



Minimum Wage Debate Continues

Economic Development Commission Mulls Over Direction Of Long Beach Minimum Wage Proposal

By **SEAN BELK**
Staff Writer

Following two months of extensive public testimony in which workers and employers spoke passionately about the potential positive and negative effects of increasing the minimum wage in Long Beach through a citywide policy, the city's economic development commission now has until Janu-

• **Westsiders, Restaurateurs Weigh In On Minimum Wage.**
• **Perspective: Most Important Economic Decision Ever**
Pages 8-12

(Please Continue To Page 10)

Airport To Add Nine Airline Slots

City Council Has No Choice If It Wishes To Maintain Local Control Of Airport

By **GEORGE ECONOMIDES**
Publisher

For the past 20 years, the city's Airport Noise Compatibility Ordinance has successfully kept the Federal Aviation Administration from imposing its will on Long Beach.

It's been a delicate balancing act for city and elected officials as they have had to fend off those

(Please Continue To Page 6)

Reimagining The Convention & Entertainment Center

By **SAMANTHA MEHLINGER**
Senior Writer

At any given time, the Long Beach Convention & Entertainment Center may have as many as five large events occurring simultaneously, thanks not only to its size, but to creative investments in lighting, furniture and sound that have transformed many of its previously underutilized spaces into contemporary event venues.

Convention center management and the Long Beach Convention & Visitors Bureau (CVB) are expanding upon the success of these

venues, such as the Pacific Room at the Long Beach Arena and adjacent Pacific Gallery and Patio, to breathe life into even more of the convention center's spaces and expand upon its events potential.

The overall vision is to create a venue in which every key space is decked out with assets that convention and meeting clients would normally have to pay extra for – features like theatrical lighting,

sound and décor – thereby making it more economical, attractive, and, as the CVB's President and CEO Steve Goodling put it, just plain cool.

(Please Continue To Page 23)

Hotel Occupancy Stronger Than Expected In '15

By **SEAN BELK**
Staff Writer

After experiencing a stronger than expected year, hotels in Long Beach are projected to see stable occupancy levels and a slight rise in average daily room rates (ADR) in 2016,

according to hotel managers and hospitality industry experts.

The overall occupancy rate for Long Beach hotels this year is expected to be about 76.8 percent, according to a recent forecast by PKF Consulting, a hospitality research firm and a division of commercial real estate company CBRE, Inc.

The occupancy rate is just 0.5 percent higher than last year but still exceeds expectations and is the highest the city has seen in many years, said Bruce Baltin, senior vice president of PKF Consulting.

The forecast for next year is that occupancy will flatten out, staying in line with industry trends of business falling off after an odd year. Long Beach's ADR, which is

estimated to have increased by 10.9 percent by the end of this year, is projected to rise by 6.5 percent in 2016, Baltin said.

"We kind of think that Long

(Please Continue To Page 25)

2nd District City Council Race: Gray, Pearce Complete Business Journal Questionnaire



See Their Responses To 25 Questions – Pg 5

Dissension In The Ranks; More City Workers Seek To Leave IAM Union

By **GEORGE ECONOMIDES**
Publisher

The Business Journal learned last week that a third group of city employees petitioned to be decertified from the International Association of Machinists & Aerospace Workers (IAM). About 100 city workers from the skilled and general supervisors unit joined two other units, representing nearly 700

employees, asking for a vote to leave the union. The three units combined account for more than 22 percent of the nearly 3,600 City of Long Beach workers represented by IAM.

The story was first reported in the November 24 edition of the Business Journal. As of press time, no date has been set for a vote. In order to decertify, it takes 50 percent plus one of the

(Please Continue To Page 6)

Management Of Urban Coyotes Complicated By Unpredictability, Lack Of Data And Emotional Politics

By **SAMANTHA MEHLINGER**
Senior Writer

Coyotes have become an increasingly noticeable fixture in Southern California since the 1970s, when the animals began moving into neighborhoods, running through streets and backyards gobbling up trash, pet food and pets themselves. Since a coyote attack resulted in the death of a young child, Kelly

Keen, in Glendale in 1981, wildlife researchers and government agencies have struggled to identify urban coyotes' behavioral patterns and a plan to manage them. In doing so, these entities have had to toe an emotionally charged line between upset residents concerned with public safety and equally concerned animal rights activists who believe coyotes deserve protection, too.

(Please Continue To Page 15)



The City of Long Beach recently released a new Coyote Management Plan at the direction of its city council following a string of recent sightings and pet deaths. (Image by Christopher Bruno)

This Edition's Advertisers

Aquarium of the Pacific.....	34 & 36
Beach Cities Investigation & Protective Services.....	4
Big E Pizza	15
Boeing.....	7
Boulevard Cadillac	12
Brix at the Shore.....	11
Bustamante, George/Warshauer, Steve/ Jacques, Cameron – CBC BLAIR WESTMAC.....	12
Catalina Express.....	36
City of Long Beach, Department of Financial Management, Purchasing Division	17
Eye Physicians of Long Beach	6
Farmers & Merchants Bank	3
Gaut, Roy – CBC BLAIR WESTMAC.....	12
Gems & Jewels Fine Jewelry	15
Grounds Bakery & Café.....	9
Harbor Breeze Yacht Charters & Cruises	35
Hilton Long Beach.....	25
Holiday Inn Long Beach Airport.....	31
Hotel Maya, A Doubletree By Hilton.....	23
Hyatt Regency Long Beach.....	31
International City Bank.....	13
INCO Commercial.....	8
Intellectual Virtues Academy	6
Kafe Neo.....	9
Lakewood Self Storage	15
LB Walker Automotive	15
Lola’s Mexican Cuisine.....	9
Long Beach Airport	27
Long Beach Convention & Entertainment Center ...	24
Long Beach Convention & Visitors Bureau.....	26
Long Beach Environmental Services Bureau	20-21
Long Beach Marriott.....	25
Long Beach Symphony	17
Long Beach Water Department	22
Milana’s New York Pizzeria.....	11
Naples Rib Company.....	9
Port of Long Beach	Back Cover
Shoreline Village.....	34
The Grand Long Beach.....	29
The Carson Center.....	33
The Queen Mary.....	30
The Social List	11
The Wine Country	29
Wells Fargo	19

Inside This Issue

4	Inside City Hall <ul style="list-style-type: none">• Why Taking The Breakwater Down Will Break Long Beach ... By Former Councilmember Gerrie Schipske
5	The Political Scene <ul style="list-style-type: none">• 2nd District Candidate Questionnaire Answers
6	Newswatch <ul style="list-style-type: none">• City Employee Units Seek Decertification From IAM, from Pg. 1• Airport To Add Nine Slots For Air Carriers, from Pg. 1• Minimum Wage: Unskilled Workers To Be Hurt The Most• Minimum Wage: Restaurateurs Push For ‘Total Compensation’• Minimum Wage: The Debate Continues, from Pg. 1• Minimum Wage: Perspective – Delay The Vote To Get The Facts• New Queen Mary Leaseholder Promises Collaboration• City Council Okays Further Study On Green TI Freeway Plan• Dealing With Coyotes, from Pg. 1
18	Art Matters Presented By The Arts Council For Long Beach
20	Going Green <ul style="list-style-type: none">• Making The Holidays Greener• City Passes State Water Mandate Five Consecutive Months
23	Hospitality & Tourism Industry <ul style="list-style-type: none">• Reimagining The Convention & Entertainment Center, from Pg. 1• Hotel Industry Outlook, from Pg. 1• How The CVB Is Growing Interest In Long Beach As A Destination• Local Tourism Attractions And Companies Report Growth In 2015• Catalina Express To Mark 35 Years Of Service To Island
37	In The News <ul style="list-style-type: none">• The Social List Named Official Caterer For NBC’s ‘Jay Leno’s Garage’• Drop Off Toys For Tots At Lakewood Self Storage• Miller Children’s & Women’s Hospital Receives \$250,000 Grant• Miller Children’s & Women’s Hospital Celebrates World AIDs Day• Miller Children’s & Women’s Hospital Patients Get Holiday Surprise• DeForest Park Wetlands Restoration Project Underway
38	Perspectives <ul style="list-style-type: none">• Realty Views: Will Riskier Home Loans Come Back?• Third Sector Report: Giving Tuesday – Great Idea With Obligation• Small Business: Year-end Financial Checklist• HealthWise: Overcoming Depression During The Holidays• Effective Leadership: Seven Ways To Be Intentionally Influential

Long Beach Business Journal

Free: Long Beach Business Journal Digital Edition,
Monday Morning Coffee and NewsFlash – Sign up at: www.lbbizjournal.com
Find us on Facebook and follow us on Twitter: @LBBizJourn



Merry Christmas



F&M
BANK
Farmers & Merchants Bank®
California's Strongest, since 1907.

Member FDIC | fmb.com

Why Taking The Breakwater Down Will Break Long Beach And Why It Won't Happen



■ By **GERRIE SCHIPSKE**
Contributing Writer

Over the past 14 years or so, the issue of the Long Beach breakwater has provided much political theater.

I remember the 2001 city council meeting when then Mayor Beverly O'Neill, quietly and forcefully shot down the idea of any study to take the breakwater down on the basis that it afforded protection from high waves and security for our port.

A little stroll down history lane should remind us that: The breakwater was first started in the San Pedro Bay in the late 1890s and expanded to Long Beach during and after World War II. Before completion of the breakwater, headline after headline in early Long Beach newspapers announced the destruction of the city pier, homes and infrastructure along the coast as high

tides and waves battered the area. (Picture at right was taken in 1941) Flooding was also a common occurrence. The breakwater provided a safe harbor for ships. Additionally, the Los Angeles River was concreted and routed away from flowing into the port. This controlled flooding but also created stagnant debris in Queensway Bay.

Over the years, the Port of Long Beach expanded out into the ocean, blocking and changing wave action. The city dredged and filled in acres of beach to build a convention center, essentially pushing back the natural flow of water. The combination of the port and the breakwater have dampened the high waves that used to batter Long Beach.

Several years after the 2001 city council meeting, the idea of funding a study to remove the breakwater was resurrected and supporters were urged to "paddle out" yearly in memory of high waves that once allowed surfing.

In 2013, the city council did approve a cost share of a study with the U.S. Army Corps of Engineers (who actually own and control the breakwater). The study was quietly and conveniently renamed to soften the inevitable reality that the breakwater would not be taken down. Instead of funding a "breakwater study," the study funded is called "East San Pedro Bay Ecosystem Restoration Study."

By city management's own admission to the press, the study was reduced in scope and now focuses only on restoration of the ecosystem, improving water quality and increasing recreation, with the inclusion of wave activity. A political ceremony announcing the funding was promptly held.



Now we are about to have a political ceremony to announce an announcement of an announcement made several months ago, that finally the U.S. Army Corps of Engineers was forwarding its recommendation to Washington, D.C., that this study be co-funded by the federal government.

Just last year, the Army Corps of Engineers had to repair segments of the Middle Breakwater destroyed by Hurricane Marie. The 15-foot-high waves that broke through did considerable damage to the Port T pilings and the Nimitz Road near the Sea Launch.

Prediction #1: the breakwater will not be taken down in any significant manner because it is essential in protecting our city coastline and more specifically, the Port of Long Beach, from high waves. Additionally, because of ongoing security threats to a major port like Long Beach, nothing that opens up access to the port will be allowed.

Prediction #2: there will be political mourning over not being able to bring back the waves and possibly another political ceremony announcing "at least we tried."

Next column: Playing with the Brown Act

(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.) ■

Beach Cities Investigation & Protective Services



Global Investigation and Security Services



Business Summary:

Since 1999, Beach Cities Protection DBA Blue Knight have provided professional security and protection, investigators, Consulting and Intelligence services for our clients. Serving Fortune 500 Companies, commercial property owners and managers, law firms, government agencies, major sporting franchises and high net worth individuals.

Service Area:

Headquartered in Long Beach, California and with regional offices around the country, there are few areas in the U.S. that we can't service . Global support can be accomplished by our own personnel or network of vetted partners around the world.

Contact:

Consulting Services:

Michael Carlson – Senior Vice President

Office (562) 435-1000 Corp. (877) PROTC-U2 Cell – (310) 809-7972

Michaelc@blueknightprotection.com www.beachcitiesprotection.net

Suite of Services

Security Officers:

Uniform Unarmed & Armed
Off Duty Police Officers
Executive Protection Agents
Special Events Agent
Estate Protection Officers
Robbery Suppression Agent
Travel Protection

Investigations:

Private Investigation
Loss Prevention
Litigation – Civil & Criminal



401 E. Ocean Blvd #700 Long Beach Ca. 90802

Partial Client Listing

Beach Cities Protective Services Worldwide
PPO 16605 (Formerly PPO14269) & PI 26016

2nd District City Council Candidates Eric Gray And Jeannine Pearce Respond To Business Journal Questionnaire; Joen Garnica Decides To Pass

The filing period to run next April in the even-numbered Long Beach City Council districts opens December 21, but the only competitive race appears to be in the 2nd District where incumbent Suja Lowenthal is not seeking a third term. Three people have been actively campaigning for the post: Joen Garnica, owner of Garnica Interiors; Eric Gray, owner of ITO Solutions; and Jeannine Pearce, director of the Long Beach Coalition for Good Jobs and a Healthy Community.

In the other city council districts, the three incumbents are, thus far, running unopposed: Daryl Supernaw in the 4th District, who won a special election earlier this year; Dee Andrews in the 6th District, who is termed out and is running as a write-in can-

didate; and Al Austin in the 8th District, who is seeking a second four-year term.

For the 2014 city council races, the Business Journal prepared a series of questions for the 19 candidates running in one of five city council races. The “survey” proved very popular with readers as they were able to get a small glimpse into candidate views on a series of important city issues. We made it clear that the candidates may change their mind on one or more issues as they gained more information about one or more of the topics. In other words, we were not going to hold their feet to the fire.




Because of the way the races are lining up, the Business Journal decided to focus its questions on the 2nd District.

Our cover letter accompanying the

questionnaire said the Business Journal would conduct candidate interviews early next year, allowing us to go into detail on many of these issues.

Candidates Gray and Pearce submitted their responses – which included nine questions specific to the district. Gray provided

an answer to all 25 questions; Pearce skipped one. Surprisingly, Garnica chose to pass on answering our questionnaire. She did submit a brief statement on each question, for which she said she spent a lot of time in preparing. But we did not request statements so we did not read what she submitted.

	Joen Garnica				Eric Gray				Jeannine Pearce			
												
	Yes	LEANING Yes	No	LEANING No	Yes	LEANING Yes	No	LEANING No	Yes	LEANING Yes	No	LEANING No
1. The statewide minimum wage is \$9 and going to \$10 on January 1. Do you feel the Long Beach City Council should establish its own citywide minimum wage that is higher than the state's?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Do you support waiving the business license fee during the first year of operation for businesses with 5 or fewer employees?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Assuming cost is not an issue, do you support establishing a customs facility at the Long Beach Airport to accommodate international travelers?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Assuming funding is available, would you support increasing the size of the Long Beach Convention Center to accommodate larger conventions?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Should BNSF Railway be allowed to build the proposed Southern California International Gateway project adjacent to West Long Beach?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Do you support allowing medical marijuana businesses to operate in Long Beach?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Would you be in favor of adopting a special, dedicated 1% tax on all residents to hire more police officers for the Long Beach Police Department?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
8. Many streets, sidewalks and alleys in the city are in need of repair. Should money for repairs be allocated evenly by city council district rather than by greatest need?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
9. Do you support contracting out more city services if it is proven to save the city money and the service is equal to or better than that provided by city staff?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Do you support controlling the growing problem of coyotes in Long Beach neighborhoods through use of lethal force?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
11. Do you support eliminating part or all of the Long Beach breakwater?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Would you support hiring an arts advocate to work from the city manager's or the mayor's office to serve as a voice for the arts community?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Do you feel the Long Beach Chamber of Commerce, the largest business organization in the city, has a strong, credible voice at city hall?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
14. Per the Long Beach City Charter, councilmembers are considered part-time. Would you support a system where there are fewer councilmembers, but they serve full-time with higher pay?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. Do you feel term limits for city councilmembers should be abolished?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
16. If elected, would you make your appointment calendar available online for all to see?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
District-Specific Issues												
17. Do you support mixed-use development adjacent to the Queen Mary?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. Would you support building a large housing development in the 2nd District that would exclusively serve the homeless?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
19. Would you support building more low-income housing in the 2nd District?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. To help alleviate parking issues within the 2nd District, should street sweeping hours begin no earlier than 8 a.m.?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21. Would you support allowing residential parking at night in private lots such as office buildings, the Vons parking structure, etc.?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22. Do you support making the separated bike lanes on 3rd Street and Broadway permanent and other similar efforts to make downtown safer for bicyclists?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
23. Do you believe the electrical power issues that impacted downtown earlier this year have been fully resolved?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
24. Do you feel the entertainment hours set by the city council are too restrictive?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
25. Would you like to see more entertainment venues in the downtown area, such as jazz, dance, comedy and billiards clubs?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



INTELLECTUAL VIRTUES
ACADEMY
• LONG BEACH PUBLIC HIGH SCHOOL



LET LEARNING BE YOUR PATHWAY
ACADEMYLONGBEACH.ORG

INTELLECTUAL VIRTUES ACADEMY
RE*THINK LEARNING!

Learn about a new, Long Beach public high school opening in August 2016.

EQUIPPING STUDENTS TO THINK, DEEPLY, CAREFULLY, & WELL.

Information nights (details online):
Dec 14th 7:30 pm, Jan 14th 6:30 pm
Coffee in the Courtyard Friday mornings (details online)



Union Decertification

(Continued From Page 1)

members who are voting within each of the three units.

The two units that previously submitted a decertification petition are the refuse workers (known as the refuse basic unit), with about 90 members, and the skilled and general services basics unit, representing about 600 workers in various city departments. The latter group had 300 people sign the petition asking for a vote.

A city employee favoring decertification called the Business Journal last week to claim the IAM is sending union members out to intimidate those who support decertification. The caller, who would not identify himself, said, “They’re following people home, waiting outside their houses until 10 p.m.” He indicated that one of the reasons workers are seeking decertification is that the IAM is not representing them “and has had only two reps on [the union] staff when we’re paying for four. They added two more, but they just did that. They’re using our money for other things.” Asked about the intimidation, he said, “It’s getting ugly.”

The petition filed by the supervisors included the following statement as to why they are seeking decertification: “We

hereby go on record stating that the International Association of Machinist and Aerospace Worker Local 1930 District 947 are no longer fairly representing the interest of our bargaining unit when it comes to meeting and conferring/negotiating with The City of Long Beach on wages, hours and other terms and conditions of employment. They have not accurately represented our unit at the bargaining table in the recently [sic] years of contract negotiations.”

The Business Journal also obtained a flyer headlined, “Vote the I.A.M. Out,” outlining several reasons why employees should vote to leave the union. One point raised is that the “IAM received about \$500,000 in dues from the departments on the petition, yet they did not fight hard enough during compensation negotiations so that we may receive fair wages.” The flyer further pointed out that, “The IAM agreed with 3% one-time payoff instead of getting us a salary increase, which will affect our CalPERS. Managers, Police and the Fire Department got an increase in their salary, not a one-time payoff.”

The IAM is one of nine unions representing City of Long Beach employees. If one or more of the units approves decertification, it will mark the first time such action has occurred among city unions. ■

Airport Slots

(Continued From Page 1)

who have pushed to fully maximize the economic potential of the facility, versus those who would prefer the 1,100 or so acres encompassing the airport be converted to uses other than aircraft operations.

It’s a compromise arrived at in court after decades of debates that often pitted residents living under or near runways against the interests of airlines, the business community and even the FAA.

The FAA oversees airports and aviation travel to ensure access for the traveling public. In short, the agency dictates just about everything having to do with aviation and airports – with a few exceptions.

Long Beach is one of those exceptions. Under the airport noise ordinance approved in 1995 and signed off on by the FAA, Long Beach maintains local control of its facility as long as the city is reasonable in its approach to flight activity and its role in the national transportation system. If the city is deemed unreasonable, it loses local control and the FAA steps in.

Part of being reasonable includes adhering to the stipulations of the noise ordinance, which include conducting an annual noise analysis.

The number of flight operations permitted at the Long Beach Airport are determined by the total, or cumulative, noise created by those flights, which include air carrier, commuter, industrial, charter and general aviation (flights by military aircraft are not included). If the noise budget levels are exceeded, the number of flights must be reduced. If the total noise is below budget levels set in the ordinance, additional flights must be made available.

At tonight’s (December 8) city council meeting, councilmembers will discuss the latest annual report, conducted from October 1, 2014 through September 15, 2015. The noise analysis audit – conducted by an

outside, independent firm and confirmed by a second company – indicated noise levels have been reduced to the point where the city must provide nine additional slots to air carriers, increasing the current air carrier slots from 41 to 50.

If the city council wishes to maintain local control, it will approve the staff recommendation and begin the slot allocation process.

Adding nine slots will most likely attract interest from another air carrier to provide service from Long Beach Airport.

Currently, JetBlue (serving 11 cities), American (only to Phoenix) and Delta (only to Salt Lake City) offer service. Potential markets include Chicago, Denver, Dallas, Atlanta and Miami. Additionally, the city council is studying the possibility of providing U.S. Customs service, opening the door for international flights. If that occurs, those flights must be part of the 50 slots. ■

FAA Ruling: Santa Monica Airport To Remain Open

The Federal Aviation Administration ruled last week that the Santa Monica Municipal Airport – which the City of Santa Monica has been attempting to close – is under federal grant obligations until August 27, 2023, and must remain open and operational until that date. The ruling contradicts the city’s claim that its grant obligation ended last year.

In its December 4 ruling, the FAA said that the airport serves as a “vital and critical general aviation reliever” for nearby Los Angeles International Airport. The city has 30 days from the determination date to appeal the FAA’s ruling.

– Publisher George Economides

Congratulations to our doctors listed in **Super Doctors**

EYE PHYSICIANS
OF LONG BEACH

Give The Gift Of Sight
50% off LASIK

Voted as the best LASIK center in Long Beach

PRESS TELEGRAM
BEST
2013
2014
2015



Official Eye Care Provider for Long Beach State Athletics

Eye Physicians of Long Beach Specialize in:

- Cataract Microsurgery including Crystalens®
- Glaucoma Management & Surgery
- Pterygium
- Cosmetic Botox® and Fillers
- Individualized All Laser LASIK
- Eyelid Plastic Surgery
- Cornea Transplantation
- Diabetic Eye Care
- Glasses and Contact Lenses

The Most Advanced Technology In Cataract Surgery
Ask Us About LenSx®, Verion™ & Ora System®

(877) 801-6378 | www.eplb.com
3325 Palo Verde Ave., Suite 103, Long Beach, CA 90808



**THANKS TO THE PEOPLE
WHO BUILT IT WITH PRIDE,
THE PRIDE LIVES ON.**

HOME OF THE C-17 GLOBEMASTER III

Today, we celebrate one of the world's truly great airplanes, the Boeing C-17 Globemaster III, and the remarkable people who built it right here in Long Beach. The C-17 is the world's foremost airlifter and although production is ending, it will continue to be the backbone of airlift capability for America and its allies for decades to come. We're proud that Boeing people will continue to support the C-17 around the globe. We thank our employees for their great skill and dedication. We thank the Long Beach community and city officials for their unwavering support. And we thank the U.S. Air Force and our customers worldwide for the privilege of building this truly extraordinary aircraft.



Westside Business Owners Say Raising Minimum Wage In Long Beach Would Hit Unskilled Workers The Most

■ By **SEAN BELK**
Staff Writer

Ron Calkins has a stack of job applications from people willing to work for his valve repair shop in West Long Beach, but many of the job seekers are unskilled, and some have criminal records.

Today, he might take a chance on an unqualified applicant just to help train or simply provide short-term employment, but, if Long Beach raises the minimum wage to \$15 an hour, Calkins, who has owned West Coast Valve Service since 1981, would have no choice but to close the door on unskilled workers, he said.

“I hire people all the time just to clean parts, but not at \$15 an hour,” Calkins told the Business Journal. “I give them maybe \$9 or \$10 an hour, and I keep them for a short period of time until I have to let them go . . . They don’t have the qualifications.”

As Long Beach considers whether to pass a minimum wage policy, following major cities across California and the country, business owners and economists have brought up how increasing the minimum wage may come with the unintended consequence of impacting unskilled laborers, some willing to take any work just for a paycheck and others seeking on-the-job training.

It’s an issue that was recently brought up during the last of six public forums organized by the city aimed at gathering commu-



Ron Calkins is owner of West Coast Valve Service. (Photograph by the Business Journal’s Larry Duncan)

nity input on a potential minimum wage policy for Long Beach.

During a meeting of the city’s economic development commission at city hall on November 24, Christine Cooper, senior vice president of the Los Angeles

County Economic Development Corporation (LAEDC), said youth, unskilled workers and those with barriers to employment, such as ex-offenders, may be pushed out of the labor pool if the minimum wage is increased.

She explained that increasing the minimum wage would expand the labor market as more job seekers would be drawn by higher wages. Therefore, unskilled workers would be entering a more competitive job climate. In addition, business owners have said that unskilled workers and youth would be the first to be let go if the minimum wage is increased.

Vince Passanisi, owner of Santa Fe Importers, an Italian delicatessen at 1401 Santa Fe Ave. in West Long Beach that began as a food market in 1947, said during the public forum that he is already making plans to deal with a higher minimum wage.

Passanisi, who currently employs about 75 people and manages an Italian food manufacturing operation, said his company would see a \$770,000 increase in annual labor costs if the minimum wage were raised to \$15 an hour. To deal with this, he has already put bids out to automate his manufacturing.

With a one-time investment of \$1.5 million, Passanisi would be able to eliminate 12 to 15 unskilled workers. This would save him \$400,000 minimum per year, he said.

Passanisi, who added that the workers’ compensation rate for manufacturers is high at 18.73 percent, said he would also replace unskilled workers, who live in Long Beach, with higher-skilled workers, who live outside of the city and would be willing to commute.

“Currently, 90 percent of our skilled workers come from outside of Long Beach,” he said. “Our unskilled workers are Long Beach residents.”

In addition, Passanisi said he would be

(Please Continue To Top Of Next Page)

Merry Christmas
& Happy Holidays

Long Beach Team:

- Douglas Shea

Brad Miles

John Rendon

Bill Townsend

Paul Phillips

James Arias

Debra Orth

Rudy Licerio

Eric Christopher

Mark Beat
- J Price

Jerome Ristrom

Peter Pappageorge

Sylvia Pullen

Elizabeth Dana

Jasmin Gonzalez

Lynsey Polacheck

Letti Dizon

Jessica Avila

Krystle Wahl

Nicolette Coey

Orange County Team:

- David Baker

Craig Mitchell

IMC Team:

- Jerry Miller

Gwendolyn Parker

Clay Sandidge



forced to raise prices by at least 8 percent for every dollar increase in the minimum wage.

Representatives of the Magnolia Industrial Group (MIG), a business improvement district in West Long Beach, meanwhile, have stated that some industrial businesses are already considering leaving for other cities without a minimum wage policy.

Calkins added that increasing the minimum wage might also deter start-up companies with small margins from setting up shop in Long Beach.

Rather than raising the minimum wage, a better move by government agencies would be to help create more opportunities for training in vocational trades, he said, adding that the area suffers from a shortage of skilled workers.

Another issue, Calkins said, is that work for his business has dropped over the years since contracts have gone to companies overseas and other parts of the country with cheap labor, forcing him to cut his workforce from 15 to six employees.

The Metropolitan Water District of Southern California (MWD), for instance, turned him down for an offer to manufacture valves that would have been a \$1 million project and instead went with a company in China because it was cheaper, even though lesser quality, he said.

“If the government is going to do something, they should require we buy U.S.,” Calkins said. “We’ve got to be innovative. We’ve got to create something. We’ve got to find jobs for our young people. Our future is in our youth. They have got to learn for themselves.” ■

Restaurant Owners Push For ‘Total Compensation’ Model In Potential Long Beach Minimum Wage Law

■ By SEAN BELK
Staff Writer

Some of the top restaurant owners in Long Beach said they can live with a city law that would raise the minimum wage only if it involves using a controversial model called “total compensation” that would essentially exempt businesses from paying tipped workers any more than the state’s minimum wage.

How this would be done is by allowing businesses to pay the state’s minimum wage in hourly pay but also count tips that employees receive from customers for performance of services as part of wages from the employer. If an employee doesn’t receive the city’s mandated minimum wage after tips are counted, then the employer would make up the difference.

The only problem is that, so far, no city

(Please Continue To Top Of Next Page)

Baking fresh baked products since 1993

GROUND
BAKERY & CAFE

Family Owned & Operated.
Free Wi-Fi access & Private Meeting Room

Let Grounds Bakery Cafe deliver to your next event.
Breakfast, lunch or an afternoon snack.
Let us cater your next business meeting!

From fresh baked goods, sandwiches, salads, gourmet pizzas
desserts and coffee, all delivered to your office.

Grounds Bakery Cafe. 6277 E. Spring St. Long Beach, CA 90808
(Corner of Spring St. & Palo Verde Ave) Like us on Facebook.com/GroundsCafe
Order online at www.groundscafe.com from your desktop, tablet or mobile device
Phone (562)429-5661 - Fax (562)429-5779

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

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

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

Order a Party Pack for the Holidays and treat your Staff to the Best BBQ in Long Beach!

\$10 Off
Your Order of \$75 Or More

Not redeemable with any other offer, discount, coupon or price special
Expires December 24, 2015

Lola's
mexican cuisine

HOLIDAY
Catering
BOOK NOW!

562.343.5506
2030 East Fourth Street
Long Beach, CA 90814
www.lolasmexicanuisine.com

KafeNeo
An American Kitchen with Greek Soul

catering
fresh & simple

877.674.7335

562.987.1210
2800 E 4th St | Long Beach, CA
KafeNeoLB.com • kafeneolb@gmail.com

Restaurateurs Weigh In On Minimum Wage

(Continued From Page 9)

has passed such a law and the state has recently presented a legal objection, stating that such a provision would violate the state’s labor code. The California Restaurant Association’s (CRA) attorneys, however, disagree with the state’s opinion and have presented briefs supporting the argument that such a model would be legal.

The reason restaurant owners are calling on Long Beach city officials to consider such a model is because tipped employees currently make the state’s minimum wage and also take home tips, which aren’t counted by the state as part of wages from their employers.

In California and a half dozen other states in the country, employers are not allowed to use a worker’s tips as credit toward obligation to pay the state minimum wage, known as a “tip credit.” In other states, employers are allowed to do this. In Texas, for instance, the minimum “tipped wage” is currently \$2.13 an hour.

Since California is a non-tip-credit state, raising the minimum wage in Long Beach to \$15 an hour, as union-sponsored groups have proposed, would essentially allow tipped employees at restaurants, in some cases, to make upwards of \$30 an hour once tips are factored in. This would create a large disparity between the front-end staff, such as waiters and bartenders, who receive tips, and back-end staff, such as cooks and dishwashers, who don’t receive tips, restaurant owners said.

Restaurant owners add that carving out tipped employees from a city mandated minimum wage law through the total compensation model would narrow the gap between the pay differential among staff and would also help restaurant owners from having to raise prices to cover the cost of the city’s higher minimum wage.

“I think it would play out in the sense that we wouldn’t have to raise our prices as much and, therefore, be more competitive with the surrounding cities, such as Lakewood, Los Alamitos and Seal Beach that won’t have this,” said Craig Hofman, president of Signal Hill-based Hofman Hospitality Group (HHG), which owns and operates Hof’s Hut Restaurant & Bakery chain in Long Beach, Los Alamitos and Torrance.

If the minimum wage were increased in Long Beach without exempting tipped workers, then HHG, which also owns Lucille’s Smokehouse Bar-B-Que and the recently opened Saint & Second in Belmont Shore, would likely have to create different menus with different prices for locations in different cities, explained Hofman, who adds that the minimum wage should be increased at the state level to maintain a level playing field.

Another reaction to the movement to increase the minimum wage at the city level, already seen in the Bay Area, is that restaurant owners may decide to prohibit tipping altogether to remain price competitive with competing restaurants in cities without minimum wage laws.

“I think tipping as we know it will go away,” said Sam King, co-owner of King’s Seafood Company, which operates a

chain of restaurants in Southern California, Arizona and Nevada, including King’s Fish House and 555 East in Downtown Long Beach.

In addition, some restaurants may not choose to move to Long Beach if the city council passes a minimum wage law without exemptions, he said.

In fact, King, who supports a total compensation model, said he decided to pass on adding new locations in Seattle, where its city council mandated that its minimum wage be increased to \$15 an hour in increments by 2017. Studies have already come out claiming that restaurant jobs there have decreased in Seattle and have increased in surrounding cities without minimum wage policies.

“We looked at restaurant locations in Seattle and we actually decided we were not going to do a restaurant there because of [the] minimum wage,” King said. “We actually have three terrific opportunities there, and we decided not to pursue that market because they have a minimum wage increase.”

Long Beach, however, would essentially become a test case for a total compensation minimum wage policy if proposed since

currently no other city in the state has passed such a law.

Most recently, after the City of Sacramento initially proposed the model as part of a law to raise its minimum wage to \$12.50 an hour by 2020, the California Legislative Counsel’s office shot the idea down by issuing a written legal opinion in October, stating that such a proposal would be “preempted by state law” and that tips are the “sole property” of employees.

Still, the CRA’s lawyers have presented legal briefings challenging the state’s legal objection.

Long Beach City Attorney Charlie Parkin told the Business Journal that the Long Beach City Council has yet to request that his office opine on whether a total compensation model would be legal. Although courts have yet to officially rule on whether such a model is preempted by state law, such a proposal may likely open the city up to litigation, he said.

Parkin added that it’s also important to specify the definition of total compensation, which may also include allowing businesses to count benefits, commissions and tips as wages, adding that it’s unclear how employers would make such a calculation. ■

City Council Should Delay Vote On Minimum Wage Until It Gets All The Facts And Understands Implications

Since 74 Percent Of Long Beach Workers Don’t Live In City, Who Really Benefits? Residents Will Be Hit With Higher Costs. Elected Officials Always Talk Transparency, So Let Them Prove It!

■ By **GEORGE ECONOMIDES**
Publisher’s Perspective

The decision on whether to establish a citywide minimum wage is the most important economic decision facing Long Beach since its founding more than 125 years ago.

Councilmembers – many of who will be gone in a few years, if not sooner – should not decide the fate of more than 11,000 businesses – most of which are small businesses – without fully understanding the consequences of their action. It’s a decision that is irreversible. Also, what are the impacts all residents, many of whom are poor?

The best course of action is to delay a decision until:

1. There is a clear understanding of the impact minimum wage ordinances are having in other cities such as Los Angeles, San Francisco and Seattle. How are residents affected?
2. Councilmembers talk face-to-face to dozens of business owners in their district to understand the impacts of establishing a Long Beach minimum wage.
3. Councilmembers – and the community – are provided the “real” results of the survey of 600 local businesses conducted by the Los Angeles Economic Development Corporation (LAEDC).

On that latter item, as we have reported previously, the survey released November 13, is flawed and not representative of the business community make-up. A report submitted a few days later that was weighted to ensure fair representation of local businesses is available, but the LAEDC will not release it.

The question is why not release it? What is being hidden from the public? On a related matter, the Business Journal has spoken with a couple of dozen restaurant owners and we cannot find one who was interviewed as part of the LAEDC survey. Restaurants may be the most impacted of all the business sectors, so one would think that their concerns would be represented in the survey. Do elected officials know how many restaurant owners were interviewed?

The mayor, councilmembers and city staff – who all freely use the word “transparency” – should insist on LAEDC issuing the weighted report. If they don’t, then this whole process has been nothing more than a ruse. . . . A cover so they can claim, “Look, we did a survey, held six meetings, yada, yada, yada.”

If the Long Beach Economic Development Commission, which has been charged with making a recommendation to the city council, does the right thing and requests a delay based on what we outlined above and other factors, and the city council ignores that recommendation, then why should we have city commissions?

Lastly, since three out of four Long Beach workers do not live in the city, who is really benefitting from setting a minimum wage here? Most of the money from the wage increase will be spent in other cities, yet the cost increases affect our residents, many of whom are lower income. More information is needed on these impacts. ■

Minimum Wage Debate Continues

(Continued From Page 1)

ary 19 to make a final recommendation to the city council.

The community review process, which included six public forums, officially ended after a two-hour meeting of the 11-member commission at city hall on November 24. The meeting took place about 10 days after the Los Angeles County Economic Development Corporation (LAEDC) released a study, as commissioned by the city council, to analyze the potential implications of Long Beach passing a minimum wage law, which has yet to be proposed.

During the meeting, the commission agreed to meet at 4:30 p.m. on December 14, either at the council chambers or on the third floor of city hall, and sometime in January to further discuss the issue before giving formal direction to the city council.

Commission Chair Frank Colonna, a former vice mayor/city councilmember and local real estate agent, indicated at the meeting that it might take longer to come up with an official stance on the complex and critical issue, adding that other cities are closely watching Long Beach’s next move.

“It’s going to be a very interesting series of maybe weeks or months before we come to a conclusion,” he said at the end of the commission meeting. “It’s going to rely on us to put together a formula that basically tries to level the playing field and at the same time works for the best interests of all of us.”

Similar to previous forums, supporters of a \$15-an-hour minimum wage pushed by unions across the nation, stated that such an increase would boost morale, increase productivity and lift low-wage earners, mostly in industries such as retail, food service, warehousing, transportation and senior home care services, out of poverty.

Advocates of a higher minimum wage also expressed concerns of a high percentage of earnings currently going toward rent, adding that such an increase would give workers more disposable income and thus benefit local businesses.

On the opposite end of the spectrum, business owners said raising wages to such a level, even doing so through graduated annual increments, would result in a flurry of unintended consequences, including higher prices for consumers, job losses, automation replacing workers and a business exodus to other cities, in addition to youth and unskilled job seekers being pushed out of the labor pool.

Business owners have also called for a higher minimum wage at the state level, stating that a city mandate would only create an unlevel playing field. Business owners have pointed out that the state’s minimum wage is already scheduled to increase to \$10 an hour next month while efforts are afoot to bring a ballot measure forward next year that would raise it to \$15 an hour by 2021.

Christine Cooper, senior vice president of LAEDC’s Institute of Applied Economics, who led the study, summarized the complexity of the issue, stating that there would be both pluses and minuses to passing a city-mandated minimum wage policy.

(Please Continue To Top Of Next Page)

She said so far not enough data is available to determine the outcome of minimum wage policies, adding that such a determination is also difficult to calculate, points highlighted in the LAEDC study.

“There are going to be positives and negatives,” Cooper said. “The difficulty is in determining what the balance is going to be in the aggregate outcome.”

The LAEDC study provides worst- and best-case scenarios using two models—raising the minimum wage to \$12-an-hour by 2017 and \$15-an-hour by 2020. However, she said both scenarios make “assumptions” about reactions to raising the minimum wage.

The best-case scenario would be that workers would receive a raise (an additional \$940 a year under the \$12 model for about 33,000 workers and an additional \$5,160 a year under the \$15 model for about 46,000 workers) and be able to spend money locally, benefiting the local economy, Cooper said.

Still, this assumes that businesses are resilient and can manage their costs without responding negatively by laying off workers, raising prices or cutting hours, she said.

On the flip side, the worst-case scenario would be that 14,000 workers (under the \$12 model) or up to 20,700 workers (under the \$15 model) in the city would be at risk of losing their jobs, having hours cut or being substituted by other workers, Cooper said.

This scenario, however, assumes no cost savings through a more happier and productive workforce. In addition, those who say higher wages would make for happier workers often don’t consider that lower skilled or less educated workers would be at risk of falling out of the labor market, she said.

Ultimately, however, Cooper said, “business owners facing an increase in labor costs are going to have to respond somehow.”

She said business owners only have a handful of responses in their arsenal: raising prices, taking a hit to profits, requiring better skilled labor, laying off workers, eliminating benefits, reducing the pay of higher-paid employees or cutting costs in other areas, such as supplies and rent.

Though the study provides some economic strategies as potential mitigations to help employers pay workers more money, Cooper said, essentially, “there’s no free lunch.”

After lengthy public testimony, commissioners asked the city attorney’s office to look into whether it would be legal for the city to exempt youth or tipped workers from the higher wage, keeping such workers at the state’s minimum wage level.

Although state attorneys have recently issued a legal opinion that exempting tipped employees through a “total compensation” model would be preempted by state law, restaurant owners have pushed the idea, saying it would narrow the gap between the front-end staff, who receive tips, and the back-end staff, who don’t.

At the same time, it was brought up that raising the minimum wage might also push youth and unskilled workers out of the

(Please Continue To Top Of Next Page)

THE SOCIAL LIST

FOOD + FAMILY + DRINKS

OUR FALL WINTER MENU

Is Here!

562.433.5478

2105 E. 4th St Long Beach, CA 90814

11:30am-10pm Daily

f i t yelp

Pizza • Pasta • Calzone • Sandwiches • Salads • Wings

MILANA'S

NEW YORK PIZZERIA

Eat Like a New Yorker



The "I know it was you, Fredo" pizza. Extra virgin olive oil, house made Alfredo sauce tossed with rigatoni and fresh basil.

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

Order Online • Catering • Gift Cards Available

Craft Draft Beers • Wine Specials Daily

Vegan and Gluten Free Now Available!

Open Daily for Lunch & Dinner

165 E. 4th St., Downtown Long Beach

562-901-1111 • www.MilanasNewYorkPizzeria.com

Brix

at the SHORE

WE'VE GOT CHUTZPAH

1-lb BREAKFAST BURRITO

pastrami, egg, potatoes, Brix Deli Sauce

Swiss & American cheeses



CRAFT BEER & WINE

best NY BAGELS

Brix

at the SHORE

5372 E. 2nd Street, Long Beach

LetsDoBrix.com 562.343.5998

Delivery: Eat24.com or Grubhub.com

WEEKDAY SPECIAL

9am-1pm \$6.95

NY Bagel *best in town!*

house scrambled eggs, & a potato pancake

brunch daily 9am

catering

Minimum Wage Debate Continues

(Continued From Page 11)

labor market, as this demographic of worker would be competing against more employees drawn by higher wages and would also be the first to go.

Lisa Ramelow, owner of La Strada, an Italian restaurant in Belmont Shore, said during public comment, for instance, that she would raise prices and lay off teenage staff members if the city passed a higher minimum wage.

“The first thing I would do besides raising prices . . . is I would have to eliminate

“The first thing I would do besides raising prices . . . is I would have to eliminate all of my 16-, 17- and 18-year-olds. I could never afford to pay them \$15 an hour. I don’t think of them as second class, but they are unskilled workers just starting out.”

Lisa Ramelow, owner of La Strada restaurant in Belmont Shore

all of my 16-, 17- and 18-year-olds,” she said. “I could never afford to pay them \$15 an hour. I don’t think of them as second class, but they are unskilled workers just starting out.”

Commissioner Robert “Bobby” Olvera, Jr., president of the International Long-

shoremen’s and Warehousemen’s Union (ILWU) Local 13, who stated the state-mandated \$9-an-hour minimum wage is unacceptable for the city, questioned whether there is any evidence of business closures or mass layoffs after city-mandated minimum wage policies have been imposed in other municipalities.

Cooper didn’t respond directly but said that no business owner necessarily “wants to let their staff go or would like to leave the City of Long Beach,” however, ultimately a “calculation” has to be made.

She added that raising the minimum wage would likely impact “those most vulnerable” to being unemployed, including youth, unskilled workers and those with barriers to employment, such as ex-offenders.

Cooper said that, as an economic development professional, her assessment is that “there’s a high correlation between education and wages.”

Still, some speakers used the LAEDC’s own study to advocate for a city-mandated minimum wage hike in Long Beach.

Steve Askin, a Long Beach resident and research coordinator for the Service Employees International Union (SEIU), a major backer of the “Fight for \$15” campaign, noted that the study included a survey of 600 businesses in the city, showing a small percentage indicated they would respond negatively by cutting jobs and zero said they would leave the city.

Business Journal Publisher George Economides, however, has challenged the findings, noting in a detailed analysis that the LAEDC’s survey results were skewed because the consultants gave equal weight to large businesses with 100 plus employees and small businesses with fewer than 20 employees, despite the fact that 84 percent of businesses in Long Beach are small businesses. Companies which do surveys have told the Business Journal that the best way to ensure accurate findings in this or other surveys is to weight the survey so it reflects the audience.

Told of Askin’s comment, Economides

said, “That is precisely why the survey results – the weighted results – must be presented. He just made our case. The analysis is skewed. Small businesses are not adequately represented in the results as submitted – not even close. This is really a farce. Everyone – the mayor, councilmembers, city staff and commissioners – who buy off on this survey as presented should be ashamed of themselves. They are throwing small businesses under the bus simply to appease unions. Since the weighted data is available, why not release it? What are they afraid of? What are they hiding?”

“I’m really disgusted that city officials are knowingly accepting faulty data. It is simply unethical. Now I wonder what other things are being done in this city that are not above board.”

Questioned about the survey results by Commissioner Becky Blair, a commercial real estate broker and former Long Beach planning commissioner, Cooper stood by the accuracy of the results. She said that, although an overwhelming majority of businesses in the city are small businesses, they only represent about 25 percent of the actual employment, adding that the business survey was “comprehensive” and “invaluable” to inform the commission.

“It’s also important to remember that large businesses are large employers and we have to understand how they’re going to react as well to the minimum wage,” Cooper said.

Blair also asked whether Long Beach’s business makeup, mostly small businesses, is similar to the City of Los Angeles or San Francisco, which both have passed \$15-an-hour minimum wage policies. Cooper said the large cities have a “very similar” business composition as Long Beach.

“This is a nation of small businesses and small business creation,” she said.

Commissioners asked city staff to come back with further analysis, including impact on city employees and business costs related to the Affordable Care Act, before a final recommendation is made to the city council.

In the meantime, the Long Beach Council of Business Associations (COBA), which represents business improvement districts in the city, is expected to release the results of its own survey sometime this week, the Business Journal has learned. ■

NEED TO LEASE OFFICE OR RETAIL SPACE? CALL TODAY!



Recently Closed Transactions

3939 Atlantic Ave #209, Long Beach - Office
11612 Knott #G14, Garden Grove - Office
11612 Knott #G16, Garden Grove - Office
6131 Orangethorpe #170, Buena Park - Office
222 W. 6th Street #340, San Pedro - Office
249 E. Ocean Blvd #620, Long Beach - Office
3939 Atlantic Ave #213, Long Beach - Office
3939 Atlantic Ave #110, Long Beach - Office
555 E. Ocean Blvd #515, Long Beach - Office
3300 E. Broadway, Long Beach - Retail
6182 Talbert Ave #103, Huntington Beach - Retail
444 W. Ocean Blvd #512, Long Beach - Office



Roy Gaut

Associate
Direct: (562) 548-7409
Email: RGaut@cbcblair.com
BRE# 01967875

OFFICE / RETAIL SPECIALIST

(562) 495-6070
CBCBlair.com

COLDWELL BANKER COMMERCIAL

BLAIR WESTMAC

LOCAL EXPERIENCE | GLOBAL STRENGTH

Serious About Selling?

Call us for a FREE Property Analysis



IN ESCROW

JUST SOLD

Offered at - \$2,300,000

• 11 units
• Great 3rd Street Location
• Below Mkt Rents
• GRM 14.7; CAP Rate 4.4%

Sold for - \$1,500,000

• 8 units (6 - 1bd, 1bth; 2 studios)
• Highly sought after Alamitos Beach area
• GRM 14.7; CAP Rate 4.2%

George Bustamante
Mobile: (714) 856-7017
GBustamante@cbcblair.com
BRE# 01484265

Steve Warshauer
Mobile: (562) 397-9520
SteveW@cbcblair.com
BRE# 00499477

Cameron Jacques
Mobile: (310) 490-8134
CJacques@cbcblair.com
BRE# 01852032

COLDWELL BANKER COMMERCIAL

BLAIR WESTMAC

CBCBlair.com

LOCAL EXPERIENCE | GLOBAL STRENGTH

BOULEVARD  Cadillac

2015 NEW CADILLAC ESCALADE PLATINUM

MSRP.....\$94,565
Discount.....\$10,000
Net Price \$84,565



1 at this offer FR748573

Cash price not applicable to leases. Subject to prior sale.

BOULEVARD  GMC

2015 NEW GMC SIERRA CREW CAB

MSRP.....\$45,850
Discount.....\$2,062
Sale Price.....\$43,788
Holiday Cash.....\$6,176
Net Price \$37,612



1 at this offer FG322435

Cash price not applicable to leases.

Save over \$8000! Includes dealer installed retractable boards

*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 12/31/15. Subject to prior sale.

(562) 595-6076 • 2850 Cherry Ave, Signal Hill, CA 90755 • (562) 492-1000 • 2800 Cherry Ave, Signal Hill, CA 90755 •

BOULEVARD4U.com

New Queen Mary Leaseholder, Urban Commons, Promises Collaboration; Stakeholder Carnival Cruise Lines Seeks Input

■ By **SAMANTHA MEHLINGER**
Senior Writer

Following the Long Beach City Council’s approval of Los Angeles-based real estate investment firm Urban Commons as the new master leaseholder for the Queen Mary and adjacent acreage, the company has indicated it will work with stakeholders and community groups to develop the property over the next several years.

“The Queen Mary is a true crown jewel for both Long Beach and Greater Southern California. Urban Commons is excited to step in to help shape the future of such a storied landmark,” Taylor Woods, principal of Urban Commons, told the Business Journal in an e-mailed statement.

“Upon lease transfer, we will work closely with The Queen Mary Land Development Task Force and the greater community to develop a thoughtful plan that honors the rich history of the Queen Mary and addresses any potential concerns from the public,” Woods continued.

Mayor Robert Garcia announced the formation of this task force, which is dedicated to identifying best uses for the Queen Mary property, in September. The group is expected to hold its first meeting on January 6.

Carlos Torres de Navarra, vice president of commercial port operations for Carnival Cruise Lines, told the Business Journal via e-mail that his company has asked to be included in discussions about the site’s future. Carnival has three cruise ships that embark on voyages from the dome adjacent to the Queen Mary.

“We have requested to be part of this task force in order to comment and add value as ideas arise,” de Navarra said. “We are essentially the tenant of the city and want to continue to add value to the city and the region.” Garcia’s list of task force members announced in September

did not include a Carnival representative.

De Navarra continued, “We have been trying to acquire more of the dome in order to potentially bring larger ships to Long Beach in the future. Securing the rest of the dome is needed to efficiently operate larger ships that will bring more guests to the city.”

He indicated that dealing with a new leaseholder might affect these plans. “It seems the city has contracted for a new operator for the Queen Mary – which in turn would become our new landlord (our

fourth since opening the cruise terminal in 2003),” De Navarra said. “Thus we are now back to square one in achieving our ultimate goal of expanding our operations in Long Beach.”

Woods indicated his team would work with Carnival as they determine a development strategy for the property. “We are currently evaluating Carnival Cruise Lines’ use of the dome structure, and will work closely with the Carnival team to identify opportunities to support their expanded service in our redevelopment plans,” he said.

“Urban Commons will implement a phased approach to development over the next several years,” Woods explained. “The first phase will focus on restoring the beauty of the ship while the second phase will include building out the 45 acres surrounding the ship to create a world-class entertainment venue.” He concluded, “In partnership with the City of Long Beach, we look forward to breathing new life into the beloved icon and shaping the vision for the Queen Mary’s future.” ■



We Are An SBA Preferred Lender

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

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

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

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

ELIGIBILITY :

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

LOAN TERMS :

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

SBA loans offer lower down payments and longer terms for repayment

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

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

INTERNATIONAL
CITY BANK **ICB**
businessmadepersonal



Construction Jobs Fair Tomorrow, December 9, For Civic Center Project

Plenary Edgemoor Civic Partners (PECP), the developer of the new Long Beach Civic Center, is hosting a free job fair for construction careers tomorrow, December 9, at the Seaside Ballroom of the Long Beach Convention & Entertainment Center, 300 E. Ocean Blvd. The fair, which runs from 9 a.m. to noon, is part of PECP’s workforce education and development efforts related to the civic center project, according to the City of Long Beach.

The civic center project is up for a final vote at the December 15 city council meeting. Among the discussion items are alternatives to rebuilding a new civic center, the make up of the ownership agreement and financing obligations. The city council meeting begins at 5 p.m. at city hall. ■



A rendering shows a view of the proposed plan to decommission a 25-acre portion of the Terminal Island (TI) Freeway into a greenbelt with park space along with bike and pedestrian paths. (Rendering provided by Melendrez)

Long Beach City Council Agrees To Further Study Green TI Freeway Plan

■ By **SEAN BELK**
Staff Writer

The Long Beach City Council voted unanimously (9-0) at its meeting on December 1 to further review a plan to decommission a mile-long, City of Long Beach-owned section of the Terminal Island (TI) Freeway from Pacific Coast Highway to Willow Street in order to turn the portion of the freeway into a planted buffer and park space with pedestrian and bike paths.

The city council agreed to study the so-

called Green TI Transition Plan to come up with mitigations to environmental and traffic impacts. The city council agreed to have the city work with the cities of Los Angeles and Carson, along with the local ports to develop a plan for goods movement without the section of the freeway.

The city council also agreed to continue more outreach with stakeholders on the project while providing a more detailed design and looking into sources of capital and operational funding for the project. City staff is expected to report

back to the city council with a progress report within six months.

Long Beach city staff has worked with Los Angeles-based landscape architecture firm, Melendrez, which has provided renderings of the potential project, to prepare a preliminary feasibility study and design concept plan examining the potential decommissioning of the 25-acre section of the TI Freeway.

The city received a \$250,000 grant from the California Department of Transportation (Caltrans) in 2013 to prepare a concept plan for the project. The “social

justice” grant directly applies to negative environmental impacts, such as challenging air quality and noise from goods movement in West Long Beach.

A coalition of port-related businesses and organizations, including both union labor groups and international shipping trade associations, however, have argued that the TI Freeway is a critical truck route between the local ports and businesses. The groups state that the project would actually increase pollution since more trucks would be forced to drive on local streets and have asked for a full environmental impact report (EIR). ■



This rendering by Los Angeles-based landscape architecture firm Melendrez shows the design for a project to turn a mile-long, City of Long Beach-owned stretch of the Terminal Island (TI) Freeway from Pacific Coast Highway to Willow Street into a planted buffer and park space with pedestrian and bike paths. (Rendering provided by Melendrez)



Ted Stevens is the manager of Long Beach's Animal Care Services Bureau. He oversaw the development of the city's Coyote Management Plan, and has discretion to authorize the lethal removal of coyotes from neighborhoods in certain situations. (Photograph by the Business Journal's Larry Duncan)

Dealing With Coyotes

(Continued From Page 15)

- 4. Coyotes chasing or taking pets in the daytime;
- 5. Coyotes attacking or taking pets while they are on a leash or near their owners, and coyotes chasing joggers, bicyclists, and other adults;
- 6. Coyotes present around children's play areas, schools or parks in the midday hours;
- 7. Coyotes acting aggressively toward adults in midday hours.

"One of those steps is they start attacking and killing pets," Timm said. "When they start doing that in the daytime, then it becomes very problematic and some of those coyotes are eventually going to become aggressive toward people," .

Ted Stevens, manager of Long Beach Animal Care Services, told the Business Journal that of the 96 pet attacks associated with coyotes so far this year, 47 were confirmed to be attacks by a coyote. In some instances, Stevens' staffers may have been called to pick up a deceased animal that was apparently mauled or eaten. In these instances, the city considers the pet death to be linked to coyotes.

The majority of these incidents involved cats, although some involved dogs. Cats make easy prey for coyotes, which Timm said eat just about anything from rats to fruit

to snails. "They actually will kill dogs, and they will kill dogs larger than they are," he said. "They will sometimes gang up on dogs. I have seen pictures people have shared with me from Orange County of German shepherds that were badly mauled, and even pit bulls, sometimes. Little dogs and middle-sized dogs are no match for them at all."

The city has seen an increase in coyote sightings and pet-related incidents during the past two years, Stevens said. He noted that, since assuming his position four years ago, coyotes have consistently had a presence throughout the city. "It kind of moves around the city to different areas," he said of coyote activity. "Last year was the Belmont Shore area and Seal Beach, which is [also] our jurisdiction. This year it was Lakewood Village, the 5th District by the airport. And a couple months ago, Naples."

There have been no recorded coyote bites or attacks on people in Long Beach this year, or in any city records for previous years, Stevens said. But, in addition to pet attacks, news of bites and attacks in other cities may be putting residents on edge, he speculated. "Obviously we had our issues here, but because of what happened in Irvine this summer, everyone is kind of feeling like we're next."

According to Niamh Quinn, Ph.D., the area vertebrate pest advisor for the University of California South Coast Research and Extension Center, there were six recorded coyote bites on humans in Irvine this year.

In Los Angeles County, there have been 14 coyote bites on humans reported thus far this year, a public information officer for the L.A. County Department of Public Health told the Business Journal via e-mail. The representative noted that the county records bites only in cases where skin is broken, and does not keep data on non-bite attacks for any animal species.

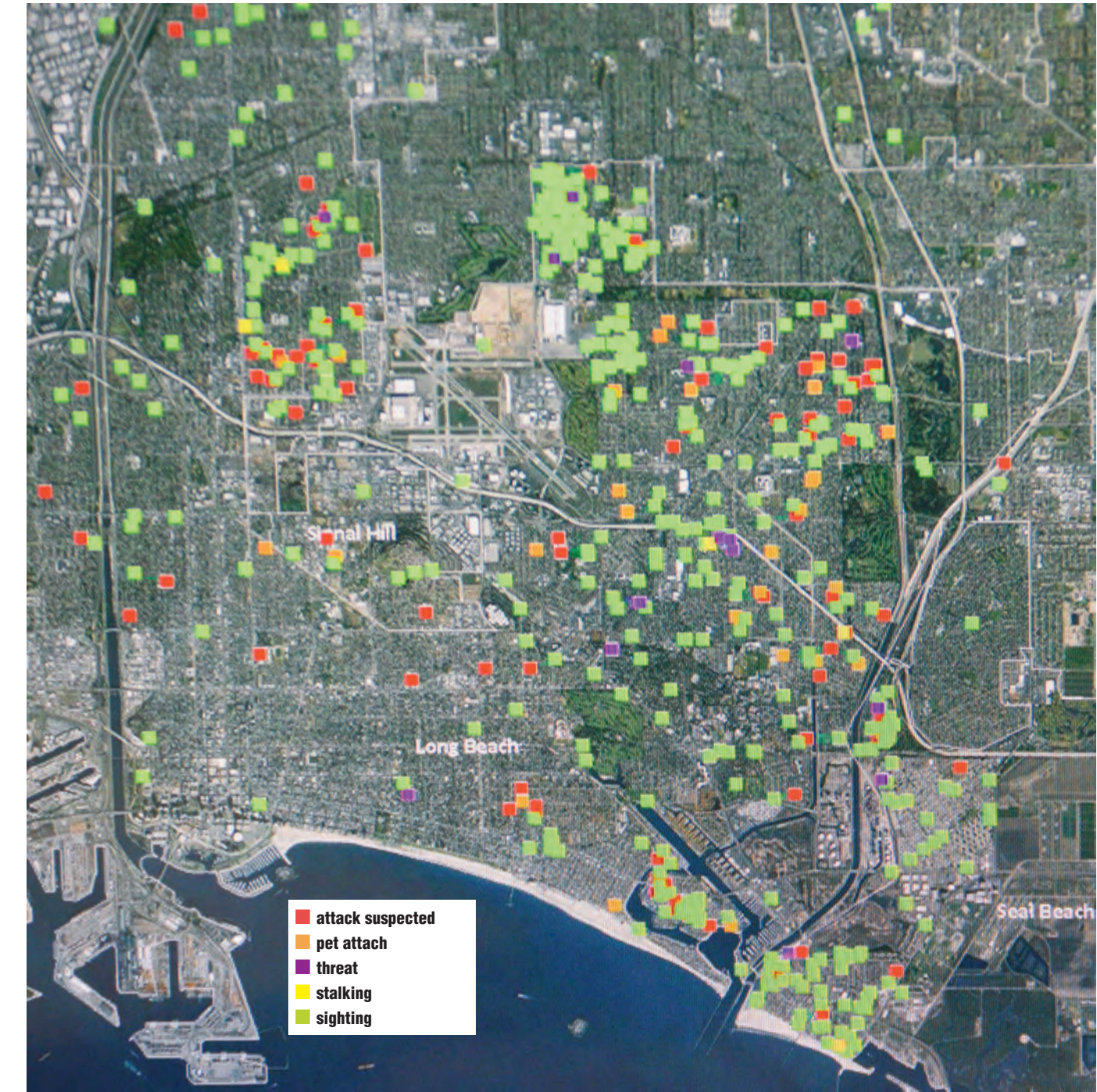
Coyote attacks on children are not uncommon, according to Timm. "There have been lots of attacks on small children, many of which have been interrupted by an adult who happened to be present and prevented the child from having serious injury or maybe even being killed," he said. "There is pretty strong evidence, and I think it probably is true in the Kelly Keen case, that coyotes regard small children as prey items. They are small enough." Keen is the only known human fatality associated with a coyote attack.

In order to prevent coyote behavior from escalating to such an aggressive degree, Timm and Stevens both emphasized that it is necessary to educate the public about coyote attractants and to implement hazing measures. The City of Long Beach Coyote Management Plan, released in October, places heavy emphasis on these components.

The plan contains three main pieces, including public education about how to co-exist with coyotes, enforcing regulations that prohibit feeding wildlife, and "ensuring public safety by implementing tiered responses to coyote behavior."

The city's plan places strong emphasis on hazing coyotes in order to deter them from habituating or developing aggressive behavior. Hazing is meant to instill weariness or fear of humans in coyotes via such methods as yelling, using noisemakers, throwing projectiles like cans or sticks, or even spraying them with hoses.

"If the coyotes are not terribly habituated around people, hazing may in fact delay



This map of Long Beach and adjacent cities shows recorded coyote sightings and related incidents as of October 27. This year, many sightings were clustered in the Lakewood Village neighborhood, shown at upper center, which is bordered to the north by Del Amo Boulevard, south by Carson Street, west by Lakewood Boulevard and east by Bellflower Boulevard. Green boxes indicate coyote sightings, red indicate a suspected coyote attack, orange represent pet attacks, purple denote a coyote "threat," and yellow represent stalking incidents. The map is available at tsdgis.longbeach.gov/ACSActivity/coyote.html. (Map from Long Beach Animal Care Services)



Robert Timm, Ph.D., is the retired director of the University of California's Hopland Research & Extension Center. He has authored reports and organized symposiums about urban coyotes, which have become a fixture throughout Southern California and the United States. (Photograph by the Business Journal's Larry Duncan)

further habituation, or it may cause them to be somewhat more weary of people,” Timm said. The longer coyotes remain in urban areas, which are quite noisy, the more difficult it is to get them to respond to hazing techniques, he noted.

“Rex’s [Baker] own experience in the neighborhood he lives in out in Corona was some of the coyotes that were out there early on could be shooed away fairly easily by noises,” Timm said. “Then, as the coyotes habituated further to the environment and got used to the fact that being in suburbia is kind of noisy at times, it was less and less easy to get a reaction out of them. Even when shooting .22 [rifle] blanks at them, it at some point didn’t faze them any more,” he recounted. “They gradually learned

that they owned the neighborhood and were quite comfortable.”

In a recent experiment in Colorado, teams of volunteers regularly went out to local greenbelts and parks where coyotes had been spotted to haze them, and initially had good results, Timm said. “They said the coyote sightings became fewer and fewer, so they thought it was pretty successful,” he explained. “After about four or six weeks, they stopped the hazing, and two weeks later a father with two small children was attacked by coyotes.” He concluded, “Those animals were already bold enough that the hazing didn’t make an impact on them, other than they knew how to avoid the people who were doing the hazing.”

A previous city coyote management plan rolled out in Long Beach in 2014, Stevens said, and the tiered response system has since been updated to allow coyote removal – trapping and euthanizing a coyote – at a lower behavioral threshold. “We lowered what constitutes a higher aggressive coyote and lowered the threshold for trapping,” he said.

Now, if there are three confirmed incidents of pet deaths or aggression towards people within two weeks, “targeted lethal removal may be implemented,” according to the plan. If a particularly severe single incident occurs, Stevens may elect to execute lethal removal without more documented incidents, he said.

Under the city’s plan, any documented attack on a human would result in lethal removal of a coyote.

The city has yet to trap and kill a coyote due to aggression, Stevens said. But animal care services does occasionally have to pick up deceased coyotes that have died of natural

causes or from being hit by vehicles, and it sometimes has to euthanize sick or injured coyotes. “We have picked up somewhere around maybe four to five in the past few months that have either been dead or we have had to euthanize because they were injured,” he said. Annually, his department picks up anywhere between one to two dozen coyotes in Long Beach and Seal Beach.

Previous attempts to manage coyote populations in some areas in L.A. County, including Griffith Park, have shown that removing and killing a few coyotes from an impacted area can deter the animals from coming into contact with humans and pets for months, or sometimes years, according to Timm.

“When they start to become pretty bold around humans . . . if you don’t start thinking about removing a few animals selectively, I am not sure what else reverses the behavior at that time,” Timm said.

Stevens would advocate for removing a coyote only if its behavioral threshold met those identified as level “orange” or “red” in the city’s plan, which are defined by multiple pet attacks in a certain time span or an attack on a person. “If we see one start reaching this aggression level, we will remove a handful of them and try to target the ones that are causing the problems,” he said.

Some animal rights advocates argue that coyotes should never be killed. Others argue that when coyote attacks have occurred, only the offending coyote should be killed. But that’s incredibly difficult to execute, Timm said. “It’s hard to determine who the bad actors are, because they all look alike to the average person,” he explained. DNA may be removed from de-

ceased pets and compared to a coyote to determine if the right one has been caught, but “that’s very hard to do,” he said.

“Quite frankly, it becomes political so fast,” Timm reflected. “Most biologists have biological answers, but we don’t have enough training in politics or sociology to be able to manage it.”

On the one hand, there are owners of pets who have been attacked or killed, and concerned residents who are emotionally distraught at the prospect of living with coyotes in their neighborhoods. “I think the driving force is the people who are having pet loss, because that is the large number of people who are seriously impacted as families and as individuals psychologically,” Timm said.

On the other hand, “You always have some groups of folks who have plenty of money and lawyers who say, ‘We don’t want any coyotes killed for any reason at all. This is inhumane,’” Timm pointed out.

The Long Beach City Council, mayor and city staff members who were present at the August 11 city council meeting know these viewpoints are in no short supply in their city, as representatives from each side spent hours debating at a meeting that lasted until around midnight.

The result of that meeting was directing Stevens and his staff to come up with the Coyote Management Plan, which Stevens said took a “a balanced, fair approach.”

Timm, who still lectures and does some consulting work, said that, even after 27 years working in the UC system, there’s only one thing he knows for certain about the behavior of coyotes. “I have started telling students, there is only one rule about coyotes: there are no rules about coyotes.” ■

CITY OF LONG BEACH

BID OPPORTUNITIES

TITLE	BID NUMBER	DUE DATE
Purchase and Development Opportunity at Broadway & Long Beach Blvd	RFP EP16-004	1/11/2016
Purchase and Development Opportunity at Broadway & The Promenade North	RFP EP16-003	1/11/2016
Purchase and Development Opportunity at Anaheim Street & Lime Avenue	RFP EP16-002	1/11/2016
Purchase and Development Opportunity at 5100 Long Beach Boulevard	RFP EP16-001	1/11/2016
Fleet Fuel Management Software	RFP FS16-014	1/05/2016
Police Duty Wear & Footwear	ITB PD16-033	12/30/2015
Police Uniforms	ITB PD16-034	12/30/2015
Drake/Chavez Soccer Fields & Greenbelt	R-7002	12/21/2015
Rental of Construction Equipment w/ Operator For Beach Nourishment Project for PRM	ITB PR16-018	12/18/2015
J.Will Johnson Tank#2 Rehabilitation Project	WD-18-15	12/17/2015
Diversion of Green Waste	ITB LB16-017	12/16/2015
Three Low Flow Diversion Systems & Two Vortex Separation Systems	R-7029	12/16/2015
Improvements of Orange Ave between 52nd Street and 64th Street	R-7012	12/16/2015
Maint & Mgmt of Environmentally Sensitive Areas	RFP PR16-023	12/11/2015
Emergency Vehicle Auxiliary Equipment	ITB TI16-036	12/10/2015
Ford F-350 Welder Body & Lighting Pkg Trucks	ITB FS16-013	12/10/2015
Roll Off Rubbish Containers Qty.9	ITB FS15-007 Rebid	12/10/2015
Furnish & Deliver Truck Body & Appurtenances	WD-06-1612/09/2015	

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

Bidder Registration

To receive notifications of bid opportunities, register with the City of Long Beach at www.longbeach.gov/finance/business-info/purchasing-division/purchasing-division/. Additional details on upcoming bids and how to register can be found on the website.

Small Business Enterprise Program

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

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

AUTO LIEN SALE

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

December 15 & December 29, 2015
Registration & Viewing Hours:
8:00 A.M. – 9:50 A.M.

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

LONG BEACH SYMPHONY

POPS! SERIES

2015
2016

HOLIDAY SWING PARTY WITH BYRON STRIPLING!

Damon Gupton, conductor
Featuring Byron Stripling Trio

Great for staff holiday parties!

December 19 | Long Beach Arena | Concert at 8:00 PM | B.Y.O. picnicking at 6:30 PM

Treat your staff and clients to a Long Beach holiday concert like no other! Group rate tickets for parties of 10 or more are available through the Symphony box office at (562) 436-3203 ext. 1.

BUY TICKETS NOW! LongBeachSymphony.org
or call (562) 436-3203

Single tickets start at \$20! Tables are still available for staff holiday parties!

LONG BEACH SYMPHONY

Proudly Sponsored By

Farmers & Merchants Bank

California's Strongest, since 1907.

POPS! Series Sponsor

Long Beach's Next Economic Development Gold Mine: Live Music

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

Sublime. Snoop Dogg. Jenni Rivera. Over the last 30 years, Long Beach has been home to some of the biggest names in popular music – from rock to rap to regional Mexican genres – and the city is well known as a hotbed for quality producers, musicians, singers and more.

In addition to its legacy of famous musical exports, however, Long Beach has always had a thriving independent music scene, one only recently emerging from the underground, thanks, in part, to an increase in live



music opportunities that are having a direct positive impact on the city's economic development.

From the annual Summer and Music concert series (which provides free concerts in the streets of Downtown) to small venues like Alex's Bar and 4th Street Vine to monthly art walks that feature hometown musicians, Long Beach is flush with creative new ways for local music to be heard.

"It's great for our business. It brings people out," said Jim Ritson, owner of wine bar 4th Street Vine, which hosts intimate shows featuring Long Beach musicians most nights of the week. "We don't have televisions or football games. Instead, we have live music."

4th Street Vine obtained its entertainment permit after a long application process with the city, which some live music advocates say could be made easier to encourage more businesses to apply. Currently, there are only a handful of legal venues in the city, with one-off permits that let businesses, restaurants, bars and public parks host live music allowed on an occasional basis.

The community-based Long Beach Music Council is one group that raises awareness of the need for more live music in Long Beach, using Austin as an example of how cities can leverage its independent music scene as an economic driver. Through area representatives

who act as liaisons between the Council and Long Beach's diverse neighborhoods, the Council has helped bring the need for more permissive entertainment laws to light.

Tokotah Ashcraft, Bixby Knolls' area representative, works at the Bixby Knolls Business Improvement Association and selects the bands that are placed inside businesses and on the sidewalks of Atlantic Avenue as part of the monthly First Fridays Art Walk. Ashcraft is also a local concert promoter and has witnessed firsthand the positive effect local music has on businesses.

"Music is important to economic development because it creates opportunities for local musicians to play and make money in their own city. It also gives outsiders incentive to come to Long Beach to discover not only our music scene but other resources our city offers," she says. "If Long Beach continues to foster a positive environment for musicians to live and work, the city can establish itself further as a live music destination, which would generate revenue."

In November, 4th Street Vine was one of several venues used during a three-day independent music festival called Hustle, which featured nearly 30 local artists and attracted attendees



from Los Angeles, Orange County and beyond. Hustle was co-organized by Ritson and Ashcraft and, like other homegrown concerts and festivals that support independent music, infused untold dollars into the local economy.

"Good business always makes a positive impact. Every dollar that gets spent in our bar, we pay taxes on. We hire people who make incomes in the city," Ritson said. "The Shoreline and Convention Center bring people to Long Beach, gives Long Beach a good face and makes money for the city. You can easily apply that same tourism logic to music." ■



The GO! Store: Creating Entrepreneurs in the Disabled Community

■ By **MONICA FERNANDEZ**
Arts & Services For The Disabled

Makers and entrepreneurs are born from every branch of our culture. *The GO! Store* is an example of how a relatively small group of passionate, dedicated, talented and historically marginalized people can succeed with an inclusive approach to joining the marketplace.

The Go! Store is a micro-enterprise operating under the umbrella of the non-profit organization, Arts & Services for Disabled, Inc. (ASD) that supports the creative endeavors of the developmentally and intellectually disabled community. Resident artists with disabilities earn a 50% commission from the sale of each item sold.

As a non-profit, the shop is an extension of a rigorous creative arts curriculum that is offered to over 120 individuals with disabilities daily. It is a place to develop vocational skills from conceptualization to product development, understanding target markets and cost production to name a few.

As a micro-enterprise, *The Go! Store* is a place where resident artists with disabilities put into practice their creative arts skills with the opportunity to create saleable goods to earn an income. It's also a place where they can in many ways shift the tables on disability perception from passive consumers to active contributors in the community and marketplace.

Under *The Go! Store* model, each resident artist with disabilities has an empowering voice through the creation of their one of a kind handmade products. As unique as each resident artist is, each product they make is an extension of their personality, interests and understanding of what the market is responding to.

Resident artists pull from a big toolbox when deciding what mediums or themes to use when making the next big idea real. Before deciding on a new product to develop, artists always approach an idea collaboratively. They consider the individual skills of others to produce the best item for our customers. Collectively, they come out creating an item that not only stands alone but also represents the strengths of each member in the shop. At ASD we feel this translates to the customer and we are able to provide a rich story behind the making of each item, making it a unique handmade wonder that can be shared.

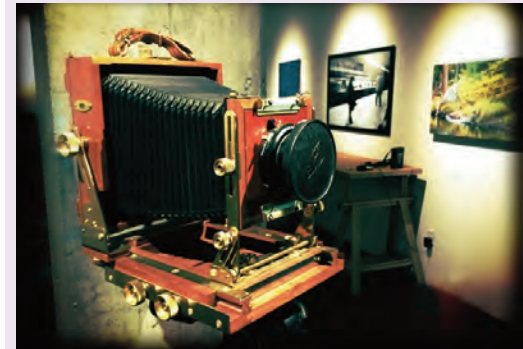
From conversations to curiosities, sometimes simple, at times thought provoking, the products made for the shop are always an extension of the very personal experiences our resident artists share.

Visit *The Go! Store* at www.gostore.etsy.com. Use discount code SHOPSMAALLB for a 20% discount through December 28, 2015.

For more information, please contact Monica Fernandez at 562-982-0250 or monicafernandez@artsandservices.com. ■

Gallery Corner

On Saturday, December 12, the East Village Arts District in Downtown will welcome a new gallery to its roster of exhibition spaces. blu Prints Gallery, located at 300 East 4th Street, Unit 104, will open its doors for the opening reception (4–10



p.m.) and inaugural exhibition. The exhibition features the work of three artists: Long Beach-based photographer and blu Prints owner Mile Overlin; Chino Hills-based multi-disciplinary artist Craig Sibley; and Huntington Beach-based painter Sienna Browne. The works are an eccentric mix of painting, photography, sculpture and digital art. Viewers will experience Browne's humorous paintings inspired by music, Overlin's large format photographic prints and Sibley's mid-century inspired sculptures and photo-realistic paintings. The reception will feature live classical music by l'Andretta Duo. For more information, please contact the gallery at 714-612-1484.

The right credit mix can help your business thrive



Learn how business credit can work for you

Taking the first step in creating a credit strategy that fits your business needs and goals can help move your business forward. A local banker can help you:

- Learn about business credit and your business credit cycle
- Understand how credit impacts your cash flow
- Learn how to manage your business credit
- Assess your credit needs
- Find the right mix of credit for your business

Stop by to speak with a local banker today or visit wellsfargo.com/appointments to make an appointment.

Additional tools and resources are available at the Business Credit Center on wellsfargoworks.com

Together we'll go far





Pictured from left are: Long Beach Environmental Services Bureau Recycling Specialist Leigh Behrens; Long Beach Environmental Services Bureau Recycling Specialist Elisa Calderon, Long Beach Environmental Services Bureau Director Jim Kuhl; and Janine Hamner, manager of municipal and community relations for Waste Management, Inc. (Photograph by the Business Journal's Larry Duncan)

Making The Holidays Greener By Reducing, Reusing And Recycling

'If It's Ooey, Gooey Or Chewy, Then It Does Not Belong In The Recycling.'

■ By **SEAN BELK**
Staff Writer

The holiday season often brings cheer and togetherness, but it also generates a lot of waste. On a national scale, Americans produce about 1 million more tons of waste, about a 25 percent increase, between Thanksgiving and New Year's Day, according to the United States Environmental Protection Agency (EPA). In Long Beach, the city handles about 200 to 250 extra trash truck loads in December alone, a nearly 15 percent increase, and collects about 250 tons of Christmas trees each year to be recycled, said Jim Kuhl, director of the Long Beach Environmental Services Bureau. "If there's anything residents and busi-

Your guide to a *waste-less* season:

Holiday decorating, office parties and colleague gifts are all opportunities to waste less.

Buy beverages in large bottles & provide reusable mugs or glasses.

Serve fresh fruits, nuts or vegetables & avoid single-serving packaging.

Hosting a catered party? Donate the excess food: contact Foodfinders.org for info.

Use reusable or edible decorations so you'll have less to dispose of.

Buy gifts that use less packaging like movie tickets or gift certificates.

Wrap gifts in reusable items like scarves or cloth shopping bags.

Donate unwanted office equipment to local nonprofits: LB-exchange.org

nesses can do to reduce their [waste] footprint, the earth would appreciate that,” he said.

Since the recession, people have continued to take steps to reduce consumption during the holidays as a way to save money, said Janine Hamner, manager of municipal and community relations for Texas-based Waste Management, Inc., which provides recycling services for the City of Long Beach.

“The overall volume of materials is down, and it’s down pretty significantly,” she said. “Part of what that says is people just aren’t buying as much . . . More and more people are really thinking about reducing their overall consumption and reusing what they can, and then, with those things that they have, recycling as much as they can.”

While recycling is embraced more these days, people in recent years have started to pay less attention to what belongs in the recycling bin versus the trash can, partly because recycling has become more difficult for people with busier lifestyles, Hamner said.

“For the first time in probably 40 years, we have seen an uptick in the amount of stuff that is recyclable ending up in the trash,” she said. “Part of it is that people in our modern-day society have become more and more busy, our lives have become more and more hectic, and recycling has become more and more complicated, honestly.”

During the holidays, residents and businesses are encouraged to follow an old but simple rule: reduce, reuse and recycle. The phrase, known as the “Three Rs,” is in hierarchical order of waste-diversion effectiveness, Hamner explained.

“We are starting to do a lot of work with our communities, reeducating people and taking it back to the basics,” she said. “We would encourage you to go back to school and remember those three Rs.”

One way to reduce waste, Hamner said, is to buy gifts or holiday decorations with less packaging.

“If you’re looking for holiday gifts or looking for things for your home or holiday decorations, a great way to sort among potential things to buy is to look at the kind and volume of packaging that things come in,” she said. “If you’re ordering stuff online, check that box that says, ‘bundle packages together,’ because then things will come in one box as opposed to multiple boxes.”

People can also cut down on waste by saving wrapping paper, gift bags, packages and decorations to reuse them for multiple holidays or another occasion as opposed to buying new each year, which ultimately saves money, Hamner said.

“Rather than ripping your holiday paper to shreds in the excitement of holiday morning unwrapping, you could do it a little more carefully and save some of that wrapping paper to use it again next year,” she said.

Another solution for making the holidays more sustainable is to rent a living Christmas tree rather than buying a cut one, which has to be hauled in from other states only to be turned into mulch.

One local operation that rents out living Christmas trees is The Living Christmas Co., based in Redondo Beach. Founded in 2008 by Scott Martin, better known as “Scotty Claus,” the company rents out live Christmas trees and then brings them back



Scott Martin, better known as “Scotty Claus,” founded The Living Christmas Co., which is based in Redondo Beach, in 2008 as an operation that rents out living Christmas trees as an ecological alternative to cut or artificial trees. After the potted trees are used for Christmas, they are brought back to a nursery, where they continue to grow. Once the trees have lived out their use, they are donated to local urban forestation projects. (Photograph by the Business Journal’s Larry Duncan)

to a nursery, where they continue to grow, repurposing local industrial land. Once the trees have outlived their use as Christmas trees (reaching about 15 feet), they’re donated to local urban forestation projects.

Martin, who has seen his business grow since appearing on the TV show Shark Tank in which he received a \$150,000 investment from businessman and Dallas Mavericks owner Mark Cuban, said renting living Christmas trees is more sustainable for the environment and a better use of resources than buying cut trees that are trucked in mostly from Oregon and Washington.

“You’re transporting resources from one

part of the country to another,” Martin said. “From an ecological standpoint, being able to grow trees locally and plant them so they can grow is a better use of resources.”

He said living Christmas trees are also an ecological alternative to artificial trees, which are often made out of petroleum-based, non-recyclable material that become a liability for future generations.

Martin added that his company, which hires local veterans and low-income residents to transport trees during the holidays, also offers its own line of eco-friendly ornaments and recycled wrapping paper,

(Please Continue To Top Of Next Page)

Recycle

YOUR HOLIDAY TREES

FREE DROP-OFF LOCATIONS

December 26, 2015 to January 8, 2016

Recycling your holiday tree is easy. Drop your tree off at one of 12 locations throughout the City. **M – F:** 9 a.m. to 5 p.m. | **Sat – Sun:** 9 a.m. to 2 p.m.

A. El Dorado Park
2760 N. Studebaker Rd.,
South parking lot, behind
administration building

B. CSULB Recycling Center
5800 Atherton Blvd.
east of Bellflower Blvd.

C. North Police Substation
4891 N. Atlantic Ave. at Del Amo Blvd.
enter on 46th St.

D. Fire Station #14
5200 Eliot St.
at Colorado Ave.

E. City Operations Center
Environmental Services Bureau
2929 E. Willow St.

F. Bixby Park
1st St. at Cherry Ave.

G. Cesar E. Chavez Park
Golden Shore St. at 4th St.

H. Houghton Park
Myrtle Ave. at Harding St.

I. Hudson Park
Hill St. at Webster Ave.

J. Stearns Park
Corner of 23rd St. and Roycroft Ave.

K. Veterans Park
28th St. at Pine Ave.

L. Wardlow Park
Monlaco Rd. at Rutgers Ave.

(562) 570-2876

LONG BEACH
RECYCLE

CITY OF LONG BEACH

ENVIRONMENTAL SERVICES BUREAU | www.longbeach-recycles.org

Nation's Best

Holiday Recycling

(Continued From Page 21)

available for purchase online at www.livingchristmas.com.

“We want to redefine what it really means to have a living Christmas,” he said. “Everything has a storyline and a lifeline.”

For residents who choose to buy regular cut Christmas trees this season, however, the City of Long Beach is scheduled to pick up trees left out near trash cans on Saturday, January 9, and offers free drop-off locations throughout the city from December 26 to January 8.

As for recycling other materials, Hamner said people should be aware that recyclables are typically bottles, cans, plastic and paper, including cardboard boxes. However, materials that become soiled with food, such as oily pizza boxes, can’t be recycled and belong in the trash.

“It’s all about the state of affairs,” she said. “The rule of thumb we always talk about is, if it’s ooey, gooey or chewy, then it does not belong in the recycling.”

E-waste is also a major contributor to the holiday waste stream as people take advantage of holiday savings to upgrade electronic devices, said Elisa Calderon, recycling specialist for the Long Beach Environmental Services Bureau. She notes that it is illegal to throw away electronics in the trash since they are considered hazardous waste and must be disposed of properly.

Calderon said more than 75 tons of e-waste was dropped off at the EDCO Household Hazardous Waste (HHW) collection center in Signal Hill last year while an additional 63 tons of e-waste was collected throughout Long Beach either as dumped items or through service requests. ■

Long Beach
Surpasses State’s
Water Conservation
Mandate For
Five Consecutive
Months This Year

■ By SEAN BELK
Staff Writer

For five months in a row, the City of Long Beach has exceeded the state’s mandated standard for the cumulative conservation of water this year, despite little rain and record-breaking heat in October, according to city officials.

The city, however, still urges residents and businesses to continue water-rationing efforts through winter, as heavy rains from an anticipated El Niño aren’t expected to entirely reverse California’s historic drought, now entering its fifth consecutive year.

“Conservation needs to be permanently integrated into our community’s lifestyle,” said Mayor Robert Garcia in a statement from the Long Beach Water Department (LBWD). “We have to keep saving even during these projected wet winter months.”

As part of a state directive to address the drought, the State Water Resources Control Board (SWRCB) has mandated cities meet a water conservation standard that compares water usage with 2013 levels through February of next year.

From June to October of this year, Long Beach has exceeded its standard of 16 per-

cent reduction, according to the LBWD. Data shows that, although water conservation for October was down compared to previous months, Long Beach still surpassed the state’s mandate, if by a small margin, coming in at 16.3 percent.

LBWD officials state that in October the city used about 4.457 acre-feet of water, the lowest water usage since 1963, even with higher-than-average temperatures. The months that the city had the highest water reduction rates were June and July, with 19 percent reduction for both months.

In an interview with the Business Journal, Christopher Garner, general manager of LBWD, credits Long Beach’s strong water conservation record to the city’s efforts to promote water rationing early on through creative marketing tools developed by LBWD.

“Long Beach Water has been pushing conservation for several years now so I think it’s in the consciousness of the residents and businesses of Long Beach,” he said. “I think we’re a little bit ahead of the state in that regard.”

Most recently, LBWD’s “Mission H2O LB” water conservation campaign aims to help the city use water efficiently, meet the state’s target and “still enjoy the community’s lifestyle,” according to city staff.

Residents can visit LBWD’s website, www.lbwater.org, to calculate their water usage to see if they meet the state mandate, take a pledge to save water and listen to song playlists by two local bands as a reminder to take a “one-song shower.”

Garner reiterated the need to continue conserving water through winter months, adding that, during a major rainstorm, residents and businesses are encouraged to turn sprinkler systems off and leave them off for at least a week thereafter.

“I’m afraid people assume that now that

we’re hopefully through the hot spell and out of summer that they can ease up on water conservation, but to meet our mandate from the governor and the state we really need people to continue throughout the winter,” he said.

According to October data from the National Oceanic and Atmospheric Administration (NOAA) Climate Prediction Center, “wetter-than-average conditions” are predicted for Southern California and other parts of the state in December through February. NOAA states that wet weather, expected to firmly touch down by the end of January, will likely improve the state’s dry conditions but won’t completely reverse the drought.

Garner noted that Long Beach has a diverse mix of residential and commercial properties, ranging from large, single-family homes on the eastside to multi-family complexes and industrial buildings in other parts of the city.

The amount of water wasted in the city is miniscule compared to other communities in Los Angeles County where owners of large residential properties have money to pay for excessive water use, he added.

Matt Lyons, director of planning and conservation for LBWD, said Long Beach homeowners are quick to fix any leaks or correct any water-wasting issues after the city issues a warning. The city has only had to resort to fining customers about 15 times in the last three to four years, which is small compared to other cities, he said.

“The people of Long Beach, I think it can generally be said, have stepped up with respect to water conservation without us having to threaten them or fine them,” Lyons said. “Almost everybody is trying to do the right thing.”

He pointed out that the city has a pilot program where 260 customers have agreed to have smart water meters installed to track their water usage and to identify any leaks through a registry.

Upgrading Irrigation Systems

The city is also doing its part to conserve water by working with landscape irrigators at parks, schools and commercial businesses to apply industry standards as to how much water is being used per square feet, Lyons said. Hundreds of antiquated irrigation systems throughout the city still have yet to be upgraded with new technology, he added.

Stephen Scott, interim director of the Long Beach Department of Parks, Recreation and Marine, said the city is moving forward with major projects to make irrigation infrastructure more efficient at Heartwell Park and Stearns Park.

“We want to use every single drop of water as efficiently and as effectively as possible, so improvements like this help us to work towards those objectives,” he said.

The projects, which are currently in the design phase, involve replacing old, manual irrigation systems with new, automated ones with remote-controlled technology with program software that detects precipitation, humidity and temperature.

Both projects are on the same track to go out for bid and begin construction in the coming months, said Kelly Parkins, park maintenance superintendent.

Scott said about half of the nearly 1,300 acres of groundcover the city irrigates is irrigated with reclaimed water while the other half sources potable water. He said the city is also replacing grass in some park areas with drought-tolerant landscaping and mulch while making sure roots of stressed trees are receiving water. ■

WHEN THE
RAIN COMES

Shut
Off

YOUR
SPRINKLERS

Reimagining The Center

(Continued From Page 1)

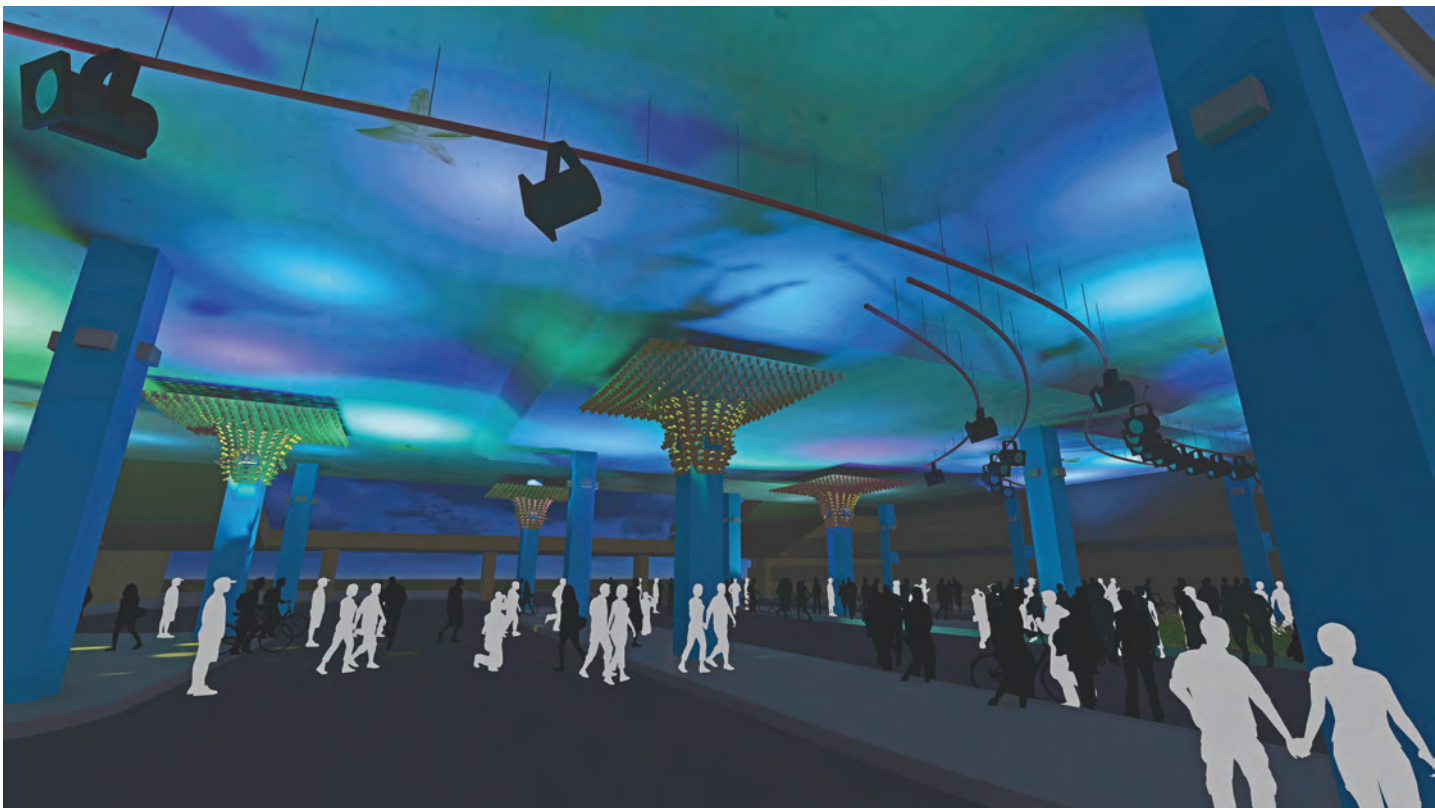
“Unlike any other facility in the country, we’re looking at making all spaces available to our clients,” convention center General Manager Charlie Beirne said during an interview with Goodling and the Business Journal at his office.

“By activating spaces, we want them to be turnkey,” Goodling said. “If you would throw your own party, you’d easily spend \$100,000 with lighting and trusses and everything else. Now, all you have to do is tell us, ‘Turn it on,’ and it’s done.”

The CVB and convention center management are working together to activate more spaces within the convention center, including the Terrace Theater lobby and plaza.

“What we have done in the Terrace Theater is, in the lobby we have put in five trusses, which are on motors, [and] which we will be able to bring up and down from the ceiling,” Beirne said. Railings on the staircase in the lobby are now detachable so they can be removed, effectively creating a tiered stage for special events. Sound systems and contemporary chandeliers are also being installed. Combined, these features make the space turnkey-ready for special events such as speaking events, dinners, galas, pageants, receptions and more.

The exterior of the Terrace Theater is also going to be treated with theatrical lighting trusses underneath the lip of its roofline, Goodling said. “Then we are going to be lighting up the rest of the plaza as well,” he added. “Our goal is to create a Rockefeller Plaza-type experience, with bright lights and a lot of things happening.”



Plans to update the entrance to the Seaside Ballroom on Seaside Way include installing current-shaped railings for theatrical lighting, contemporary light fixtures and other design features beneath the Terrace Theater plaza. The design allows for the section of Seaside Way fronting the ballroom to be closed off for special events. (Image provided by the Long Beach CVB)

Beirne said the upgrades would facilitate events flowing indoors from the lobby outside onto the plaza. He noted that the convention center has obtained an ABC license to serve alcoholic beverages on the plaza, so private events with bars can be set up outside.

National associations, which are often based in colder climates, particularly like this concept as it affords an opportunity to take advantage of temperate California weather with added ambiance, Goodling pointed out.

Beneath the Terrace Theater plaza is a portion of Seaside Way, fronted on one side by a parking structure and, on the other, by the entrance to the convention center’s Seaside Ballroom. Capped by the underbelly of the plaza, the space is known for being a bit dim and bare. But not for much longer.

The addition of a pedestrian bridge, a project by the City of Long Beach, will eventually connect the Terrace plaza to the Promenade. Renderings in Beirne’s office reveal how the entrance to the Sea-

side Ballroom will be transformed with the bridge running above it.

The tops of the bridge’s support pillars will be decked out with porous design features encapsulating LED lights. The resulting patterned light effect will resemble professional stage lighting, Goodling explained. More lighting will hang from metal railings sculpted in the shape of currents, and images of jellyfish and sea urchins will add to an aquatic ambiance in

(Please Continue To Page 25)

Gather the *Tribe* this Weekend

A group of four people (three women and one man) are sitting around a large, circular outdoor fire pit. They are dressed in casual, tropical-style clothing. In the background, there is a tropical waterfront scene with palm trees, a marina with sailboats, and a city skyline across the water. The overall atmosphere is relaxed and festive.

Legendary times are waiting at Hotel Maya. Gather your tribe and celebrate the weekend with stunning waterfront views, tropical gardens, Latin-infused cuisine and signature cocktails. Start your own legend this weekend. HotelMayaLongBeach.com

©2015 Hotel Maya. A DoubleTree by Hilton Hotel.

HOTEL
MAYA
A DOUBLETREE BY HILTON
Your local exotic escape

One-of-a-kind

UNIQUE ACTIVATED SPACES



LONG BEACH
Convention & Entertainment Center

Things are different here. We've designed a place that didn't exist before...turnkey light and sound, saving thousands of dollars in comped features with an atmosphere that doesn't skimp on wow factor. Let our Pros show you around — and help make your next meeting something that hasn't happened before.

562.436.3636 | MeetInLongBeach.com

 @LBPerformingArt

 @LB ConventionCtr



Creating turnkey event spaces is key focus for Long Beach Convention & Entertainment Center General Manager Charlie Beirne, left, and Long Beach Convention & Visitors Bureau President and CEO Steve Goodling. The two are leading efforts to incorporate theatrical lighting and sound systems into spaces at the convention center such as the Terrace Theater lobby and plaza, and the entrance to the Seaside Ballroom. (Photograph by the Business Journal's Larry Duncan)

Reimagining The Center

(Continued From Page 23)

the space. Additionally, new, contemporary chandeliers will “create an avant-garde look” at the entryway to the ballroom, Goodling said.

“The nice thing is that we’re going to have it lit all year round,” Goodling said of the Seaside Way improvements. He noted that this also improves the visual appeal and safety of the area.

The revamped space beneath the plaza on Seaside Way may be blocked off for parties or events. Beirne envisions corporate events and convention or trade show receptions taking place in the revamped space. Goodling chimed in that the space might open up new markets that haven’t used the convention center before.

The improvements to the Terrace Theater lobby and plaza, and to the entryway to the Seaside Ballroom, cost about \$1 million in total. These projects follow on the heels of the proven success of the Pacific Room at the Long Beach Arena, which two years ago debuted with a theatrical, lattice grid truss system for lighting, curtains and decorative orbs that has created built-in flexibility and cost savings for events clients.

“It’s a proven commodity now,” Beirne said of the Pacific Room. Since opening in November 2013, the Pacific Room has generated \$104.1 million in economic impact associated with its events, as well as \$40 million more in tentative business. The Pacific Room has more than paid for itself – convention center renovations, including those to the Long Beach Arena, cost \$40 million. ■

Hotel Industry Outlook

(Continued From Page 1)

Beach is at a ceiling,” he said. “Although [occupancy] could go higher, there’s no basis to indicate that it will . . . It certainly is [at] a peak.”

Baltin said hotels are expected to increase room rates next year partially because Long Beach is still a “good value” for visitors compared to other destinations, even within Los Angeles County.

He attributes the strong occupancy this year to successful efforts by the Long Beach Area Convention & Visitors Bureau (CVB) to market Long Beach as a destination city.

In addition, \$40 million in renovations at the Long Beach Convention & Entertainment Center, including the new Pacific Ballroom that features a tension-grid system and moveable floor-to-ceiling curtain walls for accommodating a variety of different groups and events, has also attracted new convention business, Baltin said.

“It’s a very attractive convention center for medium-size groups at this point,” he said.

Baltin added that an increase in leisure travelers and international business throughout L.A. County in addition to more port-related business and growth in other

industries has helped boost hotel occupancy in the city this year as well.

Some developers are looking to build new hotels, including possibilities downtown and a new hotel slated for the Douglas Park area adjacent to the Long Beach Airport; however, nothing is definite yet, he said.

Many hotels throughout Long Beach have invested in renovations, partially to justify higher room rates, as demand continues to be strong, Baltin said.

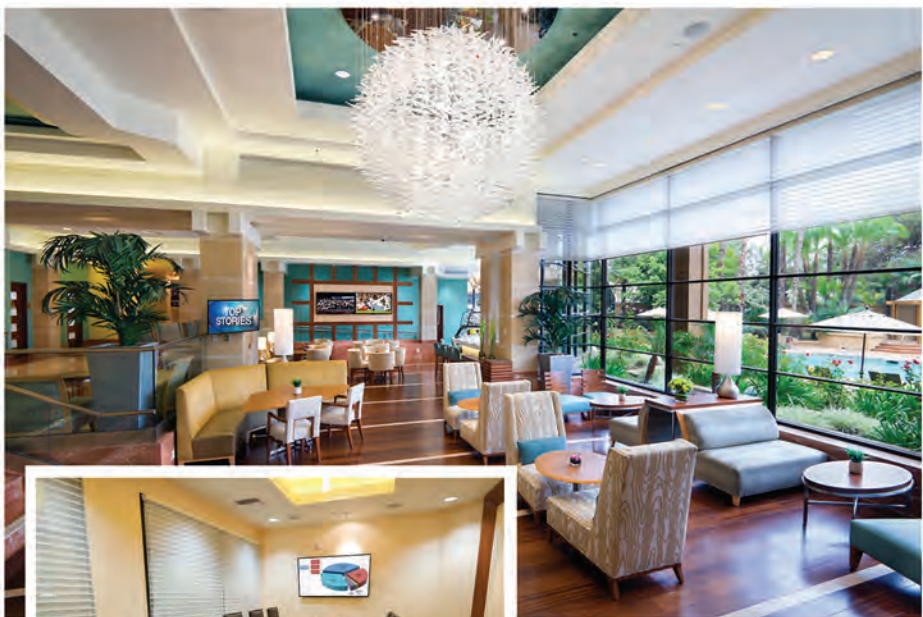
Hyatt The Pike Long Beach, for instance, is finishing a new fitness center in coming days at a cost of nearly \$500,000, said General Manager Tim Meyer, who also oversees the Hyatt Regency Long Beach.

The hotel has already completed new interior designs and painting while adding new pool furniture this year, he said. Meyer said the hotel contracted an artist to paint new artwork “unique to the hotel” that will be installed today, December 8.

As for business, Meyer said occupancy at the hotel has increased this year over last year, adding that, “2015 has been a very good year in Long Beach.”

Looking long term, he predicts sales will grow further as the city officials are committed to support the industry to “keep

(Please Continue To Page 27)



MARRIOTT
LONG BEACH

A PERFECT LOCATION FOR BUSINESS & LEISURE TRAVELERS

Our central location allows easy access to the Long Beach Airport, Corporate Offices and major Southern California Attractions.

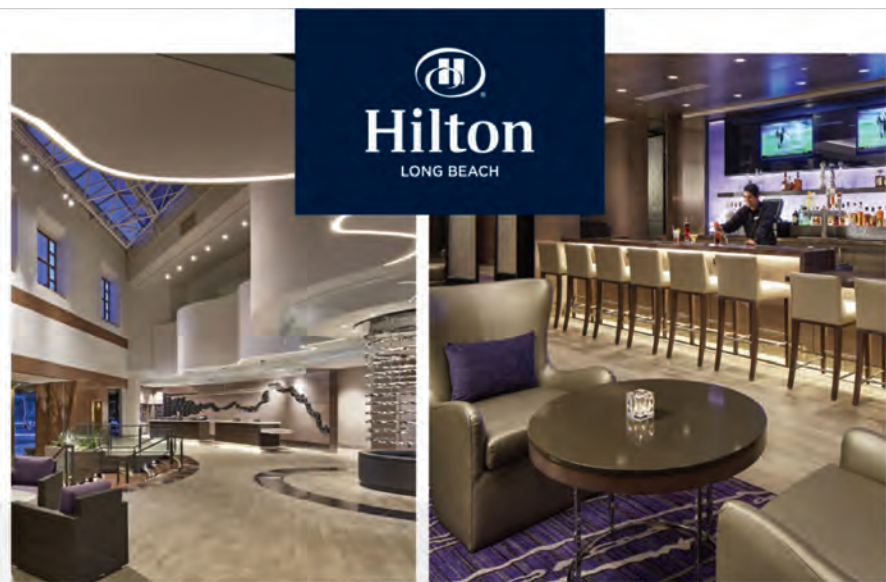
- Freshly decorated 309 deluxe guestrooms
- Over 12,000 sq. ft. of meeting space for small to large meetings and receptions.
- The Terrace Grille & Patio offering American & Continental Cuisine.
- Tamarindo’s Margarita Bar & Cantina showcasing major sporting events, drinks & appetizer specials
- Vista Bar & Starbucks Coffee Lounge
- State-of-Art Fitness Center, Indoor/Outdoor Pools
- Complimentary parking
- Complimentary shuttle to Long Beach Airport

FOR INQUIRIES, PLEASE CALL THE SALES OFFICE DIRECTLY AT (562)627-8040

4700 Airport Plaza Drive, Long Beach, CA 90815

Tel: (562)425-5210 • Fax (562)421-1075

Marriott.com/lgb • sales@lbmarriott.com



Hilton
LONG BEACH

ANNOUNCING AN OCEAN OF CHANGE

THE HILTON LONG BEACH HAS TRANSFORMED
AND COME ALIVE WITH VIBRANT NEW COLORS AND
WAVES OF WEST COAST COOL

- Multi-million dollar complete renovation
- 26,000 square feet of meeting space
- Increased Internet service to 200Mb
- Starbucks located in the lobby
- Centrally located near downtown Long Beach featuring exciting nightlife, restaurants and attractions

STAY CONNECTED IN OUR REDESIGNED LOBBY BAR OFFERING
CASUAL FOOD AND DRINKS IN A CONTEMPORARY SETTING

HILTONLONGBEACH

HILTONLB

701 West Ocean Boulevard • Long Beach, California 90831
562.983.3400 • HILTONLB.COM

The Waterfront Collection

Long Beach

California Fresh, Urban Coast

What do planners dream about? A dynamic, accessible location, highly walkable downtown, metro-cool hotels, electrifying nightspots award-winning restaurants, and fun-filled entertainment that all connect to one-of-a-kind venues. It's the ideal hotspot to mix work and play — and it's right here in your own backyard. Now, add us as your dedicated and experienced partner to help put it together. And we'll create an epic experience without the hassle.

Unconventional. It's a Shore Thing.

Contact Steve Goodling at (562) 495-8350 | MeetInLongBeach.com



AQUARIUM OF THE PACIFIC



LONG BEACH MUSEUM OF ART



QUEEN MARY

Tim Meyer, pictured at right, is general manager of the Hyatt Regency Long Beach, located at 200 S. Pine Ave. and adjacent to the Long Beach Convention & Entertainment Center. The hotel offers 528 guestrooms, the most of any hotel in the city, and 20 suites. Meyer also oversees the nearby Hyatt the Pike Long Beach at 285 Bay St. It has 138 guestrooms, 11 suites and a specialty premier suite. (Photograph by the Business Journal's Larry Duncan)



Hotel Industry Outlook

(Continued From Page 25)

Long Beach a spotlight in California as one of the leading cities in the market” while revitalizations move forward downtown and around the convention center.

“I think the city is still on the cusp of some really positive changes that will continue to influence our industry long term,” Meyer said. “You can see it and feel it.”

Kristi Allen, general manager of Hotel Maya – a Double Tree by Hilton, located across the harbor at 700 Queensway Dr., said the hotel fully renovated all guest rooms this year, adding hardwood floors, hand-carved wood doors and double-paned, fully retractable windows and doors.

She said the hotel also completed a \$4 million renovation that included building a new event space called “Lagunita,” a 6,800-square-foot waterfront event pavilion, and a 10,000-square-foot outdoor event space called “Vista del Mar.”

Allen said demand this year was partially driven by corporate business that has picked up significantly since the recession.

“You could tell that companies were spending money again on meetings and events as well as business travel,” she said.

While the hotel is mostly considered a “stay-cation destination hotel” for the L.A. and Orange County areas, it has seen corporate and group market return in full swing this year, Allen said. As for next year, Hotel Maya is pacing “extremely strong” to see its “best year ever,” she said.

Long Beach overall, however, is still considered a “second-tier” city in the hospitality industry when compared to Los Angeles and San Diego, for instance. This is the reason why hotel room rates are nearly \$200 more in those “first-tier” cities, Allen said.

Still, even though Long Beach doesn’t have the same rate structure, it shares the same costs that continue to rise, including those in benefits, health care and, possibly, wages, she said. As unions push to increase the minimum wage in Long Beach, hotels could lose business to other first-tier cities if rates rise too high, Allen said.

She added, however, that Long Beach has great potential, especially with new developments in the works near the Queen Mary and downtown in addition to rebranding the Pike as an outlet mall.

John Jenkins, general manager of the Queen Mary, which has been taken over by a new master lessee, Los Angeles-based Urban Commons, LLC, said the ship’s hotel has seen occupancy a little stronger this year than in 2014. He added that the hotel had decent growth in its room rates as well.

For next year, Jenkins said the hotel will continue to see growth in its group market while continuing to see demand from national and international tourism driven by the ship’s events and attractions.

With the new master lessee coming on board, the ship is considering renovations to the hotel possibly next year, with the possibility of new events to be announced in the first quarter, he said.

In Downtown Long Beach, meanwhile, the Courtyard by Marriott is expected to have completed the multi-million-dollar room renovation by Christmas, said the hotel’s general manager, Silvano Merlo.

The renovations are part of plans to reposition the hotel to attract a younger clientele, with a nautical theme and hardwood floors to give it more of a residential look, he said.

“The ownership has decided to take a bold approach into repositioning,” Merlo said. “We want to appeal to a specific clientele . . . It’s not your stereotypical branded hotel concept.”

He said the James Republic restaurant of the hotel has become an anchor to the East Village Arts District since opening in 2013. Merlo said the repositioning also included renovations to the hotel’s lobby last year.

Holiday Inn Long Beach Airport, meanwhile, is undergoing a more long-term renovation project that includes “reenvisioning” the hotel’s iconic landmark tower built in 1968, said the hotel’s general manager, Robert Smit.

“We’re making the hotel more relevant in today’s market,” he said, adding that renovations will continue for the next two years.

Smit said the hotel has plans to demolish

a portion of its west-wing, exterior corridor building next year. Construction will then begin on a 125-room Staybridge Suites, 14,000 square feet of new meeting space and a new restaurant and bar concept. Smit said he expects the new hotel rooms to be completed by the end of 2017.

The Holiday Inn, meanwhile, has been under renovation since April, with many

rooms out of service, which has decreased occupancy, he said. Still, Smit said occupancy and room rates should increase next year.

“We’re anticipating a very good 2016 as we finish renovations,” he said. “Once we complete the whole campus, this will be a really exciting place to have a function, a stay, or leisure activities . . . We have all the






Travel well. Travel Long Beach.

Whether beginning your trip or returning home,
when you land in Long Beach, you’ve arrived.



long beach
airport

where the going is easy®    lgb.org



The staff of the Long Beach Convention & Visitors Bureau is dedicated to attracting visitors to Long Beach for conventions, meetings and leisure. Pictured in the back row, from left, are: Quentin Roberts, vice president of sales; Jennifer Kohatsu, national sales director; Pauline Taylor, sales coordinator; Jenni Pearl, senior convention services manager; Jeff Forney, vice president marketing and membership; Nicole Zylstra, digital communications manager; Jan Miller, membership director; Gary Watters, sales coordinator; Susan Valen, national sales director; Paul Romero, senior national sales director; Loren Simpson, digital communications manager; Kelly DeSimas, sales coordinator; Barbi Mason-Ajemian, CMP, vice president convention services. Pictured in the front row, from left, are: Bob Maguglin, director of public relations; Kathy Ford, sales coordinator; Jaime Dominguez, social media coordinator; Steve Goodling, president and CEO; Heather Gonzalez, national sales director; Iris Himert, executive vice president; Lilian Olguin, sales coordinator; Cindy Robbins, controller; Sarah Nguyen Noh, executive assistant. (Photograph by the Business Journal's Larry Duncan)

How The Convention & Visitors Bureau Is Growing Interest In Long Beach As A Convention And Tourism Destination

By **SAMANTHA MEHLINGER**
Senior Writer

When the Long Beach Convention & Visitors Bureau gives a presentation, don't expect a lone sales person at the head of a room, tucked behind a podium, doling out the least boring bits of a PowerPoint Presentation. Rather, when the CVB shows up for a sales pitch, they come armed with representatives from all the teams on staff – sales, marketing, public relations, social media and management. And, on sales missions where big bucks are at stake, Mayor Robert Garcia, and in previous years former Mayor Bob Foster, has even been known to make appearances.

It's this well-oiled machine that is dedicated to bringing convention and tourism business to Long Beach, and the numbers show that it's working.

Transient occupancy tax, revenue for the City of Long Beach generated by hotel room night stays, has increased by \$6 million over the past five years, according to the CVB. Hotel occupancy is now at about 79 percent – the highest it has been in years.

The success of the Pacific Room at the Long Beach Arena, which is just a portion of the convention center's business, has alone generated an estimated \$104.1 mil-

lion in estimated economic impact for the city due to events held there over the past two years.

To shed some light on how they bring in business to Long Beach to fill hotels,



Sean Maddock, left, regional director of operations for Evolution Hospitality, works with Long Beach Convention & Visitors Bureau President and CEO Steve Goodling as the new chair of the CVB's board of directors. Evolution Hospitality is the operations firm for the Queen Mary. (Photograph by the Business Journal's Larry Duncan)

attend conventions, visit attractions and more, CVB staffers let the Business Journal in on their inner workings.

Sales

The CVB's sales team, headed by Executive Vice President Iris Himert, has representatives placed in key markets throughout the country, as well as within Long Beach. In addition to the daily efforts of these staff members, every year the CVB travels on sales missions to its largest customer markets, including Washington, D.C., Chicago, Sacramento and San Francisco, to try to win business for Long Beach.

The CVB has four sales representatives in Washington D.C., which happens to be its largest sales mission destination due to the high volume of national groups headquartered there. "That's where most of the business is located," Himert said. "It is the mecca of associations." The CVB also has one sales representative for the Midwest, one in the Southwest, one in San Francisco and another in Washington State.

"We have people in markets in those areas because we believe strongly that they can have easier access to the people who are our prime target customers," Himert explained.

Daily, the national sales team is on the phone gathering leads on new convention and meeting business, and putting together bids in partnership with hotels based in Long Beach. "We are sort of like the broker between the customer and our hospitality partners," Himert said.

The CVB brings those partners with them on sales missions. "We really have good working relationships with all of our hospitality partners, so they tag along with us," Himert said.

A great deal of due diligence goes into planning for sales missions, which are costly endeavors. Essential to the sales team's strategy on these missions is finding unique venues to host their events to stand out among the competition. For example, on a recent sales mission, the CVB brought clients to Saks Fifth Avenue.

"We had an event at Saks Fifth Avenue, which was attended by almost 50 top clients, on how to pack so that you can dress from morning to evening at special events, and how to accessorize," Himert said, noting that this topic appealed to the group of professionals.

At these events, clients also watch the CVB's promotional videos about Long Beach, its convention center, and hospitality and travel options. "It is all about relationships. If somebody has a relationship with you and . . . for instance, say

they have four or five other cities that they are looking at that are equal to Long Beach, it is oftentimes the strong relationship that will carry the piece of business to a close,” Himert said. “So when we do those special events, we do show our videos, we do talk about Long Beach, and then we have some fun and build relationships.”

Convention and meeting bookings for 2016 are behind a bit in comparison to 2015, but Himert isn’t worried. Even-numbered years seem to experience lower bookings due to cyclical rotations of organizations’ conventions to other regions, she explained. “The even years seem to be off a little bit, but we have been successful in filling it with short-term business.” The same thing occurred in 2014, and that was “one of the most successful years for all the hotels here in Long Beach,” she pointed out.

Short-term business comes in the form of corporate events from local businesses. For example, over the December holidays, four parties have been booked for the Pacific Room, with 1,200 to 2,000 guests expected for each event.

Down the road, the future is “rosy and peachy,” Himert said. “2017 is through the roof.”

What really sets apart the efforts of the CVB and its sales team is its commitment – Himert recounted holding a turkey leg in one hand and chatting on the phone with a client with the other over the Thanksgiving holiday – and its relationships. “We work extremely well together with the convention center team and with

all of our hoteliers here in town,” she reflected. “It is a collaborative effort at all times.”

Social Media

Complementing the work of the CVB sales team are the efforts of its digital communications managers, Nicole Zylstra and Loren Simpson. The two build on existing relationships forged by the sales team and create new connections through proactive social media interaction via Facebook, Twitter and Instagram. Their aim? To increase the visibility of Long Beach as a great place to hold conventions and meetings, and as a vacation destination.

Zylstra oversees and strategizes social media interactions and campaigns to attract conventions and meetings to Long Beach. “We started a set of social media handles called ‘Meet in Long Beach’ dedicated to reaching planners of meetings and events looking to bring new groups to Long Beach,” Zylstra said.

These social media accounts have proven to be an effective tool for the CVB to promote its presence at trade shows to meeting planners.

Jeff Forney, the CVB’s vice president of marketing and membership, knows from firsthand experience that this method works. “I was at a show and somebody walked up, and it was because of Nicole’s post [on social media],” he said. “So they came by and took a picture of us and then posted it. It put a face to the brand.”

The Meet in Long Beach social media

pages also engage meeting planners with glimpses of what visiting Long Beach might be like. “A meeting planner is not so much different than a regular visitor. They still want to know what their attendees will enjoy when they are here in the city,” Zylstra said. Through these pages, the CVB shares social media content, such as photos generated by social media users in Long Beach to give meeting planners snapshots of the best of the city from a local’s perspective.

This year, the CVB created a social media campaign to accompany its largest sales mission to Washington D.C. in June, to generate buzz about Long Beach as a convention destination. The CVB team promoted its presence with the hashtag

#DCmeetLB, which they used to encourage potential clients and others to use on social media to talk about their experiences during the sales mission. The campaign generated 839 mentions of the hashtag with a potential reach of 454,200 individuals. “We had around 400 followers back then on Facebook, and, since then, we have grown it to about 4,600 followers,” Zylstra noted.

The CVB also uses social media pages entitled “Visit Long Beach” to promote Long Beach as a tourism destination, an effort overseen by Simpson. In 2014, the CVB launched an online sweepstakes called Beach with Benefits, which included a sweepstakes where winners re-

(Please Continue To Page 31)

The Wine Country



A Great Wine Store . . . And So Much More!

- Affordable High Quality Wines You Won't Find in the Chains
- Imported & Domestic Craft Beer
- Rare Specialty Spirits

- Gourmet Cheeses, Meats and Snacks
- Custom Gift Baskets
- Wine Storage Rentals from \$24 per month
- Wine Tastings Thurs, Friday & Saturday

Open 7 Days Mon-Sat 10-7 Sundays & Holidays 10-6
2301 Redondo Avenue, Signal Hill, CA (Next to Rossmoor Pastries)
(562) 597-8303

Please Visit our website to read our critically acclaimed wineletter & our calendar of upcoming wine seminars, classes & tastings

www.thewinecountry.com



It's not a party unless we're invited.

562.426.0555 • THEGRANDLB.COM

“For me, it’s always been about the food and the experience. Let us help create the experience at your next event.”

- Jim Choura, CEO



The Grand LONG BEACH



HOTEL • ATTRACTIONS • EVENTS

THE QUEEN MARY

EXPERIENCE THE GRANDEST OCEAN LINER EVER BUILT



FULL SERVICE HOTEL, FINE DINING, MEETING SPACE & UNIQUE ATTRACTIONS



GUIDED TOURS

COME ABOARD FOR AN UP CLOSE AND PERSONAL LOOK AT HISTORY



GRAND SALON



FIRST-CLASS STATEROOMS



MEETING AND CONFERENCE SPACES

QUEENMARY.COM | SALES@QUEENMARY.COM 1126 QUEENS HIGHWAY, LONG BEACH, CA 90802

CVB Is Growing Interest In Long Beach

(Continued From Page 29)

ceived JetBlue airfare to Long Beach, plus hotel, attraction and restaurant packages. The second phase of Beach with Benefits included weekly giveaways promoted through social media contests.

This year, the CVB brought back Beach with Benefits to increasing popularity. The sweepstakes saw a 62 percent increase in entries, and the weekly contests experienced more than a 100 percent increase in entries. Overall, Beach with Benefits generated 10.8 million impressions so far this year through social media shares and online news.

“Our social media followings have almost doubled over the last year and a



Beach with Benefits, the CVB’s year-round series of sweepstakes and contests designed to put the spotlight on Long Beach and attract visitors, is primarily promoted through social media. (Image provided by the Long Beach CVB)

half,” Simpson said. “We attribute that to of course our Beach with Benefits campaign, but mostly it’s changing the voice of our social handles so it’s more conversational as if you are speaking to a person, versus to an entity.”

For the first time, last year the CVB created a contest encouraging people, through social media, to submit videos about Long Beach. The contest generated 36 videos and 3,600 online votes. Due to its popularity, the CVB is now holding the contest again. Submissions are accepted through January 31. “We get tons of feedback, people talking about it, and sharing on Facebook,” Simpson said.

PR And Marketing

In addition to using social media, the Long Beach Convention & Visitors Bureau continues to get the word out about Long Beach as a destination for conventions and travel through public relations and marketing.

Bob Maguglin, director of public rela-

tions, works with DCI, a contracted firm specializing in travel marketing, to plan press trips for writers from major publications to stay in, experience, and then write about Long Beach. In the past year, the CVB and DCI have brought in two group press trips with multiple writers, plus seven individual press trips. Five more individual press trips are currently in the works.

“That’s a major way that we try to play the PR, where constantly there is always something out there on Long Beach,” Maguglin said. “Stories are always hitting.”

In June, a press trip brought in six writers to cover POW! WOW! Long Beach, an event in which international artists painted murals throughout the city. The posts generated by that press trip garnered 37.8 million impressions on Facebook, Twitter, Instagram and YouTube combined. A group press trip in late September brought in six writers, whose writings and postings created about 12 million potential impressions via the same online outlets.

Jeff Forney, who spearheads marketing and advertising for the CVB, said that every time the CVB’s efforts result in media coverage, the digital communications team shares links and information about that coverage through social media.

Although much of the CVB’s efforts to reach convention and meetings clients, as well as potential leisure travelers, have shifted to digital outlets, Forney noted that advertising in print publications is still a key strategy. “A lot of our meeting planners still like to read a publication and flip through it,” he said.

The CVB previously advertised in 13 major print publications regularly, and now does so in just four, plus occasional advertisements in smaller market publications, Forney said. To determine where the CVB should spend its marketing dollars, sales representatives regularly speak with convention and meeting clients about what they read and where they get their information. “We start listening to the clients from day one every year, throughout the year,” Forney said.

Longtime relationships have opened up opportunities to place ads in key publications, such as “Convene,” a conventions trade magazine. “A few years ago, we had the opportunity to purchase the inside front cover spread, so now we have that every single month . . . at a discounted rate we negotiated,” Forney said. The

CVB also regularly markets Long Beach to meetings planners through “Successful Meetings,” another trade publication.

Once a year, the CVB produces a 28-page insert for “Convene” and “Successful Meetings” showcasing Long Beach and all it has to offer. The piece is also used for marketing at trade shows and on sales missions.

To reach leisure travelers, the CVB advertises jointly with the Queen Mary and the Aquarium of the Pacific in AAA’s “Westways” and “Highroads” magazines, as well as in “Sunset Magazine.” The combined circulation of these magazines in 2015 is more than nine million. ■

Consumer Print Advertising



In addition to regularly advertising in major convention and meeting trade publications, the CVB occasionally places ads in local market publications. This year, the nonprofit organization advertised POW! WOW! Long Beach, an event in which international muralists created artwork through the city, in “Los Angeles Magazine.” (Image provided by the Long Beach CVB)

Arrive. Unwind. Treat Yourself.

Holiday Inn Long Beach Airport



Just the Place for You!

- Mobil 3-Star & AAA 3-Diamond Rating
- Located within 1 mile of Long Beach Airport
- Newly renovated 100% Smoke-Free Guest Rooms with Keurig Coffee Maker and iHome Bluetooth Clock Radio
- Complimentary Parking
- Complimentary Long Beach Airport Shuttle
- Over 8,000 Square Feet of Meeting & Banquet Facilities
- Top Floor Penthouse Level Restaurant & Lounge
- Outdoor Heated Pool
- Fitness Center
- Business Center
- IHG Rewards Club Program (*Earn Your Points*)
- **Coming Soon!** Staybridge Suites 2017

2640 N. Lakewood Blvd., Long Beach, CA 90815

Phone: (562) 597-4401 • Fax: (562) 597-0601

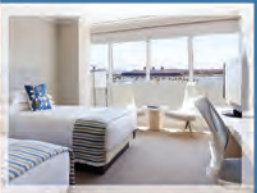

Email: sales@hilongbeach.com

www.hilongbeach.com



\$30 million REASONS TO EXPERIENCE THE NEWLY transformed HYATT REGENCY LONG BEACH.

Renewed, renovated, reinvented... Welcome to the new Hyatt Regency Long Beach, the result of a stunning \$30 million renovation and complete transformation. This magnificent waterfront destination and meeting venue boasts 528 totally reconfigured guestrooms, 20 re-imagined specialty suites, plus luxurious new décor in our Regency Lounge and lobby. Make your reservation today to enjoy our beautiful new look, exciting dining options, extensive amenities and the world-class service you've come to expect from the premier hotel in Long Beach. To plan your next meeting or for more information, call 562 491 1234 or visit longbeach.hyatt.com.





562 491 1234 LONGBEACH.HYATT.COM

HYATT and Hyatt Regency® names, designs and related marks are trademarks of Hyatt Corporation. ©2015 Hyatt Corporation. All rights reserved.

Catalina Express Set To Mark 35 Years Of Channeling People And Goods From The Island To The Mainland And Back

■ By **MICHAEL GOUGIS**
Contributing Writer

Greg Bombard's life has been hewn from the rocky, sunny slopes and harbor waters of Santa Catalina Island. Born on the island, educated at the schools there, and raised in a family that operated the west end of the channel isle, Bombard is at home there – and is equally at home traversing the ocean that separates Catalina from the shores of Long Beach.

That is because, for nearly three and a half decades, Bombard has made his living crossing that stretch of ocean, and making it possible for others to do so, in speed and comfort.

Bombard's company, Catalina Express, is set to celebrate its 35th year in business. What started out as an operation with a single boat, designed to fill a specific need for transportation between Catalina and the mainland, has expanded into a fleet of eight highly modernized vessels, three ports on the mainland servicing the landing at Avalon, and a service that is set this year to match or exceed its record of 1.2 million annual bookings.

Bombard says the formula for success hasn't changed in all these years: Provide the service that is needed, and do it with speed, style and safety.

"We're doing something special. When you have the loyal employees that we have and the things we've worked through together, I think that says a lot for any company," Bombard says. "I think with all of that going for us, and the fact that the model was right on time and gets developed to be better and better every year, that is really what makes this place tick."

Bombard's father, Doug, operated the west end of Catalina Island for 40 years, starting as a manager for the Santa Catalina Island Company, then leasing and developing the Two Harbors region.

"A lot of yachting, a lot of camping took place over there. He developed a restaurant, Doug's Harbor Reef. He built it into a real nice little community. Very, very popular for the yachting community and the yacht clubs," Bombard says.

"It had a general store, and we also had a hunting lodge which we ran during the winter months when yachting wasn't as popular. Back in the day, there [were] boar, there were goats, there were deer; quail hunting was popular."

As the region developed, a need for



Greg Bombard, president of Catalina Express, this year expects his company to match or exceed its record of 1.2 million passengers – a far cry from the company's first year nearly 35 years ago when a single vessel transported 2,500 people. (Photograph by the Business Journal's Larry Duncan)

transportation of a particular type grew – and various attempts to meet that need ran into obstacles, Bombard says.

"Part of what happened was that the main transportation was the big Catalina cruise boats, roughly 700 passengers. They didn't really have the ability to come in with a small group of hunters like 25 people," Bombard says. "So we used to use the seaplanes. And the seaplanes were a great part of Catalina's history. It was a great novelty to land on the water.

"But at one point, the parts for that airplane became so scarce that the (Federal Aviation Administration) was having a problem with them, the owners were having a problem with them, so they kind of pulled those out of the air, and they started operating helicopters. The problem with helicopters was that most of them only carried about five passengers. And especially for hunters, the (helicopters) couldn't handle the luggage.

"So my dad asked me, I think we need to start our own little boat, back and forth."

The niche that needed to be filled was the need for the islander to be able to get back and forth from the mainland in one day.

"There was no way for an islander to really be able to come and go from the island for a day – to come over here to the mainland, do their business, their banking, whatever, and then get back on a boat and come back home. There was no way to commute," Bombard says.

"So we picked up a small boat, put it together, a 56-foot Westport. We ended up

with 54 passengers. Our route was, we're going to leave the mainland at 6 a.m., get the commuter in Avalon by 8 a.m., be back here by 9:30 a.m. to get the hunters who were going to Two Harbors. We'd go to Two Harbors at noon, come out of there at 2 o'clock, get back here and take the Avalon folks back by 4:30. That was us. We carried a whopping 2,500 people our first year."

It wasn't much. But it was a solid base onto which the rest of the business has been built. Starting from there, the passenger line would grow into serving the visitor market, Bombard says.

"We've bought a lot of boats. We've built a lot of boats. We're now a fleet of eight vessels. They all can do more than 30 knots and they all can do the run in just over an hour – if we push them, they can do it in an hour or less. We do 30 runs a day in the summer months," Bombard says.

"Today, we still leave the mainland at 6 o'clock in the morning. We take commuters to work – Edison employees, the school teachers, people like that. And we turn around and take them back. We're still doing the same thing, just on a bigger scale."

Today, Catalina Express offers service out of Dana Point, Long Beach and Los Angeles. Part of the reason for the company's success is that it has pursued technological advancements, such as stabilization technology, that made the crossing a more comfortable experience for commuters and travelers, Bombard says.

Lured by the promise of speed and effi-

ciency, the company invested in its first catamaran back in the early 1990s. But the craft didn't provide the necessary ride quality, so it was sold off.

"We got out of that boat and we built two more monohulls in 1994. Then along came a group called Maritime Dynamics. They were creating a ride control system for the Navy frigates. Congress likes to see something they developed come into the private sector," Bombard says.

"We were one of the first companies in the United States to work with those folks and put full ride controls on the 100-foot monohulls that we built back in 1994. These ride controls are sophisticated, like an airplane. It's reading pitch and roll at all times. They'll counter a roll, numerous times a second. Once we put that on the monohulls, we said, man, this is unbelievable. We noticed such a difference in the monohulls that we built another catamaran and we put T-foils under the water. They keep the sensitivity of roll and pitch to almost nothing. This has been a huge win for us."

In addition, cabin comfort has been key to making the crossing as enticing as the vacation destination on the island, Bombard says.

"We wanted to have people sit back, relax, enjoy the water, not have to get up and wander around. I wanted them to relax, get ready for their vacation," he says, explaining the genesis of the cabin attendant service concept. "Sit back, have a cabin attendant come by, offer you a cocktail or a light snack – it just felt to us like a better idea."

What the company's success means for the tourism industry in the greater Long Beach area is that Catalina Island is easily and casually accessible for anyone, Bombard says.

"We offer an opportunity," Bombard says. "A day trip for people who are here for a convention – we can be part of their post- or pre-tour – we've got some real nice availability for that. And for the people who live here in this community, we offer them an out. A day away from downtown. A day to go lay on the beach, relax, get into a water sport – all of those things can take you away for a minute and let you forget what yesterday was and let you think about today and feel better when you go home."

And as for Bombard – well, there's an old saying about doing what you love to do . . .

"We're having a great time," Bombard says. "We have great partnerships in the community, and we like to get out there and take people where they want to go." ■

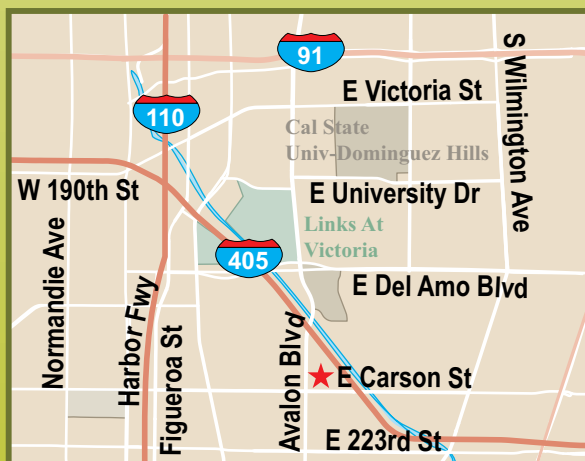


Passengers line up at Catalina Landing in Downtown Long Beach for a one-hour ride to Avalon. Service is also offered from San Pedro and Dana Point. (Photograph by the Business Journal's Larry Duncan)

the CARSON *Center*

WHEN IT COMES TO EVENTS, WE MEAN BUSINESS...

- LA's most innovative banquet and conference center
- 40,000 square feet of flexible meeting space including a 12,000 square foot ballroom
- Centrally located - minutes from LAX and Long Beach airports; easy drive from Orange County and the Westside
- 23 flexible spaces accommodating 18-1,200 guests
- State-of-the-art audio/visual equipment, stage and theatrical lighting
- Professional event coordinator on site
- Incomparable food service with ethnic menus available
- Free parking
- Adjacent to the 225-room Doubletree hotel



Long Beach Tourism Attractions And Companies Report Growth In 2015

■ By **SAMANTHA MEHLINGER**
Senior Writer

Long Beach attractions and cruise companies are expecting to end 2015 with record visitor numbers and increased revenues thanks to more business from corporate professionals, travelers and locals.

The total number of visitors to Long Beach, which includes the number of attendees at conventions, meetings, major attractions and special events, has increased by about 4 to 5 percent every year over the past four years, according to the Long Beach Convention & Visitors Bureau (CVB).

The Aquarium of the Pacific is about to close out its best year ever for attendance, with the exception of its opening year, President and CEO Jerry Schubel told the Business Journal. "We will have exceeded all of our expectations in terms of visitors and revenue," he said. "Our attendance to date is 4 percent above last year, and we project we will finish the year at more than 1.5 million visitors."

Aquarium revenues have increased by 6 percent compared to last year. "We are right now at a little over \$31 million and we still have a month to go [in 2015]," Schubel noted.

Schubel pointed out that it isn't necessar-

ily easy for the Aquarium to attract more visitors due to what he refers to as "a very noisy" Southern California market, which features many other major attractions with longer histories and more name recognition in the area. He attributed the growth in visitors this year to the Aquarium's programs and word-of-mouth recommendations.

The Aquarium already has plenty of new programs and events planned for next year, including a new exhibit featuring sea horses and sea dragons.

Next year, the Aquarium's spring Aquatic Academy – a course series on oceanic and environmental issues – will focus on "that dreaded subject, GMOs [genetically modified organisms]," Schubel said, referring specifically to GMO crops. "We will look at it from different perspectives to try to get the public better informed about what GMOs are, what concerns are legitimate, which concerns are not legitimate, and how they may play an important role in our future when we have to feed 50 percent more people," he explained. "I'm sure it will draw some criticism, but I hope it will bring some enlightenment."

"I am very bullish on the outlook for the Aquarium," Schubel said. "I think next year will be even better, and, when the Aquar-



*Aquarium
of the Pacific*

DESSERTS WITH SANTA

Join us at the Aquarium of the Pacific to celebrate the holidays. Enjoy a visit with Santa along with desserts, hot chocolate and coffee.



GREAT HALL

MONDAY DECEMBER 21, 2015 • 6:30PM - 9:30PM

PRICING:

Includes Aquarium admission

General Public:

Adults: \$29.50

Child 3-11: \$19.50

Members:

Adults: \$19.50

Child 3-11: \$9.50



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

Shoreline Village
BARS RESTAURANTS FUN ENTERTAINMENT
SHOPS FAMILY FUN

HARBOR CRUISES WATERFRONT DINING UNIQUE SHOPS

www.shorelinevillage.com

401-435 Shoreline Village Dr.
Long Beach, CA 90802



#ShorelineVillage



A seal enjoys an icy Christmas treat at the Aquarium of the Pacific, which is hosting holiday-themed events through Christmas Eve, including live holiday music and a diver dressed as Santa feeding fish in the Great Hall. (Photograph provided by the Aquarium of the Pacific)

ium successfully expands, it will enhance every aspect of the city by giving Long Beach a world class cultural institution,” he said, referring to the institution’s planned 23,000-square-foot expansion. The project is currently in the fundraising phase.

The Queen Mary also expects to end 2015 on a high note, with an anticipated 7 percent increase in visitors for the year, according to General Manager John Jenkins. That translates to about 1.7 million people, he noted, attributing the increase to recent efforts to bring new attractions and amenities to the ship. Queen Mary revenues for 2015 are about 5 to 6 percent ahead of revenues in 2014.

“I’m very pleased with where we are. We continue to add new events, so it’s really



Jerry Schubel, president and CEO of the Aquarium of the Pacific, said that in 2015 the Aquarium had its most attendees ever since its opening year. (Photograph by the Business Journal’s Larry Duncan)

helped us to [attract] customers and the amount spent per customer,” Jenkins said. “We have had a good year. We have increased in group business, as I think everyone in Long Beach has.”

The Queen Mary debuted a brand new 4D theater on board on November 20, the opening day of its winter holiday event, CHILL, which runs through January. The state of the art theater incorporates scent and touch into the movie-going experience. “With every ticket you buy for CHILL, you get to go through the 4D theater,” Jenkins

said, adding that the theater is currently showing the children’s holiday film, “The Polar Express.” “We’re very excited to be one of the few here on the West Coast that have a 4D theater,” he said. “We expect to run it year round starting next year.”

The ship also recently debuted a gallery featuring antique and original model ships from Cunard Line, the designer of the Queen Mary. The gallery includes an original ship model for the Queen Mary, used by Cunard to show people what the ship would look like before it was built.

The Queen Mary’s special events have brought in record attendance so far this year, Jenkins noted. “Dark Harbor was the largest attendance ever, [with] about 129,000 people this year,” he said, referring to the ship’s annual Halloween maze. “CHILL is doing well. . . . We are on target to beat last year’s numbers.”

Jenkins is optimistic about the future of the ship now that a new leaseholder, Urban Commons, has taken over the Queen Mary and adjacent land. “They are very excited about what we are working on,” he said. He concluded, “We’re looking forward to a great 2016.”

With views of both the Queen Mary and Aquarium of the Pacific from its position across Rainbow Harbor, Shoreline Village offers visitors, tourists and locals a place to shop, dine and enjoy events. This year, overall gross sales of businesses at Shoreline Village have increased by 22 percent from last year, according to Property Manager Debra Fixen. “Businesses are doing well. We are getting more traffic and more locals coming,” Fixen said. “The CVB is doing great bringing more tourists and conventioners.”

A new comic book store, Shoreline Comics, recently opened at the village, and is doing well, Fixen said. Other businesses are also benefiting from increased traffic to Shoreline Village. “Our barbecue restaurant, Louisiana Charlie’s, is busy constantly. It’s a phenomenal business,” Fixen said. “And Cafe Dia, the bakery, is expanding its menu to include Mediterranean food.”

Improved marketing efforts and a greater emphasis on social media interactions has

(Please Continue To Page 36)

Gray Whales Migrating Off Long Beach Coast Now!

M/V Triumphant

Southern California's Biggest Attraction

Long Beach's **ONLY** Year-Round Whale Watching Tour Boat Operator

Daily Departures:
Adults \$45
\$40 Seniors/\$30 Kids ages 3-11
Sightings not guaranteed
Prices subject to change without notice
* Discount applies to adult full fare only
Expires June 30, 2016

\$10 off with this ad Mon - Fri*

Located at Dock #2, in Long Beach's Rainbow Harbor, next to the Aquarium of the Pacific

Great for Corporate Events & Gatherings!

Harbor Breeze
Yacht Charters & Cruises
A+ Better Business Bureau Rating
Harbor Cruises & Whale Watching
562/432-4900
www.2seewhales.com

Catalina Island CATALINA EXPRESS

— Ride With Us —

UP TO **30** DEPARTURES DAILY ON
8 SMOOTH-RIDING BOATS.



Just 22 miles from L.A. sits a Mediterranean island full of romance and adventure, where buffalo roam free and there's never a traffic jam. What a difference an hour can make. Escape today to Catalina Island.



San Pedro • Long Beach • Dana Point

800.914.4562 | CATALINAEXPRESS.COM

Long Beach Tourism

(Continued From Page 35)

driven more local traffic to Shoreline Village, Fixen said. The village also began hosting more community events this year, such as a meet-and-greet with 2nd District City Council candidates, she noted. The new Pike Outlets, located a short walk from Shoreline Village, is also bringing in more people to the area, she said.

Cruise companies both small and large told the Business Journal that they experienced increased revenues and attracted more passengers in 2015. Harbor Breeze Cruises, a local company offering whale-watching and sea-life tours as well as event cruises in the Long Beach harbor, had about a 10 percent increase in passengers this year compared to 2014, according to owner Dan Salas.

"We are getting a lot of day-trip people coming to Long Beach just to spend time here because there are so many attractions now," Salas said. "We are seeing repeat customers that are bringing relatives or family and friends down on the weekends." Harbor Breeze has also seen increased business from corporate clients booking event cruises, he noted. "Corporate group [bookings] were up about 8 percent over last year."

Part of what's drawing passengers aboard Harbor Breeze's most popular cruises, its whale-watching tours, is an increase in whale sightings.

"With the warm water we have this year with El Niño, we had a tremendous amount of sea life right off of Long Beach," Salas said. "We had more humpback whales than we have ever seen," he continued. "People

come from all over the world, and are coming to spend sometimes up to a week here in the summer time just to get a glimpse of these magnificent creatures." Like Fixen, Salas noted that the Pike Outlets are also helping to bring in more visitors to the waterfront.

Carnival Cruise Lines, which operates from the dome by the Queen Mary, is on track to have carried more than 500,000 passengers on its cruises departing from Long Beach by the end of the year, according to Carlos Torres de Navarra, vice president of commercial operations. In an e-mail to the Business Journal, de Navarra called 2015 "another successful year" for Carnival in Long Beach.

"Long Beach continues to provide consumers with a convenient embarkation point for embarking on their Carnival cruise," de Navarra said. "Guests enjoyed a wide selection of departures round trip from Long Beach – from convenient three- and four-day Baja cruises and seven-day Mexican Riviera departures to 15-day Hawaii cruises," he said.

The Carnival Miracle, a Spirit-class cruise ship, underwent a multi-million dollar refurbishment this year, providing passengers with new amenities such as the "Caribbean-inspired RedFrog Pub, the cocktail-pharmacy themed Alchemy Bar, the Cherry on Top sweets shop," and more, de Navarra said.

Next year, Carnival is adding more cruise options from Long Beach, including a 13-day Mexican Riviera cruise leaving on January 28, and two 15-day Hawaii voyages, which are scheduled to depart on October 15 and November 26. "We look forward to another successful season sailing from Long Beach next year," de Navarra said. ■



the
GREAT DANE
BAKING
company

Aquarium Holidays

It's the season to be jelly!

December 8 - 24 | 9:00AM - 6:00PM

Celebrate the holiday season at the Aquarium this December. Catch daily snow fall in the Great Hall, the Aquarium will be decked with festive decor, and the Aquarium's costumed characters will appear in their holiday outfits. On weekends in December choirs will perform carols, and a snow play area will be set up on the front lawn. On December 12 and 13 the Aquarium will be collecting toys for the annual Spark of Love Toy Drive. On December 21 the Aquarium will host Desserts with Santa, a special evening hours event to enjoy cookies and desserts with Santa. On December 19 and 20 kids can take photos with Santa.

COST: Free with admission
INFO: (562) 590-3100, ext. 0

*Aquarium
of the Pacific*

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



The Social List Named Official Caterer For ‘Jay Leno’s Garage’

The Social List, a restaurant on Long Beach’s Retro Row, recently became the official caterer for the new NBC show, “Jay Leno’s Garage,” in which the former host of “The Tonight Show” lets cameras inside his garage for a peek at his extensive automobile collection. Luis Navarro, who co-owns both The Social List and Lola’s Mexican Cuisine with Brenda Rivera, told the Business Journal they first catered the show a few months ago thanks to the recommendation of one of its staff members, Chris Pena. A Long Beach resident, Pena had visited The Social List and recommended it to show producers, who brought in the restaurant to cater a lunch, Navarro said. “Everybody was wondering if Jay was going to like it or not,” he recalled. Leno did like it – so much that, after two more catering gigs, producers called Navarro over the Thanksgiving holiday to ask if he’d bring his restaurant in as the show’s official caterer. (Top left photo provided by Navarro; photograph at right by the Business Journal’s Larry Duncan.)



Drop Off Toys For Disadvantaged Children At Lakewood Self Storage

Lakewood Self Storage is an official drop-off location for Toys For Tots, a non-profit organization that collects toys for disadvantaged children during the holidays. The deadline to drop off toys for this holiday season at 3969 Paramount Blvd., Lakewood, is December 17. Pictured at Lakewood Self Storage with items already collected is manager Jessi Rideout. Office hours are Monday-Saturday, 8 a.m. to 6 p.m., and Sunday, 10 a.m. to 3 p.m. (Photograph by the Business Journal’s Larry Duncan)

Miller Children’s & Women’s Hospital Awarded \$250,000 Federal Grant

Miller Children’s & Women’s Hospital Long Beach was recently awarded a five-year, \$250,000 federal grant from the Healthy Tomorrows Partnership For Children Program. The funds are for the hospital’s



Transition of Care Program, which was formed in 2012 to help patients with chronic conditions transition from pediatric to adult health care settings. Thanks to the grant, Miller Children’s was able to hire Dr. Stacey Epstein, a physician advisor, whose role is to assist patients through outreach to specialists in both the pediatric and adult care settings “to create partnerships, develop transfer protocols and generally increase awareness and understanding of transition issues,” according to a hospital statement. Miller Children’s was only one of eight hospitals to be awarded this grant from a pool of 64 applicants. Pictured, from left are: Linda Towne, clinical operations director; Epstein; Erika Jewell, transition coordinator for the Transition of Care Program; Reny Partain, transition navigator; and Ann Tanner, executive director of pediatric outpatient centers at Miller Children’s. (Photograph by the Business Journal’s Larry Duncan)

Miller Children’s & Women’s Hospital Holds World AIDS Day Event

Community members, patients and staff gathered at Miller Children’s & Women’s Hospital Long Beach on December 1 to view artwork from pediatric patients and hear health experts speak on the subject of HIV and AIDS treatment. The event was held in recognition of World AIDS Day. The Bickerstaff Pediatric Family Center at Miller Children’s cares for pediatric patients and pregnant women who are at risk of contracting or are infected with HIV/AIDS. Pictured, from left, are: Dr. David Michalik; Sherry Hytrek, physician assistant; Joe Cristina, founder of Children Affected By AIDS Foundation; Debbi Bickerstaff; Dr. Audra Deveikis, medical director of the Bickerstaff Pediatric Family Center; Dr. Tempe Chen; and Dr. Jagmohan Batra. (Photograph by the Business Journal’s Larry Duncan)



DeForest Park Wetlands Restoration Project Underway

The DeForest Park Wetlands Restoration Project will recreate 39 acres of wetlands, trails and wildlife habitats along the L.A. River from DeForest Park to Del Amo Boulevard in North Long Beach. Pictured from left at the groundbreaking are: Polly Escovedo of the California



Natural Resources Agency, State Sen. Ricardo Lara, Long Beach Councilmembers Al Austin and Rex Richardson, State Sen. Isadore Hall, and Interim Director of the Long Beach Parks, Recreation & Marine Department Steven Scott. (Photograph by the Business Journal’s Larry Duncan)



Pediatric Patients Get Holiday Surprise At Miller Children’s & Women’s Hospital

Miller Children’s & Women’s Hospital Long Beach patients and their families were treated to a holiday surprise on December 2 when they had a chance to visit with Santa and Mrs. Claus, and play in Santa’s Workshop. Chefs from Rossmoor Pastries in Signal Hill helped children decorate gingerbread houses, while members of the Long Beach and Signal Hill police departments helped them make crafts. Many other organizations participated in the event, including Assistance League of Long Beach, the Aquarium of the Pacific, the Make-A-Wish Foundation and others. At left, a chef from Rossmoor Pastries helps a Miller Children’s patient decorate gingerbread cookies at Santa’s Workshop. At right, Alessandro and his sister get a visit from Mr. And Mrs. Claus, volunteers from Turner Construction. (Photographs by the Business Journal’s Larry Duncan)

HealthWise

Overcoming Depression During The Holidays



By Todd Hutton, MD

Feeling down during the holidays can be tough, especially when it seems like the rest of the world is moving along without a worry. At a time when everything surrounding you says you should be cheerful and full of “holiday spirit” it also can be very difficult to overcome depression. During this time of year, it is important to take the time to put things into perspective and recognize what is causing you stress.

Know When to Seek Help
If you feel that you or someone you know is experiencing depression during the holidays it is important to be able to spot the differences in behavior. Signs that are indicative of clinical depression include:

Persistent sad tearful mood; Loss of interest in the things you used to like; Weight loss/gain or loss of appetite; Increased/decreased motor function; Feelings of hopelessness or guilt; Recurrent thoughts of death; Insomnia or sleeping too much; Constant fatigue.

Knowing these signs and symptoms is the first step to treating your depression and overcoming it.

Three Factors or Causes for Stress

The holidays often cause people to feel down because things literally do change at this time of year. Three main factors that can cause stress during the holidays:

- People are busier – Juggling shopping, holiday parties, work and year-end financial responsibilities can be mentally exhausting and cause lots of unwanted stress.
- Focus on family – Everything holiday related seems to focus on family. For those who are not geographically close to their family, or with unfavorable family histories, the holidays foster emotions of loneliness or being outcast.
- Days are shorter – Exposure to less sunlight and grayer skies can affect a person’s mood and general outlook.

Overcoming Holiday Stress

If you feel you may be experiencing depression during the holidays, be proactive about the way you do things and seek support. In order to stay clear of depression, it is important to have a good social support system and really asses the things that are troubling you.

- Pace yourself, don’t overwork during the holidays by trying to make sure things are “perfect.” The holidays should be a fun time.
- Remember to sleep, eat and drink regularly. Overindulging can lead to other factors that may cause more stress.
- Reset your expectations and be realistic about your holiday goals. If you’re shopping for a present and find one that works well enough, go with that.
- Focus on the good, and don’t let what you can’t do, take control of your feelings.
- Keep your routine. Get up and out of bed when the sun is out to get enough exposure to daylight.

Through the season it is important to keep sight of what makes you happy. Being aware of this can help you focus on the things you want to do, rather than what you “should” be doing, which in turn can eliminate unnecessary burdens you’ve place on yourself.

(By Todd Hutton, M.D., is medical director, Transcranial Magnetic Stimulation Therapy, at MemorialCare Center for Mental Health & Wellness, Community Hospital Long Beach)

Effective Leadership

Seven Ways To Be Intentionally Influential



By Mick Ukleja

“You can have everything in life you want just by helping others get what they want.”
Zig Ziglar

According to The Free Dictionary “influence” is “A power affecting a person, thing, or course of events.” It’s different than manipulation or even control. It’s the capacity to be a compelling force. An influencer produces an effect on the actions, behaviors, and opinions of others.

You have the ability to influence up the chain of command as well as down that same chain. The biggest influencers in my life were those that added value to me. The result? My life appreciated in value.

Here are 7 ways to be intentionally influential in the lives of others.

1. Influential people celebrate the progress as well as

the accomplishments of others. There are times when folks can’t see the light at the end of the tunnel. Help them see the steps right in front of them. The end light will eventually be sighted, but in the meantime you can add value to their life by cheering their efforts – one step at a time.

2. Influential people expect the best and give others the benefit of the doubt. Wanting the very best for people and showing this in tangible ways is a great motivator. By expecting the best in others we help them follow their good intentions. They may not reach the top, but they will have reached higher.

3. Influential people have a mission and are motivated by values. One of the major intrinsic human motivators is purpose. When others observe this in you, they are internally driven to do the same. It was there all along. You just stoked the fire.

4. Influential people are emotionally intelligent and self-regulate. The ability to manage yourself is a key factor in building better relationships with others. Being aware of your own emotions and how they impact personal behavior gives you the ability to regulate your attitudes and actions. As Napoleon Hill put it, “Think twice before you speak, because your words and influence will plant the seed of either success or failure in the mind of another.”

5. Influential people are empathetic and open. Their great influence comes by developing the ability to read a person’s frame of mind. They put themselves in the other person’s place. They have developed the habit of

listening. They do so wholeheartedly rather than haphazardly. They ask questions to get at the heart of the matter and to clarify their understanding. They don’t interrupt – verbally, mentally, or emotionally.

6. Influential people discover new ways to approach issues and solve problems. They are good at reframing issues so that others can see it from a different perspective. They go beyond symptoms and dive beneath the water where the deeper issue is observed. They don’t get stuck in the moment – which is a recipe for inaction. They help others focus on the final destination and not the bumps in the road.

7. Influential people inspire others and engage their imaginations. They help others see the connection to their desired outcomes. In this sense they are dealers of hope. They help illuminate the practical and exciting implications of a better future.

Influence might just be the highest level of human skills. In short, being influential is a matter of adding value to others. The irony is that it adds incredible value to yourself. As you influence up, you go up.

Leadership is influence, and influence is about adding value. Who are you appreciating today?

(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.)

Small Business Dollars & Sense

Year-end Financial Checklist



By Ben Alvarado

Before the hustle and bustle of the holiday season approaches, it is a good time for small business owners to take stock of their finances and plan for the coming year. By making time you will be better prepared for success in 2016.

How profitable was your business in 2015? What goals are you hoping to achieve over the next 12 months? These are important questions to consider. Here are five tips to help get you started:

• **Develop an actionable 2016 financial plan.** From establishing your annual business budget to updating your sales projections, creating an actionable plan with defined business goals will help you stay on target in the coming year. Start by reviewing the list of goals you hoped to achieve at the beginning of 2015 and document your progress. Are you on track to achieve each one? Based on your progress, adjust expectations and forecasts for the year to come.

• **Review expenses.** Check all of your business accounts to make sure you have categorized expenses correctly, and take a look at how your costs compare monthly and yearly. Remember: Many expenses are tax deductible and an efficient expense tracking process will not only save you time, but it could also save you money at year end. There are a number of expense tracking tools for business owners available online and through leading banks and financial institutions.

• **Prepare for year-end tax reporting.** Meet with your accountant to review your business profits and expenses, and make adjustments to your budget as necessary. Evaluate your business tax records to ensure that everything is in order and be aware of tax filing deadlines so you can plan ahead. Now is also a good time to discuss your estimated tax payments and find out if there’s anything you can do to minimize the taxes you’ll owe before the end of the year.

• **Meet with your banker.** It’s a good idea to organize an annual review meeting with your banker to discuss your current business needs and review your accounts. To prepare for this meeting, review your small-business loan accounts to track payment progress, and reconcile your bank and credit card accounts so you can head into the new year in good standing. Also take time to anticipate how your sales goals or hiring plans might impact your need for a new a deposit account, loan or line of credit, and be prepared to discuss available options with your banker.


• **Analyze your business's cash flow.** One of the most important things for a business owner to track is cash flow: How much cash your business earned and how much you spent. If you have trouble maintaining steady cash flow to cover expenses, make sure your financial plan includes specific actions to remedy the issue, such as cost reductions or new revenue sources. Take time to ensure that you fully understand and can forecast cash flow, especially if you have a seasonal business.

Setting aside time now to create a strong financial plan for 2016 is important for every business owner looking to take their business to the next level.

(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.)

Realty Views

Will Riskier Home Loans Come Back?



When you figure the way people spend on home improvement, household goods and the many other purchases and expenditures that are made by each and every buyer and seller, the exponential benefits of a robust housing market and increased homeownership are not hard to define.

This all came to a screeching halt when the housing bubble burst in 2007. Then in 2010 the Dodd-Frank Wall Street Reform and Consumer Protection Act was passed and the result was to shrink the amount of credit to many of the buyers who had been able to get easy loans in the pre-recession days.

There has been no end to the controversy and discussion over the state of lending prior to the real estate bubble. If the idea was to promote homeownership (along with the economy) by making transactions easier, the mission was accomplished. When borrowers were unable to meet their obligations, then all of a sudden banks, regulators, the federal government and just about anyone associated with the world of lending was blamed for being too loose with mortgage money and irresponsible practices.

It was easy in those days to say that lenders gave too much money to too many unqualified borrowers. But is an unqualified borrower someone who was making \$150,000 as an executive and suddenly became unemployed when the position was eliminated in the “new economy” and couldn’t find a job or had to find alternative work for less than half the pay?

This scenario and those like it had been growing in number in America for more than 20 years – to the detriment of the middle class – and grew until things collapsed in 2007. Lost jobs and reduced wages had more to do with the financial crises than bad regulations and unscrupulous – or even lax – lending. Basically the economy and the rules changed on the middle class that believed for decades in the American dream of a good job and owning a home – or at least it did for a large number of those that suffered economic hardship during this time.

Of course there were those who benefited from the robust economy that strong housing helped provide – and not just those mak-

ing and funding the loans. Entire segments of the economy outside of real estate and lending were the beneficiaries – not to mention our elected officials who were reelected when they pointed to how well the economy was doing.

That is why it is ironic that the centerpiece of the Dodd-Frank Act relating to residential mortgages, the Ability-to-Repay rules promoted by the Consumer Financial Protection Bureau and the six federal regulators’ final Credit Risk Retention rule, created powerful incentives for lenders to lend to borrowers only with the highest credit.

The drafters of the statute, longtime critics of the residential mortgage industry, believed that in the go-go years preceding the financial crisis too many lenders recklessly extended mortgage credit to consumers on terms that they did not understand and in certain instances, could not repay. Implicit in the drafters’ reasoning is that too many irresponsible consumers were assuming the arduous task of homeownership, which was beyond their means. In order to make these loans unattractive on the secondary market and especially for being bundled into securities, Dodd-Frank has established very strict rules for securitization relating to down payment and income-to-debt ratios, among other things, to put the brakes on all but lending to the very best borrowers.

But the tide may be turning on the impact of these rules in squelching what no doubt would be a very much stronger housing market right now if lenders were not tied up with Dodd-Frank regulations.

For starters, new loan products of so-called non-Qualified Mortgage niche products are leading the reemergence of a non-prime residential market. This, in turn, is augmented by stabilizing housing prices and a more viable demand for credit by consumers. The economy is better – people want and can buy things. And the market appears to be reacting to the greater demand with hedge funds, certain banks and real estate investment trusts that are leading the way for alternative lending.

But these looser loan programs will most likely require higher interest rates: lenders will not assume more expansive legal risks and credit costs without higher rewards.

Nevertheless, in spite of the obstacles created by Dodd-Frank and the unusually low interest rates that have characterized the residential loans markets in the past several years, credit demand, especially among non-prime borrowers, will swing the pendulum in favor of a more robust lending environment and will likely entail amendments to the existing Dodd-Frank regulations in the near future.

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

Long Beach Business Journal

Vol. XXVIII No. 24
December 8-21, 2015

EDITOR & PUBLISHER
George Economides

SALES & MARKETING EXECUTIVE
Heather Dann

STAFF ASSISTANT/PHOTOGRAPHER
Larry Duncan

INTERN/PHOTOGRAPHER
Erin Kleekamp

EDITORIAL DEPARTMENT
SENIOR WRITER
Samantha Mehlinger

STAFF WRITER
Sean Belk

CONTRIBUTING WRITERS
Michael Gougis and Gerrie Schipske

COPY EDITOR
Pat Flynn

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


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

Advertising and Editorial Deadlines
Wednesday prior to publication date. Note: Press releases should be faxed or mailed. No follow up calls, please. For a copy of the 2016 advertising and editorial calendar, please fax request to 562/988-1239. Include your name, company and address and a copy will be sent to you. Distribution: Minimum 22,000.

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

Third Sector Report

Giving Tuesday: A Great Idea That Comes With An Obligation



Most Americans weren’t aware that an international observance took place just last week. In fact, according to The John Templeton Foundation, only 18% know that the Tuesday following Thanksgiving is known as Giving Tuesday around the world.

Once the turkey is carved, Black Friday frenzy is over, Small Business Saturday is celebrated, and Cyber Monday captures the attention of online shoppers, the next day in the line-up is now Giving Tuesday which is followed by “Thank You Wednesday.”

It’s not surprising there is generally low awareness of Giving Tuesday given the observance didn’t start until 2012. Creating and sustaining movements takes time. Nevertheless, choosing the Tuesday after Thanksgiving represents a curious, yet deliberate, decision to pin philanthropy on the tail of the dog days of the post-holiday bustle when many feel fatigued from the volume of e-mail and spending during the previous days.

Giving Tuesday was the idea of the 92nd Street Y in New

York City and the United Nations Foundation to kick-off a season of year-end giving and holiday generosity in the aftermath of gluttony, commercialization and consumerism. The results have been impressive: \$10 million in the first year, climbing to over \$45 million by 2014. Early returns from last week’s observance indicates a stunning \$116 million finish.

The strategy is rooted in “crowd-raising.” It’s the hottest topic in fundraising circles today as it creates a form of hashtag activism that links viral social media campaigns to advance causes with the ease of online giving. The observance is often publicized as “#GivingTuesday” using a hashtag to clearly depict the connection. According to the Chronicle of Philanthropy, the internet has already welcomed over 976,000 contributors who have made 1.8 million transactions. The results have summed to \$202 million and has benefitted over 31,000 nonprofits in at least 68 countries.

Nevertheless, no good deed goes unpunished. Foes of Giving Tuesday are quick to blog about the national stage of competition it creates among nonprofits, the disadvantages that smaller organizations with limited resources and tech savvy have against the splashy campaigns of the larger ones, and the commercial aspects of the promotion. Many of the founding sponsors are the giants among online commerce, technology, and the processors of online donations who ultimately benefit from internet generosity on all of the other days.

Up until now, the biggest dollar days for online giving was December 31 followed by December 30. July 5 ranks as the lowest contributor online giving day of the year.

For old-timers, Giving Tuesday represents a sobering fact of progress that the future is now. With over 333,500 Facebook posts and a trending on Twitter that lasted over 11 hours with over three quarters of a million hashtag uses,

mass appeal fundraising has been forever redefined since the days of direct mail.

The concept of Giving Tuesday is a prime example of what Jim Collins envisioned as a BHAG kind of an idea: Reminding people with a Big Hairy Audacious Goal to give as part of their holiday or year-end tradition, not only in America, but around the world.

There are some inherent challenges with goal with that ideal such as making sure the rest of the world doesn’t view American giving as an afterthought to four days of capitalism on its finest display; that it’s too closely associated with a holiday that less than 6% of the world’s population observes; or, that it appears as though America has arrogantly launched Boxing Day version 2.0.

Its biggest obligation, however, is making sure that the world doesn’t seriously believe that American philanthropy is based merely on online transactions or simply writing checks. The organizers of Giving Tuesday can’t tell that story, but the beneficiaries and benefactors must during all of the other days of the year. While crowdfunding offers transactional connectivity, it doesn’t offer personal connectedness; and that’s what the majority of contributors in America want today more than ever.

The American story of philanthropy is rooted in a demonstrated love for fellow citizens that is person-based first and pocketbook-based second. Alexis de Tocqueville portrayed us to the rest of the world in that way in 1835. Giving Tuesday, its organizers, supporters, and beneficiaries must continue to demonstrate that is still who we are today.

(Jeffrey R. Wilcox, CFRE, is president and chief executive officer of Third Sector Company. Join in on the conversation about this article at www.lbbizjournal.com or drop us a line at jwilcox@thirdsectorreport.org.



Direct

Keep it simple. Long Beach is the fastest, most direct way to move goods between the Far East and most of the U.S. That's all you need to remember: Port of Long Beach. polb.com/trade



Port of
LONG BEACH
The Green Port

www.POLB.com