property exchange specialist brokering over a quarter-billion dollars in sales volume, added that the multi-family sector, typically the first to recover after an economic downturn, is currently seeing the most interest from investors.

"The market is super hot right now," he said. "Anything that is put on the market for sale is getting a lot of attention. There are multiple offers going over asking price."

The investment activity comes as lenders have opened up financing because of improving economic fundamentals, while interest rates remain as low as 3 percent, Bogoyevac said. This is much different than during the recession when the only investors in the market were those with cash, as access to financing was extremely tough and interest rates were less favorable, he said.

"Getting an apartment building loan back in 2008 was really, really hard," Bogoyevac said. "They wanted large down payments. Interest rates weren't good. To qualify it was very difficult. They just didn't make it easy. Now lenders have loosened up quite a bit. They've got money to lend. They want to lend it . . . Financing is readily available, and money is very inex-

pensive right now. So, there are a lot of investors, and there is a lot of money chasing commercial real estate."

Another major reason for the improving multi-family sector is the fact that rents continue to rise since there are hardly any apartment vacancies, he said. In fact, according to ApartmentList.com, the average rent for a single-bed apartment in Long Beach (\$1,500) increased 5 percent this year over last year, as of June.

With rising rents and low interest rates, multifamily properties continue to be a smart investment, Bogoyevac said.

"Rents are going up and you can borrow money inexpensively so you've got good returns on your investment," he said. "You've got a hard asset, and, if we go into inflationary times, there's a great hedge . . . Personally, I like to invest in multi-family right now, and it's real obvious a lot of other people do too. The market is just prime for it."

What has created such low vacancies for apartments is mainly the improving economy, as unemployment rates have decreased and more people have jobs.

However, there is also a generational shift occurring in which younger people are more willing to pay rent instead of owning a home, Bogoyevac said, adding that it's tougher and more of a risk financially to buy then rent.

"Qualifying for a home is much more difficult than it used to be," he said. "Many

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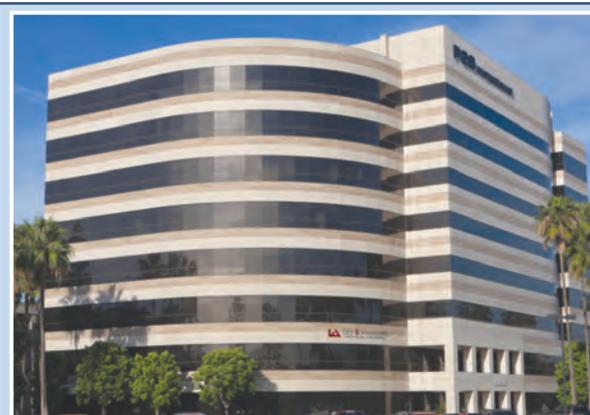
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younger people saw in the recession how many people lost homes, so there's some fear to having that happen to them."

In addition, Bogoyevac said there's a different attitude toward buying a home today as well, adding that many renters who would be first-time homebuyers may have jobs that force them to move around a lot, making renting the more practical option.

"It's not like back in the old 1930s, '40s and '50s when owning a home was the dream and you put everything into that," he said. "That's kind of not how people are anymore. They're okay with renting forever."

Bogoyevac added that recent public and private developments in Long Beach, which he called a "mini Los Angeles without rent control" that has diverse "pockets" with a wide range of nationalities and income levels, have improved the quality of neighborhoods and have also been a major factor in attracting investors.

For instance, a 21-unit apartment building on 5th Street in Downtown Long Beach sold earlier this year for \$3.5 million after receiving 10 offers, Bogoyevac said. A major selling point was the property's proximity to the new Gov. George Deukmejian Courthouse, which brought in new retail tenants.

With so many offers, the buyer ultimately paid cash in order to have an edge in acquiring the property, he said, adding that the deal closed in just 10 days. Since then, the buyer has refinanced the property to get most of the money back.

Although prices for apartment buildings have continued to rise in the last few years as the economy has steadily improved, in recent months prices have started to level

off as interest rates have ticked up a bit, cautioning some buyers to pull back, he said.

"In the last maybe three months or so I've started to see a little bit of a plateau," Bogoyevac said. "It's gotten to the point where interest rates started to pick up a little bit and so that kind of changes what your returns are going to look like as an investor. So buyers started to pull back a touch."

However, there is still plenty of investment activity in the Long Beach market, he said. Though there have been rumblings of an upcoming rise in interest rates, Bogoyevac said he expects rates to gradually increase with the slowly improving economy rather than spike up, which would bring the real estate market to a halt.

As for the retail real estate market, Wyler, who joined Marcus & Millichap's Newport Beach office in February 1999 where he specialized in retail property investments and was a member of the firm's National Retail Group, said demand for grocery-anchored, neighborhood shopping centers or single-tenant properties that carry strong credit remain "incredibly strong," which has been the case for the past three to four years.

The trend, he added, is toward secondary markets or submarkets as investors search for high yield.

As for the outlook for commercial real estate in general, Wyler said the Long Beach market has "enviable assets" that will continue to attract investors over the long term. He added that, while the real estate market is cyclical, new developments in Downtown Long Beach, on Pine Avenue and at The Pike will likely have "positive reverberating effects that will spread throughout the city." ■

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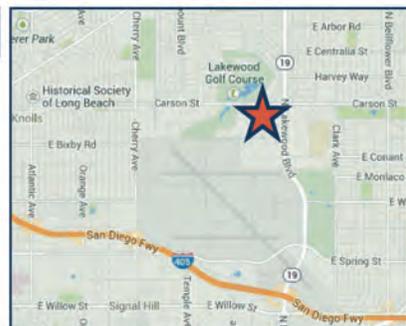
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## Local Architects Weigh In On Development Of The Queen Mary Area

(Continued From Page 7)

Unencumbered by cost restrictions or coastal zoning requirements, architects from three Long Beach-based architecture firms shared their thoughts with the Business Journal on possibilities for developing the Queen Mary property.

While the architects had somewhat different perspectives, they all agreed that whatever is built at the site should complement, not take away from, the downtown and waterfront. They also agreed that any proposal should incorporate a way to better connect downtown with the Queen Mary property so they can feed off of each other.

### Perkowitz + Ruth Architects

Steve Ruth, AIA, president and chief executive officer (CEO) of Perkowitz + Ruth (P+R), which is headquartered in Downtown Long Beach, said his first inclination is to build a “university-type setting,” possibly partnering with California State University, Long Beach (CSULB).

“It would really activate that whole area without depleting what’s going on in Downtown Long Beach already,” said Ruth, who added that he collaborated with Michael Bohn, AIA, senior principal and design director for P+R’s subsidiary Studio One Eleven, to develop ideas. “Obviously, it’s a specialty type of use so you would need a specialty type of university or college to go there.”

Ruth said the location is prime for an educational institution based on ecological issues, such as oceanography or marine biology, noting that the property is at the foot of the Los Angeles River flood channel, a study subject for urban runoff. Such an institution could join forces with the nearby Aquarium of the Pacific, he said.

A good example of what he envisions is the Scripps Institution of Oceanography in San Diego. As a department of the University of California, San Diego (UCSD), the institute is not only a tourist destination with its long pier and Birch Aquarium, which has 60 tanks, it is also renowned for researching marine life.

Ruth added that such an institution in Long Beach could also incorporate studies of maritime and international trade issues since the property is practically on the premises of the Port of Long Beach.

A second thought, he said, is to add uses related to hospitality, such as new resort



2010 Business Journal photograph of the Queen Mary and surrounding area.

hotels. However, the challenge would be to not take business away from hotels, restaurants and shops downtown, as downtown is going through its own revitalization.

Ruth said hospitality could be added to the Queen Mary property only if there is a “solution to energizing the downtown area and not depleting it further,” adding that one idea is to add a ferry boat that circulates back and forth every 15 to 30 minutes.

“That would be the challenge,” he said. “We’re really creating a people place, a magnet, and you don’t want to defuse that. How do you get people from the hotel across that water mass to actually help with the existing retail, restaurants and everything else we have?”

### Environ Architecture, Inc.

Alan Burks, AIA, president of Environ Architecture, Inc., also headquartered in Downtown Long Beach, said he doesn’t see a need for commercial development at all, adding that he would like to expand the existing park all the way to the ship, to create one large waterfront park.

“I’d rather see it as a public amenity,” he said. “[It could be] just a very wonderful, lovely park environment.”

Freeing up land, however, would require all of the existing parking at the Queen Mary to be consolidated into parking structures, he added. Burks said such a large public park would come complete with boardwalks, bike paths, jogging paths and possibly even water features.

In addition, he said a new museum could potentially be added as well. Burks said

there are already discussions to bring an aircraft carrier, to serve as a museum ship, to Long Beach, possibly at a space near the Queen Mary.

“There’s a group that’s starting to gather steam and apply to the Navy to get the U.S.S. Kitty Hawk,” he said.

Like Ruth, Burks said it’s important that whatever is developed not take away from The Pike, which is currently being converted into an outlet mall, and the downtown area, which is roughly a mile away from the Queen Mary.

Another goal of the development should be to find a way to cater more to the thousands of tourists who enter and exit the cruise ship terminal, he said, adding that currently the terminals are a lost economic opportunity since they are so disconnected from the city.

“I feel we don’t get any economic benefit from people departing or arriving on the cruise ships because it’s way out there out on Pier J, and there are no restaurants,” Burks said. “There isn’t enough for these people to do.”

Burks added that the Ports of Call in San Pedro, for example, “benefits tremendously” from the cruise ship business.

Though moving the terminal landside might not be possible because the tall cruise ships would end up blocking views to the waterfront, one solution would be to move the terminals landside while running shuttles to the cruise ships, which could encourage tourists to spend money at The Pike, Rainbow Harbor and Shoreline Village.

### Interstices

Jonathan Glasgow, AIA, principal of Long Beach-based Interstices, who provided a response via e-mail, said development of a major project at the site would likely bring various opportunities to provide both physical and symbolic linkages between the Queen Mary site and the rest of Downtown Long Beach.

One suggestion, he said, is to build a new “pedestrian bridge” or “gondola system” between the knoll of the lighthouse and the existing events park located across the channel at the north end of the Queen Mary.

While this could provide an actual way to get over to the site from downtown, it would also act as a “major symbolic gesture that invites access and says, ‘this is a part of our city,’” Glasgow said.

Another idea is to complete and complement the existing esplanade around the front of Queensway Bay across the Queensway Bridge and across the entire waterfront along the Maya Hotel, the Harry Bridges Memorial Park and onto the Queen Mary site, he said.

Extending the edge of the southwest side of the Queensway Bridge to create “attractive” pedestrian and bicycle access would also provide a symbolic connecting link, probably at lesser cost than a new bridge, Glasgow said.

“There are many precedents for successful, long-walking routes, including the Champs-Élysées in Paris and the High Line in New York City, but the route needs to be clear, beautiful and worth the effort,” he said.



Jonathan Glasgow, AIA, principal of Interstices

“The great distance could become a benefit instead of a detriment to the linkage.”

Glasgow added that “context and respect” for quality architecture are important, but “should not be confused with imitation,” adding that previous attempts to develop The Pike and other structures downtown have been unsuccessful, particularly the architectural elements that tried to copy historical features, such as the “fake” roller coaster bridge.

“Note that the original Pike development had hired a world-class architect, but the built development did not follow those plans except at the waterfront design,” he said. “The result has been unfortunate. As another opportunity, consider that the port structures and views could be considered an aesthetic resource for new development.”

Glasgow, who was named 2014 Preservationist of the Year by the Long Beach Heritage Foundation for adaptive reuse projects in downtown, said, “It is very important, in all future development in and around the site, that we foster respect for the historic authenticity of the ship.” “Restoration, preservation and reuse should all aim to meet the highest standards. As time goes on, we should work toward removal or relocation of the carnival-type attractions so that the unique, high-quality historic aspects of the ship can be highlighted. This should also help to enhance a sense of pride toward the world-class asset among the people of Long Beach.”

(Note: This story is posted online and comments are welcomed. Go to: [www.lbbizjournal.com](http://www.lbbizjournal.com).)



Steve Ruth, right, AIA, president and CEO of Perkowitz + Ruth (P+R), and Michael Bohn, AIA, senior principal and design director for P+R’s subsidiary, Studio One Eleven



Alan Burks, AIA, president of Environ Architecture, Inc.

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## Long Beach Residential Real Estate Is A Sellers Market

(Continued From Page 7)

tremendous upward pressure on prices because of the [low] inventory . . . That's particularly good for sellers. Maybe not so good if you're a buyer."

Phil Jones, owner of Coldwell Banker Coastal Alliance, told the Business Journal that new listings in Long Beach increased from June of last year to the same month this year by about 15.5 percent. This did little to alleviate low inventory, however, because the number of pending sales increased at a much higher rate: 48 percent year over year. The inventory of single-family homes for sale dipped from 3.1 months to 2.1 months' worth of inventory from June 2014 to June 2015, according to Jones.

The result of these market dynamics was a boost in sales price. "We saw a 14.5 percent increase in the median sales price in the month of June over the previous June," Jones said.

McIntosh pointed out that the increase in sales price is partly a reflection of the type of homes that are selling. "We're seeing more higher-end sales," he said. "Part of the reason we're seeing more higher-end sales is, frankly, there's no low-end inventory."

Activity in the Long Beach single-family market reflects a national and county-wide dynamic of increased demand and

more pending sales, according to Robert Kleinhenz, chief economist for the Los Angeles County Economic Development Corporation. "For the month of June, the national median price for existing homes hit an all-time high," he said. "And there continues to be strong sales at the national level."

The trend of growing demand to buy single-family homes should continue, Jones, Kleinhenz and McIntosh all agreed. Kleinhenz attributed the spike in sales activity to buyers hoping to take advantage of historically low interest rates before the Federal Reserve raises them. That's likely to happen later this year, he noted.

Also putting pressure on the market is that potential repeat home buyers are not selling their homes as quickly as they normally would in order to gain back more equity in their homes following the recession, he pointed out. The same behavior is occurring among older homeowners who want to gain back more equity in their homes to use as a nest egg for retirement, he added.

Millennials, who are now seeing significant reductions in balances in student debt and stronger employment rates, are fueling demand for residential real estate, Jones said. Kleinhenz pointed out that, as many young people leave home for the first time and create new households, demand will first impact the rental market. "With an improved economy, you have increases in the number of households. They are initially going to be looking to rent," Kleinhenz said.

"Your 20- to 30-year-old group are strong renters," Johanna Cunningham, executive director of the Apartment Association, Southern California Cities, told the Business Journal. "And the last statistic I heard was somewhere around 60 percent of our city are renters."

"We have had really constrained rental markets for quite some time," Kleinhenz said, explaining that construction of new multi-family units in L.A. County has increased, but not quick enough to keep up with demand. "Even with the increase in the number of rentals coming to market, I think it falls short of the demand for rental units," he said. Consequently, Kleinhenz said, rental rate increases "have been fairly hefty and steady for quite some time."

Eric Christopher, senior associate with INCO Commercial specializing in the multi-family market, said local landlords have told him they are planning to raise rents by 7 to 10 percent this year.

With such high demand from renters leading to low vacancy rates and rent increases, there has in turn been high demand from investors looking to purchase multi-family properties in Long Beach. It's a trend that has been persistent for the past two years, and Christopher expected it will continue. "The demand for these properties is not going to stop," he said.

According to Christopher, prices for multi-family properties in Long Beach have continued to increase over the past few months. Even though there have been more sales listings of these properties, which increased inventory, demand is high enough to support increasing sales prices. "You can kind of incrementally raise prices and probably still expect to sell," he said.

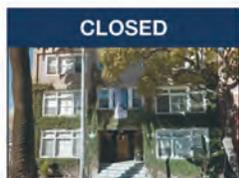
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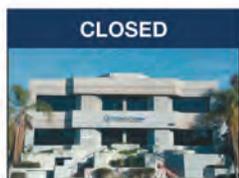
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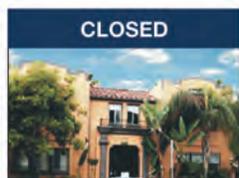
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A photograph taken from near the top of the Landmark Square office tower shows an empty lot at the northwest corner of Broadway and Pacific Avenue, the site of a soon-to-be-constructed 222-unit apartment complex. Designed by Studio One Eleven (rendering inset above left), the mixed-use seven-story complex at 245 W. Broadway is called Parc Broadway and includes outdoor spaces and ground-floor retail. (Photograph by the Business Journal's Evan Patrick Kelly)

Several projects underway throughout the city may alleviate some inventory issues in both residential submarkets, although the pace of construction is still behind the level of demand. Multiple apartment projects are planned or underway

throughout Downtown Long Beach, creating at least 2,000 new units. Two new single-family projects are also set to add new inventory to the local real estate market. The Riverwalk Residential Development Project by Integral Communities, a

Newport Beach developer, will add 131 detached single-family homes directly north of Virginia Country Club at 4747 Daisy Ave. And City Ventures, an Irvine developer, is planning to build a 40-unit townhome project in downtown's East Village Arts District. ■

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Eighth District Councilmember Al Austin stands on a median along Atlantic Avenue at the "north village," where Lab Holding, Inc. has purchased more than 68,000 square feet of former redevelopment property to develop an innovative endeavor, aimed at reenergizing the commercial corridor. (Photograph by the Business Journal's Evan Patrick Kelly)

## Sales Of Former Redevelopment Agency Sites Move Forward

(Continued From Page 7)

Michael Conway, director of economic and property development for Long Beach, told the Business Journal in a phone interview that the city made amendments to its long-range property management plan (LRPMP) earlier this year.

The changes included putting 11 properties on the market for sale instead of holding them for government use or future development, bringing the city's for-sale properties to a total of 37 sites, encompassing 61 parcels.

The city council, which acts as a successor agency to the former the Long Beach Redevelopment Agency, has approved the sale of 21 sites so far. Most of the transactions, involving 18 sites, were approved on July 21, after which they were forwarded to the agency's oversight board for approval on August 3 (refer to chart listing each property, location, buyer, sale price and future use).

The only property sale that wasn't approved by the successor agency last month was for a site at 635 E. South St., which was put back on the market since the highest offer of \$265,000 was more than 25 percent below asking price.

While the California Department of Finance (DOF) must eventually sign off on all property sales, the city may open escrow and begin a due diligence period once the oversight board grants approval, Con-

way said. He said all sales would likely become final about four months after receiving DOF approval.

In some cases, property ownership is just changing hands, such as in the case of the Dolly Varden Hotel, where owners are now taking full possession of the hotel's parking lot.

Other buyers, however, have plans to submit development proposals. For instance, CV Communities, a subsidiary of Irvine-based City Ventures, is purchasing a 7,500-square-foot site at 239 Elm Ave. for \$325,000 for a new residential development.

Scott Choppin, founder and CEO of Urban Pacific Multi-Housing, LLC, which purchased a 3,750-square-foot duplex at 325 Daisy Ave. to be developed into rental housing, said the timing couldn't be better for properties to hit the market as demand for real estate in Long Beach is high.

His company, which has a history of urban residential developments, with the CityPlace Lofts and the Sixth Street Lofts (currently under construction), is seeking more residential projects in downtown, as well as industrial prospects, he said.

Though the state mandates that for-sale properties be sold at "highest and best use," the city does have some flexibility to take lower offers if, for instance, the potential buyer has prior Long Beach development experience. In some cases, the city has "re-activated" negotiations to carry on goals of redevelopment, he said.

"We've been trying to continue to pursue the objectives of the redevelopment agency as we dispose of these properties," Conway said.

Several of the properties are currently vacant and used as public parking lots, but he explained that wasn't always the case, adding that many of the sites were once occupied by hotels and liquor stores that attracted criminal elements.

With redevelopment assistance, the city obtained the properties and demolished them, leaving empty lots that have been temporarily used for parking, but the long-term goal was for new development to enhance the community and raise property values, among other objectives, Conway said.

"A lot of these properties had blighted uses on them and were beacons of crime," he said. "The intent all along was to utilize these properties for new development consistent with the strategic guide for the project area. It's not necessarily that we're eliminating parking. It's that we're pursuing the long-range goal of new development on those sites."

As for future development properties, bids for the six RFPs already released are due by September 3. Conway said the city is releasing five more RFPs next month and another five in December.

## Uptown Renaissance

Many of the city's former redevelopment properties that have been approved for sale are located in North Long Beach or "uptown," where redevelopment was just taking off before it was abolished by the state. In fact, 12 sites recently approved by the successor agency for sale are located in the 8th Council District.

Lab Holding, LLC, known for its innovative, socially conscious and environmen-

"This is great news for the community, and we will finally see some new, motivated property owners work to improve these properties, many of which have been vacant for several years since the state abolished redevelopment."

8th District  
Councilmember  
Al Austin

tally friendly shopping districts in Orange County, has been selected to acquire most of those properties. The developer is responsible for the Anaheim Packing District as well as the Lab Anti-Mall and the Sobeca (South on Bristol, Entertainment, Culture and Arts) District, which includes The CAMP, in Costa Mesa.

Considered the antithesis to formulaic retail shopping centers, the projects have garnered international attention for targeting a younger demographic and creating a synergy among musicians, artists, boutiques and restaurants alike, according to Lab Holding's website.

The developer has been selected to acquire nine individual small sites in North Long Beach that are worth a combined \$2.8 million. The sites add up to more than 68,000 square feet, spanning nearly 2.5 miles along the "north village" corridor on Atlantic Avenue from just south of Bixby Road to just north of East Market Street.

The corridor is anchored by a new North Neighborhood Library, currently under construction on former redevelopment property kept for public use, and includes the 8th Council District field office, which is being moved to the Expo Arts Center.

In a phone interview with the Business Journal, Shaheen Sadeghi, founder of Lab Holding, said he was drawn to purchase the sites after noticing an assemblage of properties. Whether or not it will work, however, depends on how many other properties along the corridor will be able to be assembled as well, he said.

"If we cannot assemble anymore [properties], it's probably not a project that we can execute all the way through," Sadeghi said. "We work with a lot of smaller operators, and we want to make sure that the platform is large enough so we can create a mass that it becomes a destination."

If the proposal proceeds, however, the development would draw on the "fabric of the neighborhood" along with the needs and culture of the community, he said.

"We like the challenge," Sadeghi said. "There is something exciting for us as a company to go into an area like this and really make a change, make a difference and embrace the community."

In an e-mail announcement, 8th District Councilmember Al Austin praised Lab Holding's desire to purchase the properties, adding that the new commercial development would bring "retail success" to the north village, which for years has struggled to fill empty storefronts.

"This is great news for the community, and we will finally see some new, motivated property owners work to improve these properties, many of which have been vacant for several years since the state abolished redevelopment," he said.

Meanwhile, plans are moving forward to seek development proposals in the 9th Council District, where a majority of the city's future development properties are located. However, the city is seeking proposals in a much different way than in other areas.

According to 9th District Councilmember Rex Richardson, the city plans to issue one big request for qualifications (RFQ) for a team of developers to take on nearly 10 acres of former redevelopment property in North Long Beach along or adjacent to the Atlantic Avenue corridor.

He said the city has already hired a consultant to conduct focus groups of property owners to help draft the RFQ, which Richardson expects to be released in November. After the city conducts a development conference and selects the team, the proposal should be ready to move forward early next year, he said.

The hope is that coordinating development of all the properties in the area together will have a broader economic impact, transform the character of the community and create an "urban center" in North Long Beach, Richardson said.

"This is our biggest and best opportunity to bring in amenities that might be missing, such as neighborhood-serving restaurants, a coffeeshop or a bank," he said. "It's going to be the heart of the uptown renaissance."

### Property Sale Proceeds – Where Does The Money Go?

City officials estimate that the for-sale properties will generate net proceeds of about \$9.7 million and the city is ex-

pected to receive approximately 21 percent, or about \$2 million, of that total, according to a June 19 memo obtained by the Business Journal.

City officials have said that most sale proceeds likely won't be realized until next fiscal year. Also, the city is expected to receive additional proceeds from the sales of future development properties.

On November 11, 2014, the city council directed city staff to create a policy that would ensure 75 percent of the city's portion of sale proceeds would be invested back into the geographic area of the related former redevelopment project areas in North, Central, West and Downtown Long Beach. The other 25 percent of the sale proceeds are to be invested into programs with a citywide impact.

According to the memo, the 75 percent portion of for-sale proceeds, totaling about \$1.5 million, may be used for "blight removal, maintenance of properties, ongoing economic development efforts, business incentives, public infrastructure improvements or revolving loans."

Examples include additional funding for the city's façade improvement program, targeted business loans, land acquisition, improvements to public right-of-ways, public parks and public lots. Such funds are nonrecurring and all related expenses, including maintenance, must also be nonrecurring, the memo states.

The central project area is expected to receive the most funds, with \$751,928, while the west project area is expected to receive the least, with \$165,760.

As for the 25 percent portion of sale proceeds, totaling \$513,199 for citywide programs, city staff recommends spending: \$200,000 on branding and marketing for economic development purposes; \$100,000 on developing an economic strategic plan; \$30,000 on implementing Open Counter software and other technology; and \$183,000 on creating a citywide façade improvement program, according to the memo. ■

(Note: This story is posted online and comments are welcomed. Go to: [www.lb-bizjournal.com](http://www.lb-bizjournal.com).)

## Former Redevelopment Property Sales (Approved by the Long Beach Redevelopment Successor Agency)

Location	Square Footage	Buyer	Sale Price	Proposed Use
1. 4th Street and Elm Ave.	3,785 sf	Ravinder Singh	\$233,000	Mixed Use
2. 325 Daisy Ave.	3,750 sf	Urban Pacific Multi-Housing, LLC	\$90,000	Residential
3. 605 W. 4th St.	1,308 sf	Loren Sextro	\$30,000	Residential
4. 1478 Cota Ave.	3,252 sf	Infrancisca Partners LP	\$260,000	Industrial
5. 101 Long Beach Blvd./243 E. 1st St.	10,025 sf	Yogesh Patel and Minal Patel	\$1.3 million	Hotel
6. 306 E. Home St.	6,750 sf	Cherry South, LLC/MYK Properties	\$198,500	Residential
7. 5365 Long Beach Blvd.	7,758 sf	Brett And Mary Walker	\$225,000	Commercial
8. 5368-5372 Long Beach Blvd.	7,440 sf	Robert J. Younger	\$280,000	Commercial
9. 5371 Long Beach Blvd.	8,006 sf	Brett and Mary Walker	\$175,000	Commercial
10. 5564 Atlantic Ave.	8,800 sf.	Lab Holding, LLC	\$220,000	Commercial
11. 5616-5618 Atlantic Ave.	7,232 sf.	Lab Holding, LLC	\$313,200	Commercial
12. 5641-5643 Atlantic Ave.	7,310 sf.	Lab Holding, LLC	\$385,200	Commercial
13. 5645 Atlantic Ave.	7,788 sf.	Lab Holding, LLC	\$368,800	Commercial
14. 5647-5649 Atlantic Ave	7,730 sf.	Lab Holding, LLC	\$363,000	Commercial
15. 5661 Atlantic Ave	8,073 sf.	Lab Holding, LLC	\$397,300	Commercial
16. 5701 Atlantic Ave.	6,482 sf.	Lab Holding, LLC	\$238,200	Commercial
17. 5708-571 Atlantic Ave.	6,448 sf.	Lab Holding, LLC	\$234,800	Commercial
18. 5640-5648 Atlantic Ave.	8,200 sf.	Lab Holding, LLC	\$287,700	Commercial
19. 339 Pacific Ave.	7,500 sf.	Urban Hotel Group, LLC	\$112,000	Parking
20. 1900 Atlantic Ave.	30,000 sf.	Mkott Pich, LLC	\$1.8 million	Commercial
21. 239 Elm Ave.	7,500 sf.	CV Communities, LLC	\$325,000	Residential

Source: City of Long Beach



# ‘Love, Laughter And Happily Ever After’: Make The Most Of Your Wedding Toast

By [SAMANTHA MEHLINGER](#), Senior Writer

Wedding industry professionals will tell you there are three types of wedding toasts. There is the kind that touches on all the right emotions, connects with the audience and reflects well upon the bride and groom. There’s the so-so wedding toast, which might be a little bland or rambling but is relatively harmless. And then there’s the flop – the toaster, instead of inspiring laughter or heartfelt emotion, invokes a stony silence even a cricket wouldn’t dare break.

“I have seen everything from extremely amazing speeches to god-awful speeches where everyone is cringing in the audience,” Crystal Kelly Olivares, senior catering manager for the Hotel Maya, a

Doubletree by Hilton, told the Business Journal. Olivares' main market in her line of work is the wedding industry – everything from walk-up affairs to big weddings with up to 450 guests. To avoid the latter result, her first tip is to “be gracious and sincere in your toast.”

“A good wedding toast should be somewhat of a roller coaster of emotion,” Dan D’Sa, director of The Grand Long Beach, said. D’Sa also oversees The Grand’s operations at the Carson Community Center and its outside catering division. “It is critical that you are always speaking from the heart.”

Ivy Jacobson, associate editor of the wedding planning website TheKnot.com, also said that a good wedding toast should play on emotions. “People love to laugh and people love to cry a little,” she said. “Really drawing in guests with a funny joke, a quote or a meaningful song lyric is a great way to kick off the toast just to give everyone something to laugh at or something sweet to set the tone.”

“It’s important that you capture the audience,” D’Sa said. “Laughter is always a big key in getting people’s emotions moving in a positive way. Once you capture them with laughter, then you touch on the heartstrings and close out with wishing them all the best.”

“Recount stories that have real meaning and connection, but are not embarrassing or about past relationships,” Olivares advised. While a few teardrops are fine, it’s best to avoid becoming too overwhelmed by emotions while giving a wedding toast, she noted. Jacobson agreed. “Having a sweet saying or memory is good and might make some people cry, but really turning

on the waterworks isn’t the best,” she said.

Jacobson had a basic rule of thumb for knowing whether or not a story is appropriate for an audience of wedding guests: “If you can’t really say it to the bride’s grandmother, you shouldn’t say it to the entire crowd at the reception.”

Several elements violate this rule of thumb, and should be off-limits to wedding toasts. All three industry professionals emphasized that vulgar language and stories about ex-boyfriends or ex-girlfriends should never be included in a toast. “Any touchy subjects should be off-limits,” Jacobson said. “Anything involving alcohol or drunk stories is better left for the bachelor and bachelorette parties.”

A key component to a wedding toast – and one that should be obvious – is remembering that the toast is to the newly married couple, not about whoever is giving the toast, Olivares pointed out. Take it from her – she knows from personal experience. “My father-in-law gave one of the worst speeches ever,” she said.

Before launching into the story, she prefaced it with a somewhat ominously stated fact: “My husband’s father is a divorce attorney.” Uh-oh.

“He was talking about the statistics of divorce, and how high they are. He went on to talk about couples he has worked with, and what he has seen,” Olivares said. “In my mind, I thought the story was going to get turned around and be like, ‘But Crystal and Daniel here, they do not have that type of relationship. I see this going further.’” Her hopes were unfortunately not met. Instead, “He went on and

asked everyone in the room if they needed his business cards.”

The result of her father-in-law’s toast was an uncomfortable audience of guests, not to mention an unhappy bride. “It was really quiet and awkward and everyone was like, ‘Oh my God, why is this even happening?’ It was awful.”

The story is a prime example of another wedding toast no-no, she noted. “He had a lot of alcohol before the toast so that was probably a big factor,” she recalled. “Go easy on the alcohol before the toast.”

One of the simplest ways to stay on track during the wedding toast is to bring notes. “Notes are a very respectful way of showing that you cared enough to take the time, and you want to make sure it is done perfectly,” D’Sa said. Using notes might prevent stumbling over words and reduce stage fright, Jacobson pointed out.

Practicing in front of other people before the big day is a must. “It is good to see how things play out and how people react to what you wrote,” Jacobson said. “It is also a good way to get comfortable speaking in front of people.”

“You should practice in front of a crowd,” D’Sa recommended. “It is one thing to say something to an individual. It is another thing to say something to 150 to 500 people. It’s a completely different ball game.”

All three wedding professionals were also in agreement on the ideal length of the wedding toast – short and sweet. “I tell people to try not to do anything longer than three to five minutes,” Olivares said. Jacobson suggested one to three minutes, while D’Sa said to keep the length to no more than a paragraph.

“The longer you make a toast, the more opportunity you have to make a mistake,” D’Sa said. “Speaking from experience, I gave an unbelievable toast at my brother’s wedding and went a little bit too long, and completely botched it,” he recalled. “I tried to save it with humor and it wasn’t funny.”

It’s becoming more and more popular to find creative ways to give wedding toasts to make for a memorable experience. For example, “A lot of wedding toasts are being replaced by all these viral dances and songs,” Jacobson said. “But not everyone has to do that. If you can’t sing or dance, there is no pressure to put on some giant spectacle.”

Olivares recently witnessed a unique toast in which the maid of honor and best man – who happened to be engaged – teamed up to give one toast. “They did a poem. The girl started off the poem, and she would say a line, and then the best man would say the next line and they continued alternating,” she recalled. “It was so well orchestrated. It kept everyone’s attention. Everyone was laughing.”

Traditionally, the maid of honor and best man give toasts at the wedding reception, D’Sa noted. Family members typically give speeches at the rehearsal dinner, although some times that happens at the reception, particularly if the bride’s father is giving a welcoming speech, according to Olivares. Making decisions about who speaks when should be decided in advance by the couple getting married, and discussed with the parties involved, Jacobson said.

In the end, Jacobson reflected, “A heartfelt, funny toast is always in style.” ■

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# After The Wedding

## How Local Couples Are Making It Work In Business And At Home

■ By **SAMANTHA MEHLINGER**  
Senior Writer

Ask a married couple running a business together how they do it – maintaining a healthy marriage while dealing with one another all day, under the stresses of a self-owned business no less – and they're likely to react with a laugh. That, and you might even get the in-unison response: "We get asked that all the time." At least, that's what happened when four Long Beach married couples, all of whom own and run local businesses together, got calls from the Business Journal to be interviewed about what it's like to make their relationship work in the business world and at home.

Delve into an online search of the phrase "married couples working together" and you'll turn up an endless array of articles with dismal tips to prevent, at best, friction, and at worst, divorce. With that kind of glass-half-empty attitude prevalent in the blogosphere, one might expect a married couple in business together to grimace when asked about their home/work dynamic. Not so in Long Beach – at least, not for these couples.

**T**ake Hilda Sanchez and Dave Rigby. Married for 38 years, the couple originally met when working together at Mattel, Inc.

"When we first decided to get married, we were concerned about that. So we did separate our business lives," Rigby said of initial concerns about working together while married. After they tied the knot, the two made a pact to both search for new jobs, and whoever got it first would quit Mattel.

Sanchez found a job first, and for many years the two worked for different businesses. Eventually, both retired, until Sanchez got the itch to start up her own business. "We tried retirement for about a year and a half and I got bored out of my mind," Sanchez recalled. She decided to start up a Long Beach branch of Minute-man Press, a printing franchise. "I just liked the culture and support they offered and we jumped in," she said.

So why did Rigby go along for the ride after that long-ago pact that they would avoid working together? Simple, really: "It was something she wanted to do, and I guess I didn't want to just sit around the house by myself, so I came along," he said, the ease of his statement almost begging for a shrug.

**T**ieng Tan, who runs Beach Eyecare Optometry with his wife, Bunthay Tan, also originally thought working together could make their marriage more challenging. The two have been married since 2011, and have a young son.

"In my mind, I thought, 'This is not going to work.' You know, if you work with your wife, you don't have any of that time apart," Tieng said. "But it actually worked out really well for us."

After some experience working together at another optometry practice, the two opened their business in East Long Beach in 2013.

"It hasn't been a complication for us," Bunthay said. In fact, working together can even be a bit romantic. "Think about work and how we spend most of our lives working with coworkers. But to be able to work with someone you love and to spend all that time with them, it kind of makes sense to me," Tieng said.

**P**aul and Dana Buchanan have been married for 18 years and, until about 2002, they hadn't worked together. The couple, who run Primal Alchemy, a Long Beach-based catering company, met through a personals ad placed by Paul in a local newspaper – an enlarged and framed copy of which now hangs above their bed, Dana noted.

After they first got married, Paul held various chef and catering jobs, while Dana worked in the corporate world until starting an office furniture business on Pine Avenue, which she ran for 10 years.

Paul started up Primal Alchemy around 2002, and Dana joined him in the business after closing her own in 2004. When asked if being married and working together is a challenging dynamic, both looked at each other and laughed. "It's always a challenge," Dana said. Paul chimed in, "It's a work in progress, always."

The biggest challenge? Finding time for each other. Running a catering business and raising a high schooler makes for some crazy scheduling, both pointed out – often resulting in the two of them passing each other going opposite directions on the freeway to different gigs. "It's 24/7," Paul said of their business.

Even when the two are on vacation, they still often find themselves taking work calls.

"I have been [skiing] in Mammoth at the top of the lift, gotten a phone call, and booked a catering job," Paul recalled. Dana added, "He was actually getting off the lift as he was on the phone, starting to ski."

**F**or Jeff Anderson and Torey Carrick, who married in 2008 after gay marriage was legalized in California (and just before Proposition 8 passed, making it illegal again), working together was actually a goal from the start of their marriage.

Their experience working with married real estate agents to purchase their first home together in Indiana gave way to the dream of eventually going into real estate together themselves. At the time, Carrick had a well-established career in the pharmaceutical industry, so Anderson got into real estate on his own.

Just before the start of the Great Recession, the two moved to California, where Anderson continued working in the single-family market. "We moved back here, and the market tanked," Anderson said. "He [Carrick] was begging me to get out of the

(Please Continue To Page 26)

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Hilda Sanchez and Dave Rigby, Minuteman Press  
(Photograph by the Business Journal's Erin Kleekamp)



Tieng and Bunthay Tan, Beach Eyecare Optometry  
(Photograph by the Business Journal's Evan Patrick Kelly)



Dana and Paul Buchanan, Primal Alchemy  
(Photograph by the Business Journal's Evan Patrick Kelly)

## After The Wedding

(Continued From Page 25)

business at one point, because I went six months without selling a home," he recalled. But an opportunity to work with banks to sell foreclosed homes made business pick up again, solidifying Anderson's career.

A job opportunity for Carrick then led the two back to Indiana again, but it was a short-lived move. "This was 2010. The economy was horrible," Carrick said. His company offered "voluntary exit plans" meant to incentivize employees to take a voluntary layoff, along with some pay and benefits. Carrick took the package, and the two moved back to California and used it as a nest egg to start up a real estate business. "We had confidence that we could do it. And we had the cushion," Anderson said.

Now, Anderson is CEO of Anderson Real Estate Group, a Keller Williams company, and Carrick is the listing specialist coordinator. "It's funny because we both have op-

posite skillsets. And we have known for a very long time that, if we ever work together, this is like a really badass team, and we bring a lot to the table," Anderson said.

**K**nowing each married partner's strengths and using those skills to divvy up different roles in the business was a common thread amongst these couples. Assuming skill-based, separate roles is a tactic they believe helps their businesses succeed.

"She's clearly the boss; it's her business," Rigby said of his wife, Hilda Sanchez, who is also chair of the Downtown Long Beach Associates' Board of Directors.

"I am basically operations, and she is the marketing and business end of the organization. So she does all the bookkeeping," he explained. Sanchez added that Rigby has an artistic background, so he is able to assist in graphic design needs of their clients. Their personalities also come into play. "I am better with people, so we

hide him behind a computer, and I am more out in public," she said.

"We complement each other a lot because, unlike me, she is very detail-oriented," Tieng said of Bunthay. "I am more like a visionary and will think ahead, but she is good at planning the day-to-day," he added.

Anderson and Carrick have a nearly identical dynamic. "I am more of a visionary," Anderson said. "I keep thinking, 'Where does the business need to be in five years? What do I need to start working on today to make that happen?'" Carrick, on the other hand, describes himself as a doer. "You point me in the right direction and I'll get it done," he said. "Jeff kind of steers the ship, and I rally the team to get it done."

Paul and Dana Buchanan's roles in their business are also suited to their skills - he's the chef and, with her experience running a business, she handles the bookkeeping and operations. "She is doing all the finances and paying all the bills," Paul said.

All couples - married or not - have their disagreements from time to time. But how should that be handled when you're both married and working together?

Before getting into a disagreement about work, Dana clearly defines from what capacity she's speaking. "I say, 'Okay, this is not your wife talking, this is your business partner talking,'" she said. "We preface our sentences with that sometimes, because the tendency is to get defensive. That would be my big recommendation, is to make sure you share with the other person what hat you have on before you're communicating," she explained. With a smile, Paul responded, "Well, I know I'm not your business partner when I'm getting a foot rub."

Anderson and Carrick don't worry so much about separating their relationship from work - that's a little difficult to do, they acknowledged. Anderson recalled an incident where he was representing sellers of a home, while Carrick was representing buyers for the same property, and the two



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Torey Carrick, left, and Jeff Anderson, Anderson Real Estate Group  
(Photograph by the Business Journal's Evan Patrick Kelly)

parties got into conflict. So, then, did Anderson and Carrick.

"Here we are having this argument in the office, and the next thing, I look over . . . and one of our employees is starting to like, cower under her desk," Anderson said. "It was kind of jokingly," he said, noting that the two don't raise their voices or get mean, but are firm with one another. "But we were both very passionate about protecting our clients. And it did, and has, caused some friction."

Neither, however, seemed to view the occasional friction as a negative to working together. "That's another element of our business that has helped us achieve the level of success that we've had - is that we do have some very different perspectives, and we disagree often," Carrick said. "Through the discussion and disagreement, we pull something together that is so much more robust, and we tend to achieve success at a higher level because it is a more complete thought process."

For Sanchez and Rigby of Minuteman Press, debates are usually tied to a specific aspect of the business. "I always want to buy new equipment . . . and I guess being of the artistic bent, I just see the possibilities only, and I don't see the spreadsheet side of the equation," Rigby said. "Our rule is there has to be a return on investment. It has to pay for itself in a certain amount of time . . . We go at those often," he said.

"We're about to head to the Minuteman Press convention on Wednesday afternoon, so we'll be there at the end of this week," Sanchez said. "There will be lots of vendors there with the latest and greatest equipment. So I've already got the check-book locked up," she said with a laugh.

Some of Carrick's closing comments reflected the sentiment of all four couples interviewed by the Business Journal: "It doesn't feel like a tedious job. It's like an exciting unfolding career, and we just keep building it together." ■



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# HealthWise

## Choosing A Primary Care Physician



By Jay W. Lee,  
M.D., M.P.H.

Everyone deserves a knowledgeable and caring primary care physician. Primary care physicians specialize in you. A primary care physician's office is the hub for medical care. It's the medical home where preventative health screenings and education are performed. With chronic diseases, like diabetes, on the rise, it's important to get regular exams and recommended screenings based on your age and family history.

If you do require medical care, a primary care physician will help coordinate your care, serving as your advocate and coach. A primary care physician will guide you in determining whether you need a sub-specialist. Many health plans require a referral from your primary care physician before you can see a specialist.

For more minor health issues, like a cold or flu, a visit to a primary care physician's office can help you avoid a trip to the emergency department, saving you time and money. Studies show that having a steady source of primary care results in better health. Primary care is usually provided in an ambulatory setting. However, if you are admitted to the hospital, your primary care physician may assist in or direct your care. When selecting a health insurance plan and primary care physician you're also selecting which hospitals you can be admitted to.

**Choosing a Primary Care Physician** – Choosing a primary care physician to coach you in your journey toward health and well-being is an important decision to make. It's important to look for a physician who takes time to listen, answers your questions, and is someone with whom you feel comfortable.

The patient-doctor relationship is an important relationship to cultivate in order to receive comprehensive and quality medical care. The more you trust your doctor, the more open you'll be and the better your overall health will be.

### What does each type of primary care physicians do?

- Family Medicine - A physician who is trained and board-certified in comprehensive health care for people of all ages.
- Internal Medicine - A physician who specializes in prevention, diagnosis and treatment of adult diseases.
- Geriatrics - A physician who specializes in prevention, diagnosis, treatment and disabilities of elderly.
- Pediatrician - A physician who is trained and board-certified in comprehensive health care for infants, children, adolescents and young adults (from birth to 18).

### What to Look for in a Primary Care Physician

- Proximity – Consider how accessible their office is to where you live and work.
- Communication – Make sure the physician practices open communication. Ask how available they're for appointments and if they're able to correspond via email and phone.
- Patient Centered Care – Make sure to find a physician who focuses on patient centered care, meaning their priority is the needs of you and your family.
- Integrated System – Receiving care from a physician affiliated with an integrated health system helps ensure the clinicians treating you – whether it's your primary care physician, a specialist, or you're in a hospital – have shared access through electronic medical records to the latest information about your diagnosis, allergies, tests and other critical medical information.

When you find a doctor with all of these traits choosing him/her as your partner in health will help streamline care, better manage any chronic conditions and avoid the unnecessary duplication of tests.

*(Dr. Jay W. Lee is assistant program director, family medicine, Long Beach Memorial.)*

# Effective Leadership

## Closing The Execution Gap



By Mick  
UKLEJA

Do you have clarity about what your goals and top priorities are? If not, then your work force is diluted. You will find that your energy is dissipated, flying off in multiple directions – being swallowed up by the “black hole” of confusion and misalignment. The inability to take the organization's high level priorities and translate them into productive behaviors is a problem – for profit and nonprofit organizations alike. Ram Charan and Steven Covey call this “the execution gap.”

Simply put, what is alignment? Alignment exists when there is agreement on the goals of the organization and the process of allocating resources to achieve those goals. It reflects the ownership of team members. There is commitment, not just consensus. The systems and structures must support the strategic vision. And members must understand how top strategic objectives translate into personal goals.

A study by the Harris Group reveals astonishing statistics why execution breaks down.

1. Only 15% of those surveyed can identify their organizations most important top priorities or goals. There are various reasons for this. They either didn't have any, or they constantly changed, or there were too many. Where they did exist they were simply under communicated. In many cases the leaders were clear, but the rank and file were unsure. And since the frontline produces the bottom line, the problem is obvious.

2. Only 19% felt passionate about their organizations goals. Four in five felt no ownership. Since they've had no say in the process, the product – or goal – was not embraced. If there's no connection, then there's no involvement, which means there is no commitment. People embrace what they help create, and the process is as important as the product.

3. People spend only 49% of available work hours on their most important goals. Most of the time was spent on the urgent activities and not the important ones. Distraction is a major time waster. Emergencies always steal the lime-light if priorities are not absolutely clear.

4. 51% did not know what they should be doing to achieve the organizations goals. They knew the goals but didn't know how to translate that into productive execution. People need to know, not only the goal, but also where they fit in the plan and how they can execute.

Clarifying your goals and priorities closes the execution gap and results in productive behavior. To achieve things you've never achieved before you need to start doing things you've never done before.

# Small Business Dollars & Sense

## Helping Veterans Find Success

### As A Small Business Owner



By BEN  
ALVARADO

Did you know that 24 million Americans are veterans? That's approximately 10 percent of the U.S. population, according to the U.S. Department of Veterans Affairs. Of those veterans, nearly one in 10 is a small business owner. This important group collectively owns 2.4 million small businesses, employs almost 6 million Americans and generates more than \$1.2 trillion in receipts, according to the latest data available from the U.S. Census Bureau.

From our experience working with veteran entrepreneurs, we know these men and women are proven leaders and they have the demonstrated skills and experience needed to be successful business owners. Nonetheless, we also know veterans can face obstacles in getting a business started and established. We want to share a few tips on upfront planning and financial preparation, as well as a few resources available to veterans.

**What to consider before starting and owning a business** – One of the first considerations in becoming a business owner is to make sure you have a solid business plan. That includes doing research to learn about your customers, your competitors and your industry and meeting with a banker and financial advisor to review projected cash flow. Starting any business or buying into a franchise also requires you to make a large initial investment, so it's important to ensure that your current and future finances are in order.

Make sure you thoroughly research the startup costs for your business and have your financial plan reviewed by your financial advisor to ensure you have the funds needed for the first years of operation. Before you apply for credit, take time to understand what your business needs to do to be considered credit-ready and in the best position to secure financing. It's important to meet with a banker to understand your options before you need credit. As a general rule, business owners should keep these credit practices in mind: Separate business and personal finances; Keep business and personal credit records; Track and maintain positive cash flow; Develop a banking relationship; Build a strong credit profile

**Resources for Veterans** – There are many resources available to assist veterans who want to start their own small business or become self-employed. Here are several places to start:

- U.S Small Business Administration (SBA): SBA oversees federal loan programs that provide offers for veteran-owned small businesses. Their website has a wealth of information for veterans including how to become certified as veteran-owned or service-disabled veteran-owned business, links to government resources and outreach for veterans.
- Service Corps of Retired Executives (SCORE): A non-profit association dedicated to helping small businesses get off the ground, including specialized mentoring programs and online workshops for veterans and their families.
- Numerous organizations and agencies offer a complete range of social media options as a way to stay abreast of the latest information for military veterans. LinkedIn, for example, has several active veteran discussion groups, including National Veterans Small Business Engagement and Service Disabled Veteran Owned Business (SDVOB).

America's veterans make great contributions to our nation. With the right tools and guidance, more veterans can achieve success as entrepreneurs and small business owners.

*(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.)*

That happens when you align your daily activities and behaviors with compelling priorities. There is a power unleashed in your life, both personally and professionally when you have a clear and compelling understanding where you are going.

So how do you know if you have a compelling vision? Rate yourself with on the following with a (3) for “yes,” (2) for “sometimes,” and a (1) for “no.”

- Everyone on my team shares the same vision.
- Our vision excites, inspires, and motivates us.
- Our vision helps us understand why our activities are important.
- Our vision provides guidelines that help us make daily decisions and identify priorities.
- Our vision creates a clear picture of what we intend to accomplish.

How did you do? Now that you know where you are, you can make the appropriate changes.

Peter Drucker use to say, “The best way to predict the future is to create it.”

Closing the gap between priorities and performance will help create the future you want, and we need!

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

# Realty Views

## How Far Have Home Prices Come Back?



By **TERRY ROSS**

While all of the hurt from the housing bubble of almost a decade ago has not gone away, statistics from the first half of 2015 are indicating that in many markets across the United States housing is making a strong comeback.

That is not to say that prices and equity for homeowners is what it was in 2006, but things have certainly improved to the point where sellers who have been reluctant to put their homes on the market are now looking at some real returns and opportunities to cash out.

Although Southern Californians have a hard time wrapping their heads around the fact that a home bought almost 10 years ago would not have appreciated considerably – perhaps even doubled – during that period, the reality of what happened to the economy, jobs and just about every aspect of life during that time makes where we are now seem like a quantum leap.

According to statistics released by RealtyTrac, in the first half of 2015 single-family home and condo sellers sold for more above their purchase price than at any time since prices were at their peak. Homes sold for an average of 13 percent above their original purchase prices, the highest average percentage in home price gains realized by sellers since 2007, when it was 30 percent.

But not all markets were equal. The winners with the highest gains included San Jose (41 percent); San Francisco (37 percent); Denver (29 percent); Portland (25 percent); Los Angeles (25 percent) and Seattle (20 percent). On the flip side, there were six major markets where sellers in the first half of 2015 on average sold below their original purchase price: Chicago (7 percent below); Cleveland (7 percent below); Hartford (3 percent below); Jacksonville (2 percent below); St. Louis (1 percent below) and Orlando (1 percent below).

In statistics compiled by Zillow and Case-Shiller, both reported

strong appreciation in their first quarter reports compared with last year, with Zillow at 5.2 percent year over year for its 20-city composite and Case-Shiller at 5.0 percent.

“Home price appreciation has settled into a nice groove over the past few months, and ought to remain there going forward. This is still more proof that the for-sale market, while certainly not yet fully healed, is continuing to return to normal,” said Zillow Chief Economist Dr. Stan Humphries. “But relative strength in one indicator shouldn’t be confused with full recovery. Inventory is very low and the housing market is still very much out of balance, particularly on the rental side, where rapid rent increases and tepid wage gains are contributing to a deepening rental affordability crisis. This will make it more difficult for current renters to save up and make the transition into homeownership, particularly for younger would-be buyers the market so sorely lacks and needs.”

Another indicator of a strengthening housing market is the increased volume of sales, which is always a sign of an improving market and eventually leads to stronger appreciation. According to RealtyTrac, during the first half of 2015, sales volume was at its highest level since 2006 in 16 percent of markets analyzed.

The number of single-family homes and condos sold in the first four months of 2015 were at the highest level in the first four months of any year since 2006 in 43 out of 264 (16 percent) metropolitan statistical areas with sufficient home sales data. Markets at nine-year highs included Tampa, Denver, Columbus, Jacksonville and San Antonio.

There were 23 markets where sales volume in the first four months of 2015 was at 10-year highs, including Denver, Columbus, San Antonio, Tucson and Palm Bay-Melbourne-Titusville, Florida.

Among major metro areas with a population of 1 million or more, 22 out of 51 markets (43 percent) were at eight-year highs for single-family home and condo sales in the first four months of 2015, including New York, Dallas, Houston, Seattle and Portland, Oregon.

Even though some markets are not moving in an upward direction as fast as others, it is encouraging to see much of the equity lost during the Great Recession coming back in many areas – and more and more homeowners starting to see their investments on the positive side.

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

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# Trade And Transportation

## Changing Perceptions Of Apprenticeships



By **TOM O'BRIEN**

A July 13 article in the New York Times showcased an apprenticeship program at a Virginia naval shipyard. Around the same time, Democratic Presidential candidate

Hillary Clinton proposed a tax credit for companies that take on apprentices. It's a call that has been taken up by others, including some on the Republican side as well.

Apprenticeships aren't new but they're enjoying renewed attention. The typical apprenticeship includes a paid salary for on-the-job training with some classroom-based instruction as part of the mix. In places like Germany, which has one of the best known and most successful programs in the world, employers are willing to invest in apprenticeships because they get workers with job-specific skills. Furthermore business chambers and trade associations play a critical role in developing and overseeing training standards and defining the skill sets that apprentices need.

In the U.S. students are more likely to take part in a shorter-term internship,

which provides valuable work-based experience, often during the summer as part of a two-year or four-year college program. But that's significantly shorter than the two-to-three year period that is the hallmark of the relationship between apprentice and employer.

Part of the challenge in this country has been the perception of on-the-job training programs, which are often viewed as lesser alternatives to a degree conferred by a two-year or four-year institution. It's the same problem that vocational education programs have had in high schools. Many have viewed them as pathways to lesser-skilled employment opportunities with little opportunity for advancement.

But that's beginning to change. Given the cost of a college degree, the debt many of us have incurred to get that degree, and the uncertainty of employment once graduated, the prospect of any salaried position that is designed to prepare you for employment in a particular field is increasingly appealing to many young people.

At the national level, President Obama has made it a goal to more than double the num-

ber of young Americans in apprenticeship programs from 325,000 to 750,000 in five years. And last year, the U.S. Department of Labor made available \$100 million in grants to employers, training providers, and apprenticeship and workforce agencies to enhance training opportunities as part of the “American Apprenticeship Initiative.” Some of the emphasis of the Initiative is placed on “registered” apprenticeships in the trades. But the eligible applicants for the grant program also include those tied to economic sectors which rely heavily on foreign workers here on H1-B visas, visas for knowledge-workers performing functions usually developed at institutions of higher education. These are the jobs many employers say Americans are not well equipped to fill. Proof again that this is not your father's apprenticeship.

And all sides see the upside of expanding our range of education and training options. Apprenticeships were included in the Regional Economic Strategy for the Central Puget Sound in Washington State. This is a plan issued by a coalition of business, labor and governmental and community leaders.

Closer to home, pre-apprenticeship programs have been proposed as part of a Project Labor Agreement for all construction projects at the Port of Long Beach. And as part of a College and Career Fair held on the Cal State Long Beach campus last fall, the port held a workshop open to local high school students called “Earn While You Learn: Apprenticeships.”

Pre-apprenticeship programs can play

a critical role in providing foundational knowledge to the new apprentices before they set foot in the workplace. It's a role well-suited to colleges and universities, particularly those of us already engaged in professional development and continuing education. And in logistics, where the potential for apprenticeships is great, a basic understanding of how the supply chain works will go a long way in preparing someone to be apprenticed at the port, in a warehouse, at a 3PL or even in an additive manufacturing (3d printing) company where advanced technical skills may be required.

The university works closely with industry, but as the industry needs change – and the expectations of the student – so must our approach. A rise in apprenticeships may require us to develop more pre-apprenticeship courses, restructure others so that classes are offered in a way that fits the work schedule of the apprentice (who may have availability only 1 day per week) and provides knowledge that can be applied on a particular job. But this isn't a zero sum game. A vibrant economy should hold opportunities for people with advanced degrees as well as those with apprenticeship training.

*(Dr. Thomas O'Brien is the executive director of the Center for International Trade and Transportation at CSULB and an associate director for the METRANS Transportation Center, a partnership of USC and CSULB.)*

## ART MATTERS to Conventions & Tourism

### Long Beach Symphony Brings Statewide Industry Conference to Downtown

By **KELLY RUGGIRELLO**

Executive Director, Long Beach Symphony

Like a professional sports team, a major arts institution can draw broad public attention and contribute to the economic vitality of a city center. The Long Beach Symphony will achieve both next month as host to nearly 300 orchestra executives at the 47th Annual Association of California Symphony Orchestras (ACSO) Conference. The conference, held Aug 6-8, will take place in Long Beach and will showcase the City and its orchestra. A conference like this puts Long Beach at the center of classical music. It is prestigious and highly coveted to serve as host orchestra and city.

"We couldn't be prouder that the Long Beach Symphony, a widely admired community institution here in our city, is serving as host orchestra," Mayor Robert Garcia said in a letter he penned to conference delegates.

community, our corporate partnerships and our ability to draw people together that gives the orchestra the power to impact the city.

Over the last year, the Symphony has drawn national attention in its search for a new music director. We invited 10 renowned guest conductors from all over the country to the podium to take a crack at the coveted position.

Our 81st annual concert series kicks off on October 10 at the Terrace Theater, when we'll welcome guest conductor Edwin Outwater back to the podium and celebrate concertmaster Roger Wilkie on his 25th anniversary season. This is a time of renaissance in the Symphony's history and we have 11 exciting concerts in store for a wide diversity of audiences.

The Symphony is also venturing deeper into the community with free concerts at local venues, including a new partnership with the Downtown Long Beach Associates and RiotStage to recreate the iconic Beatles'



Harpist Marcia Dickstein to solo at the Long Beach Symphony April 30, 2016 Classical Concert. (Photograph taken by Chaz Curry at the Long Beach Airport.)

Conference attendees hail from Northern, Central and Southern California orchestras such as the LA Phil, San Francisco Symphony and San Diego Symphony. In addition to their stay at the Westin Long Beach, where they will discuss best practices with other experts in the field, they will attend a Long Beach Symphony chamber concert performance aboard the Queen Mary, enjoy a special reception at the Aquarium of the Pacific and eat at local downtown restaurants as part of the total conference experience. It is our collaboration with our com-

rooftop performance of their Let It Be album. This FREE, Live After 5 performance at the City Place Parking Garage on August 13 at 6 p.m. is open to the public and not to be missed.

We love to bring opportunities like the ACSO Conference and free collaborative public concerts to our City and to continue to look for more opportunities to bring rich and interesting cultural experiences to the region.

For more information about the Long Beach Symphony, please visit [www.lbso.org](http://www.lbso.org). ■

## Saving the Past to Build a Better Future

By **SARAH BENNETT**

Arts Council for Long Beach Contributor

The City of Bell Gardens had a property it didn't know what to do with – a historic hundred-plus-year-old house on a large plot of land in a now-industrial part of town that had been vacant for nearly 25 years. Is it worth restoring and turning back into a museum or should they tear it down and build something new?

It's exactly the kind of conundrum Katie Rispoli lives for.

Through her nonprofit We Are The Next, Rispoli works directly with cities to generate economic-minded solutions for aging historic properties, and specializes in construction management of such sensitive projects.

"They have a derelict building on a major corridor and they could be filling it with a commercial tenant," she said. "Taking city money and turning it into a museum won't make them any money. They want to see this building saved, but they really have to be practical."

Bell Gardens officials said they need a new headquarters for the Parks and Recreation Department, but allocating the money to build one proved to be difficult. Rispoli noticed the mansion had a half-dozen bedrooms upstairs that without additional construction could be used as offices; the dining room made a perfect conference room; and the kitchen, a break room for staff.

"It's the perfect setup for a Parks Department headquarters and here was the city of Bell Gardens desperately trying to allocate funds to build some new \$2 million facility when they had this perfect place two blocks from City Hall," she said. Rispoli estimates that if the plan is approved, utilizing the existing structure will cost the city about half their original estimate.

Rispoli's Long Beach-based We Are The Next is on the forefront of a growing movement away from traditional historical preservationism, which mostly champions to get buildings landmark status and advocates for their conversion to cultural centers and museums.

Instead, as one of the first graduates of USC's Heritage Conservation Program, Rispoli's agency specializes in creative solutions that call for the re-use of old structures in ways that celebrate their history while keeping their existence economically viable.

She began her career working on adaptive re-use projects at JR van Dijs (the firm behind restorations of the Art Theatre, the Psychic Temple building and more) and helps find the economically viable middle ground between municipalities and preservationists. From her role in managing the relocation and re-assembly of Long Beach's Southern Pacific Railroad Depot earlier this year to working with Taco Bell on determining restoration feasibility of the chain's original location in Downey, We Are The Next is changing the financial future of cities by protecting their pasts.

"Historic preservation inherently describes preserving things, like in amber. It sounds like you're stopping change," Rispoli said. "Really, preservation is about managing change – making sure economic growth can continue but maintaining a cultural backbone. It's not something they teach in business school." ■

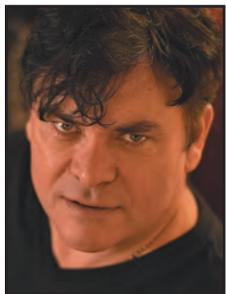


## Gallery Corner

The Museum of Latin American Art has two new exciting exhibits on view, both of which commemorate post-Revolutionary art from the United States and Mexico. *Miradas: Ancient Roots in Modern and Contemporary Mexican Art* focuses on paintings, prints and photographs that have been created over the past 80 years by artists of Mexican descent. Some of the artists with work on display include Rufino Tamayo, Manuel Alvarez Bravo, Judithe Hernandez and Carlos Almaraz. *Raúl Anguiano: Retrato de un Maestro*, is a centennial exhibition of work by Mexican artist Anguiano who was a notable painter and muralist during major art movements in the 20th century. The exhibitions are on view through September 27. Two additional exhibits, *Korda* and *Transformations* are also currently showing, through September 6. For more information, please visit [molaa.org](http://molaa.org).



## Social Media Marketing: The Essential Tool for Shaping Your Message



**Paul Brindley,**  
Principle Advisor, pbc

What they do and the way they get to the bottom line may be different, but there are many similarities to operating a for-profit business and a not-for-profit business.

To survive and be effective, nonprofits strive to exceed the objectives and needs of their various stakeholders in a timely fashion as small businesses do with their customers and clients.

The vast majority of nonprofits and small businesses must carefully manage limited funds in order to meet goals within budget.

The importance of effective and efficient human resource management is just as important in the nonprofit sector as in private enterprise.

I could go on but it is clear that the time, money and team management challenges are the common denominators of most businesses regardless of their stripe.

If there are common challenges, then it follows that there should be common solutions. One of the common solutions is the relatively new and sometimes perplexing universe of social media.

Relatively new? You may ask. Isn't it old hat? Absolutely not. Social media marketing is less than 10 years

old, and many business people are still coming to grips with integrating the right platform options and practices into their operations.

Hasn't social media marketing proved ineffective? Definitely not. Sure, social media hasn't turned out to be the low or no cost panacea to product marketing and brand messaging that many envisaged when the social marketing first overturned traditional promotion methods. It doesn't matter. You don't have a choice.

A business, for profit or nonprofit, must have a social media presence. Just as 10 years ago when you didn't exist as a business if you didn't have a website, a lack of social media presence tells the world that you aren't really there, or worse, don't really care.

Above all, the social media universe has personalized and democratized the ability to get your message out to the world. This is the most exciting aspect. Frame your own message, tell your own story, present your business in your own way. The opportunity is to be embraced and celebrated.

Most nonprofits have one key element of successful social media market inherent in their being – differentiation of message. Most nonprofits exist to support a cause. Cause marketing is one of the most powerful tools in branding and messaging. Nonprofits can point directly to their mission and say "we only exist for this". It is immediately identifiable, direct, demonstrable and often local.

The social media revolution has conditioned customers and clients to want to know who they are dealing with these days. People are now given the opportunity to know you and what you do like never before. And you have the opportunity to present yourself and your team and your business to your target audience like never before. Nonprofits are perfectly placed to use social media to relate their passion and commitment to their causes while inviting engagement from the public.

So how do you implement a social media strategy with the omnipresent time, money and resources constraints? Here are my top five easy things that you can do.

Pick a channel, the right channel – research which social media platform most readily reaches your target customer and concentrate your efforts. If you are in the tech world, it's probably LinkedIn. In fashion, design and textiles it's Instagram. Use the linking capabilities on the different sites and spread one post across many. For example, when I post to Instagram, I can opt to post the photo on Facebook and Tumblr. Then Tumblr auto posts to Twitter. Savvy use of the technology saves time. There is no need to pay for any of these services.

Always include a Google touch – Google is the most powerful search engine there is. Make sure you feed the beast. YouTube is an excellent option. It is a Google product and very Search Engine Optimization (SEO) friendly. YouTube has resources and special offers just for nonprofits at [youtube.com/nonprofits](http://youtube.com/nonprofits). Consumers love the video option for messaging and branding. Make sure you also post everything on to Google+. It might be a user desert but it is very searchable.

Allocate who and how long – choose your most social media savvy team member and give them an allocation of time every day (15-30 minutes is plenty) to be creative on your social media platforms. Let them have their head and play. Keep restrictions to a minimum. Creativity and spontaneity and regularity of posts are the key.

Make sure all your online presence is up to date all of the time – if you commit to having a website, social media platforms and an email strategy, please make sure that the information on all the outlets is consistent and current. Out of date or stale content reflects badly on your business.

Track your progress – most social

media platforms have free activity tracking services. Make sure to review the statistics weekly to ascertain which sites and types of posts are most active. Link your website up to the free Google Analytics service.

Nonprofits are in a unique position to benefit from the unfiltered access that social media provides to their communities. Nonprofits are overwhelmingly staffed by passionate and committed people determined to create a better world for all of us. They have stories to tell that move and inspire. The world needs to hear their voice. There are infinite voices seeking to be heard. Social media can be their bullhorn.

*(pbc helps designers launch, position and accelerate in the U.S. apparel market.)*

### NONPROFIT NEWS

#### Welcome to

- Erin Wilson, Development Director, Precious Lamb
- Patrick Brown, Head of Schools, Westerly School

#### Congratulations to

- The Nonprofit Sector Honorees of the Long Beach Chamber of Commerce's 124th Gala: Assistance League of Long Beach; California Conference for Equality and Justice; Long Beach Community Foundation; Long Beach Ronald McDonald House; Long Beach Symphony Orchestra; Precious Lamb Preschool; Special Olympics Southern California; YMCA of Greater Long Beach.
- Habitat for Humanity of Greater Los Angeles on 25 years of building a greater Los Angeles.

- Arts and Services for the Disabled and the over 125 Special Olympics Athletes from China who spent the day immersed in the creative process by sharing a message of unity.

- The California Conference for Equality and Justice for their awards from the Los Angeles County Board of Supervisors: John Anson Ford Human Relations Award for the 4th District and LA County Dispute Resolution Program "Case of the Year" for their Restorative Community Conferencing Program.

#### Farewell to....

- Chris Rodenhizer, Westerly School, for 6 years of magical leadership.

#### And...

- Rebuilding Together Long Beach moved to a new office located at 3515 Linden Avenue, Long Beach. They joined a collective of other nonprofits in this community building owned and managed by the Long Beach Community Foundation.
- The Urban Forest of Camp Fire's Camp Shiwaka has a new accessible ADA Discovery Trail that is open for all walkers. Call for their summer schedule.

## Capacity Corner: Upcoming Calendar of Events

### From the Nonprofit Partnership

#### Harassment Prevention

Saturday, August 6, 2015, 2:00-5:00 pm

The workshop provides core understanding and the skill set to create an equitable workplace that seeks to prevent harassment. Topics will include: the definitions and applicable laws; liability issues; how to create a harassment free workplace; developing policies and procedures.

#### Conducting a Workplace Investigation

Thursday, August 13, 2015, 2:00-5:00 pm

Every organization should be prepared to conduct a prompt and thorough investigation of employee complaints and employee misconduct. If handled properly, the investigation can help to prevent or reduce financial losses and employee morale problems. This session explains the basics of planning and conducting internal investigations.

#### Effective Meeting Facilitation

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

This workshop is designed to support attendees in building their professional toolkit to shape and facilitate meetings that reach desired outcomes. Participants will engage in discussion and hands-on activities. Whether you're a nonprofit professional or volunteer, you need 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. Excellent service doesn't come just from a friendly response or a helpful website. It results from really understanding customer expectations and putting structures in place that will exceed those expectations at every step of their experience. Ultimately, your success is tied to the quality of the customer's experience with you.

#### 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.

### From our Partners

#### Stronger Together Nonprofit Conference

Monday, August 24, 2015 – Los Angeles

Join three strong partners working together on the second 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](http://calnonprofits.org).



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