

## THIRD SECTOR REPORT

### The Necessary Evils In Leading Successful Community Organizations

By **JEFFREY WILCOX**  
EXCLUSIVE TO THE BUSINESS JOURNAL

Every job has unpleasant tasks associated with its completion. Most leaders advance in their careers with a certain amount of scar tissue resulting from painful lessons learned from having avoided distasteful details of their jobs that had gone overlooked for too long.

The gut-wrenching truth that holds many leaders back from fulfilling their responsibilities in nonprofit organizations, clubs and associations is that the necessary evils associated with their jobs carry a weightier moral component not found in the profit-making world. Most people are drawn to causes for personal and values-related reasons rather than monetary ones.

Like their private sector counterparts, however, nonprofit leaders who avoid the unpleasant deeds spawn a malignancy that is hard to reverse: People disengage or choose to leave in frustration, emotional confrontations and choosing sides increase, and a passive-aggressive way of group interaction envelopes the culture.

In the end, the necessary evils  
(Please Continue To Page 34)

#### MORE PERSPECTIVES:

##### 33 – Inside City Hall

By Gerrie Schipske

##### 33 – Technology And Innovation

By Forouzan Golshani

##### 33 – Small Business Dollars & Sense

By Ben Alvarado

##### 34 – HealthWise

By Serge M. Tobias

##### 34 – Effective Leadership

By Mick Ukleja

##### 35 – Trade And Transportation

By Jan Vogel and Tyler Reeb

##### 35 – Realty Views

By Terry Ross

# Long Beach Businesses Find New Ways To Become More Eco-Friendly And Sustainable

By **SEAN BELK**  
Staff Writer

From restaurants using bicycle couriers for food deliveries to commercial developers incorporating the use of cargo containers in a retail project, businesses in Long Beach are finding new ways to become more sustainable and eco-friendly.

In many cases, conserving natural resources and protecting the environment have become a part of everyday life for businesses large and small.

Proactively taking actions to improve the environment by decreasing pollution and reducing waste can often increase efficiencies, raise worker productivity and save money, according to the city's office of sustainability, which for nearly six years has recognized green businesses for their efforts.

Take, for instance, Dana Robertson, who, shortly after opening her restaurant called "Restauration" at 2708 E. 4th St.



Jia Luo, left, CFA, investment manager for Wells Fargo, and Daniel Rodriguez, fiduciary procedural consultant and president of Wells Fargo's Long Beach Green Team, occupy a bench in Bixby Park that the bank donated as part of local volunteer environmental efforts in the community. (Photograph by the Business Journal's Larry Duncan)

nearly two years ago, began composting leftover food scraps, also known as organic waste.

After starting with just one

compost bin provided by the city, she now fills up two every week, she said. The compost is picked up

twice a week and brought to an urban farm in North Long Beach

(Please Continue To Page 26)

• Long Beach Rolling Out New Environmental Initiatives, From Organics Recycling To Expanding EV Infrastructure  
• The Green Port Toward An Even Greener Future  
See Stories Beginning On Page

## City Councilmembers Considering Tax Measure For Upcoming Ballot

By **SEAN BELK**  
Staff Writer

According to Long Beach elected officials, additional revenue is needed to address several current and future needs, including beefing up the number of police officers and firefighters and addressing what city staff claims is \$2.8 billion in unfunded infrastructure repairs and renovation – from streets and sidewalks to community buildings and fire stations.

Their answer is to possibly propose a tax measure to be placed on the June or November 2016 ballot.

During a special meeting of the

city council, held January 26, the city's financial management staff, at the request of councilmembers, outlined nearly a dozen tax measure proposals for consideration. Some of the proposals would increase existing taxes while others would be new taxes.

New taxes would include a parcel tax, a property tax based on a fee per parcel rather than property valuation; a parking tax, levied on public and private parking lots; an oil severance tax, based on a percentage of actual sale price of oil or on a rate from a published price index; and an admissions tax, levied as a gross receipts tax

(Please Continue To Page 6)

## THE BUSINESS OF WEDDINGS Creating Unique Dining Experiences At Weddings

By **SAMANTHA MEHLINGER**  
Senior Writer

How many times have you checked off one of three options – chicken, steak or fish – for a meal on an RSVP card for a wedding?

These traditional sit-down meals are increasingly going by the wedding wayside as couples instead opt for food stations or family-style meals, which offer more variety for guests and even create an element of entertainment.

Customized cocktails and mini-food servings, as well as creative food displays, also make for a

unique wedding menu and lend to a cocktail hour-reminiscent social vibe that is becoming increasingly desirable among young couples, according to local catering and events professionals.

"Nowadays everybody wants a taste of everything," Sofia Riley, founder and co-owner of Long Beach's Thank Goodness It's Sofia (TGIS) Catering, told the Business Journal. "It's like when you go out for tapas," she said, referring to Spanish-style meals made up of appetizers or small servings. To create that feel at wedding receptions, more couples are opting for food stations.

(Please Continue To Page 19)



## Business Owners On Long Beach Minimum Wage: Prepare For Higher Prices And Fewer Jobs

By **SEAN BELK**  
Staff Writer

The Long Beach City Council's decision to raise the minimum wage to \$13 an hour by 2019 with an eventual "pathway" to \$15 an hour by 2021 was hailed

as a victory by some workers' rights advocates, but business owners said consumers will ultimately be stuck with higher prices and fewer job opportunities.

"I'm going to have to raise prices just like everybody else," said Vince Passanisi, owner of

Santa Fe Importers, an Italian delicatessen that started as a food market nearly 70 years ago in Westside Long Beach. "I'm going to do whatever I can to maintain my business to continue to provide good service and good products

(Please Continue To Page 4)

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Aquarium of the Pacific/PREMIER.....	17
Best For Less Photography .....	14
Boulevard Cadillac.....	9
Bustamante, George/Warshauer, Steve/ Jacques, Cameron – CBC BLAIR WESTMAC .....	5
Coldwell Banker Commercial BLAIR WESTMAC .....	9
City of Long Beach, Department of Financial Management, Purchasing Division .....	11
City of Long Beach Environmental Services Bureau.....	23
Eye Physicians of Long Beach .....	7
Gaut, Roy – CBC BLAIR WESTMAC .....	7
Gems & Jewels Fine Jewelry .....	13
Grounds Bakery & Café .....	5
Hilton Long Beach .....	17
Hotel Maya, a DoubleTree by Marriott .....	13
Hyatt Regency Long Beach .....	19
International City Bank .....	6
International City Theatre .....	29
INCO Commercial.....	9
Kafe Neo.....	4
Lakewood Self Storage .....	7
LB Walker Automotive .....	5
Long Beach Convention & Entertainment Center .....	18
Long Beach Museum of Art/ Claire’s At The Museum.....	15
Long Beach Parks, Recreation and Marine.....	29
Long Beach Petroleum Club .....	21
Long Beach Symphony .....	29
Long Beach Water Department .....	25
Michael Levy Gallery .....	7
Milana’s New York Pizzeria.....	4
Naples Rib Company .....	5
Pacific Gateway Workforce Investment Network.....	3
Port of Long Beach .....	Back Cover
Rossmoor Pastries.....	19
The Carson Center.....	20
The Earl Burns Miller Japanese Garden, California State University, Long Beach .....	13
The Grand Long Beach .....	17
The Queen Mary .....	15
Volterra Dental.....	5
Wells Fargo.....	27

## Upcoming In The Business Journal . . .

See Our Advertisement On Page 10 For Editorial  
Focuses In The February 16 and March 1 Editions

# Inside This Issue

## 4 Newswatch

- Business Owners Weigh In On New Minimum Wage, from Page 1
- City Council Explores Tax Increase Options, from Page 1
- Consultant Hired For Customs Feasibility Study
- QM Development Task Force Meets Tomorrow, February 3
- Leases And Transactions
- Pacific Gateway Success Story: Grow Mortgages

## 12 The Business Of Weddings

- Open Air Wedding Venues In Long Beach
- Wedding Vendor Selection Checklist Do’s And Don’ts
- Creating Unique Dining Experiences At Weddings, from Page 1
- Unexpected Reception Elements Gaining Popularity

## 22 Long Beach Environmental Initiatives

- Long Beach Rolling Out A Variety Of New Initiatives
- The Green Port: Toward An Even Greener Future
- Local Firms Find New Ways To Be Eco-Friendly, from Page 1

## 30 In The News

- Naples Island Business Association 2016 Leadership Team
- Signal Hill Chamber Of Commerce Installation Event
- George’s Greek Cafe To Celebrate 10 Years In Belmont Shore
- Dr. Thomas Clark To Be Honored For His Service To Community
- Wells Fargo Donates \$75,000 To Veterans’ Groups
- Dog Haus Celebrates New Downtown Long Beach Location

## 32 State Of The Port Address

- Review Of Chief Executive Jon Slangerup’s Presentation

## 33 Perspectives

- Inside City Hall: Why So Few People Run For Public Office
- Technology And Innovation: Retooling Factories For The Future
- Small Business Dollars & Sense: Rebuilding Your Business Credit
- HealthWise:  
    Is Your Heart Beating Fast? It Could Be Atrial Fibrillation
- Third Sector Report:  
    Necessary Evils In Leading Successful Organizations, from Page 1
- Effective Leadership:  
    Standing Up For Yourself Will Better Your Workplace
- Realty Views: Affordable Housing Demand On The Upswing
- Trade And Transportation:  
    Old School Workplace Skills More Critical Than Ever

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## Minimum Wage

(Continued From Page 1)

for my customers, but, in order to pay those additional labor costs, I'm going to have to charge more."

The business owner, who employs more than 50 workers, has said that he also plans to replace 12 to 15 unskilled employees at his food manufacturing operation with automated equipment. Although the technology will cost about \$1.5 million, Passanisi said it will still save him \$400,000 annually long term since he won't have to pay the higher wages.

After several hours of testimony and debate at a crowded council chamber, the city council at its meeting on January 19 voted 6-2 to approve a policy that includes raising the minimum wage to \$13 an hour phased in over three years starting next year.

The two councilmembers who voted against the policy were 4th District Councilmember Daryl Supernaw and 5th District Councilmember Stacy Mungo. Third District Councilmember Suzie Price left before the vote due to a family emergency.

Many months ago, four of the six councilmembers who voted for the ordinance – Lena Gonzalez, Dee Andrews, Roberto Uranga and Rex Richardson – were seen outside city hall supporting protesters who wanted the city to impose a higher minimum wage.

"That was a pretty clear indication to the business community that nearly a majority of the city council had made its mind up before any meetings were held, before any testimony was taken, before any study was done, before a so-called compromise was

presented," claimed Business Journal Publisher George Economides. "So much for voters electing people who want to hear all sides of an issue before making an informed decision in the best interests of the city. Transparency? That word should never be uttered again at city hall."

Under the new city ordinance, the minimum wage in Long Beach will be \$10.50 an hour starting January 1, 2017, \$12 an hour starting January 1, 2018, and \$13 an hour starting January 1, 2019. Small businesses with 25 or fewer employees and nonprofits will be given a one-year delay to comply.

The council also agreed on the motion of Vice Mayor Suja Lowenthal to conduct a study in early 2019 that will analyze the impacts of the city's minimum wage policy on employment, sales tax and the overall economy. If, after the study it is determined that there were no major negative impacts on jobs or the local economy, the minimum wage will be raised to \$15 an hour by 2021.

Under this "pathway," the minimum wage will be raised to \$14 an hour on January 1, 2020, and \$15 an hour on January 1, 2021. Small businesses and nonprofits would again be given a one-year delay.

Furthermore, in 2023, the minimum wage would be adjusted to the consumer price index (CPI) for the Los Angeles County metro area.

The new city policy, which will be imposed on all city departments on the same schedule, will include wage enforcement provisions managed by the city, covering private right-of-action for workers, mandatory posting, an anti-retaliation clause, revocation power and a program to fine employers for noncompliance.

"Nothing happens in a vacuum.

You can't just raise the minimum wage and solve the problem of poverty."

### Mike Sheldrake, Owner, Polly's Coffee

The city council also agreed to add a "working intern" amendment that will allow employers to pay 85 percent of the minimum wage for 480 hours or 6 months, whichever comes first, for employees in a job or activity in which they have no previous or similar experience.

In addition, prior to the first reading of the ordinance, the city attorney is expected to bring back possible business incentives for review to the city council, and the city attorney is expected to return with information on a "total compensation" model.

The \$13-an-hour minimum wage policy was recommended by the city's economic development commission, which brought forward the proposal as a "compromise" between advocates of a \$15-an-hour minimum wage and the business community.

The recommendation was made after months of public hearings authorized by Mayor Robert Garcia. In addition, the city had commissioned a formal study on the subject by the Los Angeles County Economic Development Corporation (LAEDC).

The study concluded that, while some employees would benefit from higher wages, others might suffer, since employers may choose to cut jobs or reduce employee hours to cover higher labor costs.

The Los Angeles Alliance for a New Economy (LAANE), which was instrumen-

tal in helping to pass a ballot measure known as Measure N in November 2012 that raised wages for hotel workers in Long Beach, has called the city's recent action a "major victory for workers and working families."

The organization anticipates that 54,000 workers will earn higher pay and 14,600 people will be lifted out of poverty.

In addition, the Raise the Wage Coalition, supported by union-backed Los Angeles County Federation of Labor, applauded the city's move. However, the coalition called the action merely a preparation for a \$15-an-hour wage with no exemptions and strong wage enforcement, that the group said is the "only way to ensure workers have a secure and stable life to provide for their families."

While supporters of the \$15-an-hour minimum wage campaign called concerns of higher prices and fewer jobs "fear mongering," small business owners disagreed and stated repeatedly that small businesses, which will be impacted most severely by the local minimum wage law, are ultimately being forced to solve a complex problem of poverty that has been exacerbated by large conglomerate corporations.

"It's going to make it more difficult if not impossible for a small business to survive in this city," said Mike Sheldrake, owner of Polly's Coffee on 2nd Street and president of the Belmont Shore Business Association. "Nothing happens in a vacuum. You can't just raise the minimum wage and solve the problem of poverty."

Although he employs fewer than 25 workers and will be given a year to comply, Sheldrake said he will most likely have to eventually cut medical or dental benefits



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and won't be hiring any unskilled workers. The state increased the minimum wage from \$9 to \$10 an hour on January 1, an 11 percent increase with which businesses are now coping.

Sheldrake pointed out that the LAEDC study indicated that 75 percent of employees making minimum wage live outside of the city, which he said means that only 25 percent of the wage boost will likely end up benefiting the local community.

Ultimately, raising the minimum wage will make products and services more expensive, he said, adding that the policy will also cost nearly \$1 million for the city to enforce during a time when the city is facing budget deficits.

While business owners were asked to help develop a recommendation over the past several months, Passanisi called the city's public process a "sham," adding that it appeared elected city officials were fixed on a \$15-an-hour minimum wage no matter what was recommended.

"The whole thing was pre-decided," he said. "I'm disappointed. They didn't even listen to the commission's recommendations. The business community was told to come up with a compromise solution, and [the city council] just went ahead and passed this thing anyway."

Passanisi likened the minimum wage hike to a "regressive tax" that hurts the same individuals it is meant to help. He said he knows of business owners who had planned to move businesses to Long Beach but ditched those plans because of the city council's decision.

Ron Calkins, owner of West Coast Valve

located in West Long Beach, said he too would no longer be hiring unskilled workers since labor will be too expensive. He noted that workers with higher skills from other areas such as Orange County will likely be attracted to Long Beach by the higher minimum wage rate.

Businesses unable to pass costs onto customers may have an even harder time adjusting.

Alan Anderson, who owns Bel Vista Healthcare Center, a senior care facility in Long Beach, for instance, said raising the minimum wage will create a new paradigm for the home care industry, since private-pay patients will ultimately be forced to pay for the higher labor costs while other patients are covered by Medicare and MediCal.

"It's the private-pay patients you can pass it on to, and they're already paying a large number now," he said. "So how much more can they bear?"

Gus Sverkos, owner of Kafe Neo, said passing a minimum wage policy without exempting tipped workers is "illogical," since servers already make well above minimum wage when tips are counted.

In addition, he pointed out that, if the economy enters another recession, many small businesses will likely be forced to close because of the higher mandated wages.

"People have to understand that at any moment the economy could take a little dip and that would have devastating effects on small businesses," Sverkos said. "You can't assume that the economy is always going to tick up. If you tick up with costs at the same time, you can get caught in a pickle." ■

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## Councilmembers Explore Tax Options

(Continued From Page 1)

charged for entry to specific entertainment, sporting, recreational, and/or amusement activities.

Ballot measure proposals that would increase existing taxes include the utility users tax (UUT), based on consumption of utility services; a local sales and use tax; a business license tax; an oil barrel tax; a transient occupancy tax (TOT), also known as a hotel bed tax based on occupancy of hotel rooms; and a real property transfer tax, a charge applied to the transfer of ownership of real property. The city also has the option of proposing general obligation bonds.

According to city officials, a general tax initiative in which revenues would be used

for general purposes and could be transferred to the General Fund for all city departments would require a majority vote (five council members) to make it to the ballot. This would also require a majority vote (50 percent plus one) of the electorate to pass.

A special tax for specified purposes — such as all revenue raised from a tax would go toward hiring more police officers — would require a two-thirds vote of the electorate to pass.

City staff stated that the deadline has passed to put a ballot measure on the upcoming April 12 primary election. In order to meet filing requirements for the June 7 election, the city council will need to adopt a resolution prior to the March 11 filing date.

Another opportunity would be for the November 8 election, which would be considered a special election for the purposes of voting requirements. To meet the filing

requirements for this election, the city council would need to adopt a resolution in July to meet the August 12 filing date, according to city staff.

City staff noted that if the city were to expand the June 7 election to all nine council districts, the estimated cost would be \$900,000, assuming the city conducts the election. In addition, a special election called for any date that is not regularly scheduled would cost \$1.6 million. However, city staff indicated that these options would bring no benefit to the city.

Another option would be for the city to request that the county conduct the election by consolidating it onto either the June 7 statewide primary or the November 8 statewide general election. The estimated cost would be \$565,000 for the June election and \$433,000 for the November election.

Mayor Robert Garcia expressed the im-

portance of investing in the city's infrastructure, calling it the city's "largest challenge."

"There's no question, no matter how much we invest in our systems, our infrastructure continues to get worse because we just don't invest enough," he said. "We'd have to substantially increase that investment and obviously the city can't afford to do that."

Garcia added that the city has been prudent in its budget management in recent years by making government more efficient, eliminating 700 positions, including police officer and firefighter jobs, and enacting pension reform that is estimated to save the city \$250 million over the next 10 years.

The mayor and councilmembers, however, stressed that the city has no more room to cut, particularly with regard to police and fire departments, adding that voters will decide where the potential new revenue may be spent.

Garcia added that the city hasn't increased taxes in nearly 25 years and hasn't passed a general obligation bond since the 1960s.

Furthermore, the mayor said he wouldn't support a tax measure that doesn't sunset or end and suggested that the city also strengthen reserves going forward.

Several councilmembers indicated they want to hear from the community before considering placing a measure on an upcoming ballot.

Business Journal Publisher George Economides said it will be "interesting" to see how the mayor and city council proceed on convincing residents and businesses to increase their taxes and if taxpayers are going to be presented a complete picture. "We still have a fragile economy, and we have a high number of residents at the poverty level, the council just passed an ordinance forcing businesses to pay a minimum wage that is higher than the state's, and now they want to add more revenue through taxes. It's going to be a tough sell," he said.

Economides said that, during the council meeting, it was interesting that elected officials did not ask the fire chief or police chief to address, publicly, what their needs are for their departments. He added that no one brought up that the city is currently in negotiation with seven of its nine unions on new contracts, and that the contracts of the other two unions — police and fire — expire September 30. "I doubt employees will pass on pay increases so the city can address all of its needs," he said. "So, an argument could be made that the city needs a tax increase to cover pay increases (and, thus, pension costs), and that won't sit well with voters, most of whom do not have a salary — or benefits — close to what city employees make."

He also said, elected officials who discussed raising the utility users tax (UUT) are asking for trouble. In November 2000, voters passed a measure — with 70 percent of the vote — to reduce the then 10 percent UUT to five percent over a five-year period. "At that time," Economides said, "the city's UUT was three times higher than the average in L.A. County and the 25 or so most populated cities in the state." Even at the current five percent, it remains higher than the average of all cities, he said.

"If councilmembers go for a general tax that places additional tax revenue into the general fund, they are in essence telling voters 'trust us' in spending your money. That may prove to be their toughest challenge of all." ■



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# Study On Adding U.S. Customs Facility, International Flights At Long Beach Airport Moving Forward

■ By **SEAN BELK**  
Staff Writer

A comprehensive study on the feasibility of building a federal inspection services (FIS) facility to allow international flights at Long Beach Airport is moving forward with the expectation that a report will be finalized in about six months.

The Long Beach City Council agreed in a 6-3 vote at its January 19 meeting to hire Texas-based aviation consulting firm Jacobs Engineering Group Inc. to perform the study at a cost of about \$350,000. Airport staff expects the study to be completed in July.

The study comes nearly a year after Jet-Blue Airways, the airport's primary air carrier, formally requested that the city consider adding international flights at the airport, noting that the airline has profitable growth potential in flights to Mexico and Latin America.

Those who voted against the study were 4th District Councilmember Daryl Supernaw, 7th District Councilmember Roberto Uranga and 8th District Councilmember Al Austin. They all represent districts that are impacted by noise from airport operations.

According to airport staff, the scope of

the study will cover six key components: market analysis, airport scope and capacity, financial feasibility, economic impact, assessment of environmental impacts and security risk assessment.

Also, the city attorney's office will conduct a risk assessment of potential threats to the city's noise ordinance and consider a plan to mitigate impacted neighborhoods and schools from environmental and health impacts should the noise ordinance become invalidated as a result of international flights, airport staff said.

Councilmembers opposed to the study sided with airport-adjacent residents who have long fought airport expansion and have stated that adding a U.S. Customs and Border Protection facility would only bring legal challenges to overturn the city's noise ordinance since such a change would create a new "business model" at the airport.

Business Journal Publisher George Economides countered that the airport ordinance is more at risk by not doing the study. "The FAA would not look too kindly at the city if it did not move forward on the study. The study is necessary in order to determine if a facility makes

(Please Continue To Page 8)

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## Customs Facility Study Moves Forward

(Continued From Page 7)

financial and economic sense, and to ensure that it will not impact the ordinance.”

Opponents also brought up the fact that, after the airport commissioned a study in 2013, then-Airport Director Mario Rodriguez said in a memo to the city council that “future revenues from a [potential FIS facility] will only serve to mitigate the cost of the facility and not further enhance the airport’s financial position.”

Councilmember Austin questioned whether spending money on a study is

prudent given a recent decline in airport revenue because of airline flights being cut.

Airport Director Bryant Francis confirmed that only 40 out of 66 available daily flight slots (25 commuter and 41 air carrier) are currently being used by airlines. He said flight activity has “stabilized” but enplanements are still down from previous years.

Councilmember Uranga said the airport should invest in other ways to create more revenue with its existing domestic flights instead of adding international flights that would only benefit JetBlue. He also said the airport is already in close proximity to international airports in Los Angeles and Orange counties.

Francis said international airports in cities similar in size to Long Beach include Fresno, Birmingham, Alabama, and Tucson. However, he pointed out that the airports are at least 100 miles away from the nearest international airport.

Still, Francis said adding international flights at Long Beach Airport could financially benefit air carriers other than JetBlue in addition to general aviation tenants, such as corporate jet manufacturer Gulfstream, which last year expanded its operation at the airport.

Other councilmembers said the study is important for the city council to have enough data if and when a vote on adding an FIS facility at the airport is brought forward.

Francis said that, while the prior study focused only on financial feasibility, the current more “robust” study is needed for the city council to make a more informed decision on whether to proceed with such a change in the future.

“This is to look at the feasibility, financial and otherwise, of this type of project taking place at the airport,” he said. “All the components need to be considered.”

For the study, Jacobs Engineering is using in-house consultants and subcontracted consultants, including La Costa Consulting, Frasca & Associates, Bon-Terra, Psomas, Applied Research Associates, Lee Andrews Group and Jacobus & Yuang. ■

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## Task Force To Discuss Market Analysis For Landside Development At The Queen Mary

Meeting Tomorrow, February 3,  
At Museum Of Latin American Art

■ By **SAMANTHA MEHLINGER**  
Senior Writer

The Queen Mary Land Development Task Force, formed by Mayor Robert Garcia to identify potential uses for land adjacent to the Queen Mary, is slated to discuss land use and zoning designations for the site, a market analysis of potential development, and details about the leaseholder agreement at its second meeting tomorrow, February 3.

After discussing terms of the ground lease between the City of Long Beach and Urban Commons, LLC, the new leaseholder for the Queen Mary and adjacent acreage, the task force is expected to hear a market analysis report pertaining to future development. The corresponding document for this agenda item, posted online, is dated June 12, 2013.

The analysis, prepared by Economic & Planning Systems, Inc. in consultation with Long Beach-based Studio One Eleven and The Corrough Consulting Group, offers potential scenarios for development. The chair of the task force is Michael Bohn, senior principal and design director with Studio One Eleven.

Potential options for development analyzed in the report include: improvements along the shoreline from the existing events park to the dome; “a 14-berth mega-yacht marina supported by a land-based facility”; a 150-room boutique hotel; 15,000 square feet of retail; a public shoreline promenade; an improved outdoor events space; and multi-family residential.

One of the key dilemmas outlined in the analysis is what to do with the expansive parking area adjacent to the Queen Mary, which is noted as a significant source of revenue.

The task force is scheduled to meet at 5:30 p.m. at the Museum of Latin American Art, 628 Alamitos Ave. ■



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## Transit's Electric Bus Project With BYD Is On Schedule

■ By **SAMANTHA MEHLINGER**  
Senior Writer

Long Beach Transit's (LBT) fleet of 10 zero-emission, battery-powered electric buses should be completed by August, Rolando Cruz, executive director and vice president of maintenance and facilities for the transit company told the LBT Board of Directors on January 25. The project is progressing on schedule.

The first of these buses is about 15 percent complete, and is undergoing work at

Build Your Dream's (BYD) Lancaster plant, according to Cruz. It is expected to be completed within two months. He added that LBT has authorized BYD to begin work on the second, third and fourth buses.

The board approved an \$11,069,319 contract with BYD, a China-based company, for the buses last August. The transit agency had originally contracted with BYD for this project in 2013, but that agreement was canceled after it was found that the company was not in compliance with the Federal Transit Administration's disabled business enterprise requirement.

Cruz said an audit has proven BYD to be in compliance with the Federal Transit Administration's Buy America requirement, which was established to ensure U.S. transportation projects are completed with American-made products. ■

## Chick-Fil-A And Wells Fargo To Open The At Traffic Circle

■ By **SEAN BELK**  
Staff Writer

The Long Beach Planning Commission unanimously approved plans at its meeting on January 21 for a drive-thru Chick-Fil-A restaurant and a Wells Fargo branch office to take up a site at the Traffic Circle that has been occupied by Hooman Toyota of Long Beach, which is relocating to the corner of Redondo Avenue and Willow Street.

Under the proposal, the nearly 1.5-acre Traffic Circle site located at 4401 E. Pacific

Coast Hwy. would be subdivided into two parcels, with the Chick-Fil-A fast-food restaurant taking up 4,958 square feet with 53 parking spaces and the Wells Fargo branch taking up 22,079 square feet with 22 parking spaces, according to a city staff report.

While the proposed development by Irvine-based KZ DevCo, LP complies with current zoning regulations, a conditional use permit for the restaurant's drive-thru lane is required.

According to city staff, the project advances several of the city's planning objectives, including site vitalization and clustering of retail/restaurant and service uses. City staff notes the project is also in conformity with public necessity, convenience, general welfare and good zoning practice. ■

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## Leases And Transactions

**Note:** This list of leases and transaction was originally scheduled to run in early December. Our apologies for not running them sooner.

**CBRE** announced the following transaction:

- The 100 W. Broadway Building at Broadway and Pine Avenue in Downtown Long Beach was sold for \$35.2 million to a joint venture between Ocean West Capital Partners and Singerman Real Estate. The 210,281-square-foot, two-tower, six-story complex was 70.2 percent occupied at the time of sale. CBRE Vice Chairman Kevin Shannon and the firm's Brad Burton and Ken White represented the seller, Adler Realty Investments.

**INCO Commercial Realty** announced the following transactions:

- NuWave International Industries signed a five-year lease for a 10,296-square-foot industrial facility at 1875 Coronado in Signal Hill. The transaction, valued at \$531,515, was handled by INCO's Bill Townsend.
- Free Conferencing Corp. signed a five-year lease for a 20,240-square-foot industrial building at 1901 Obispo Ave. in Signal Hill. The transaction is valued at \$926,550. INCO's Doug Shea handled the transaction.
- Huber Painovich signed a five-year lease for 1,868 square feet of office space at 13001 Seal Beach Blvd. in Seal Beach. INCO's Debra Orth handled the transaction.
- Kair Harbor Express signed a five-year



### Office/Retail Space At The Promenade North Sells For \$5.2 Million

Lee & Associates' Long Beach office recently closed a \$5.2 million deal on 27,173 square feet of office and retail space at 210-218 The Promenade North in Downtown Long Beach, pictured here between Congregation Ale House and Beachwood BBQ & Brewing. Lee & Associates' Noel Aguirre, senior associate, and Sean Lieppman, associate, represented the buyer, P & O Properties. The seller, 210-218 The Promenade North, LLC, was represented by CBRE's Bill Maher, first vice president, and Greg Stumm, associate. Sunrise Mortgage & Investment Company financed the transaction. (Photograph courtesy of Lee & Associates)

lease for 7,500 square feet of land at 1129 Canal St. in Long Beach. The transaction is valued at \$330,000 and was handled by INCO's Townsend.

- The Women's Shelter of Long Beach signed a five-year lease for 4,700 square feet of industrial space at 4201 Long Beach Blvd. in Bixby Knolls. INCO's Townsend handled the transaction, which is valued at \$392,183.
- TGIS Catering signed a five-year

lease for 22,377 square feet of industrial space at 3247 and 3251 Airport Way in Long Beach. INCO's Shea handled the

transaction, which is valued at \$760,050.

- N.S.P.S. Partnership signed a 10-year lease for 3,975 square feet of retail space at 3555 Katella Ave. in Los Alamitos. INCO's Orth and Brade Miles handled the transaction, which is valued at more than \$1.1 million.

**Coldwell Banker Commercial BLAIR WESTMAC** announced the following transactions:

- Mkott Pich, LLC purchased the 11,518-square-foot office property at 1900 Atlantic Ave. for \$1.8 million. The site, previously owned by the City of Long Beach, was part of the city's former redevelopment agency. The buyer and seller were both represented by CBC BLAIR WESTMAC's Becky Blair and John Eddy.

- Kristopher Hall leased 1,000 square feet of retail space at 1605 E. Wardlow Rd. in Long Beach for his Brazilian jiu-jitsu martial arts studio. The transaction, valued at \$52,331, was handled by BLAIR WESTMAC's Brian C. Russell.

- Zind, LLC leased 3,308 square feet of office space at 2445 N. Palm Dr. in Signal Hill. The 37-month lease is valued at \$133,187 and was handled by BLAIR WESTMAC's Eddy and Tyler Rollema.

- Leandro Vaquerano and Rocio Aguirre purchased a 14,411-square-foot industrial building at 1006 Vreeland Ave. in Wilmington for \$622,906. BLAIR WESTMAC's Eddy and Rollema handled the transaction.

- Khosrow Shirzad purchased an 8,910-square-foot building at 5390 Orange Ave. in Long Beach. The transaction, valued at \$165,000, was handled by BLAIR WESTMAC's Sheva Hosseinzadeh and Becky Blair.

- Royal Prestige Health World signed a three-year lease for 2,272 square feet of office space at 3639 Atlantic Ave. in Bixby Knolls. New to Long Beach, the firm is a family-owned cookware sales company focusing on the Latino market. The transaction is valued at \$98,304. BLAIR WESTMAC's Eddy and Russell handled the transaction.

- The 402 East First St, LLC has purchased a 3,730-square-foot mixed-use building at 402 E. 1st St. in the East Village for \$2.1 million. BLAIR WESTMAC's Becky Blair, Hosseinzadeh and Steve War-

shauer, and Keller Williams' Coralyn Wahlberg were involved in the transaction.

- Belmont Shores Suites, LLC purchased a 3,478 residential building at 329 N. Winnipeg Pl. in Long Beach for nearly \$1.3 million. BLAIR WESTMAC's Warshauer, George Bustamante and Cameron Jacques handled the transaction.

- Cyclehaus has leased 2,443 square feet of retail space at 3300 E. Broadway in Belmont Heights. The space will be utilized as an indoor cycling studio and for other fitness-related classes. BLAIR WESTMAC's Roy Gaut and Becky Blair handled the transaction.

**Lee & Associates** announced the following transactions:

- Jim Nerrie and Rick Skelton signed a lease for 5,504 square feet of office space at 3030 Old Ranch Parkway in Seal Beach. Lee & Associates' Shaun McCullough represented the tenant in the \$1.1 million lease, while the landlord, PCPI Bixby LP represented itself.

- Olson Urban Housing, LLC renewed its lease for 15,438 square feet of office space at 3010 Old Ranch Parkway in Seal Beach. The transaction was valued at \$3 million. Lee's McCullough and Greg Gill represented the tenant.

- Mental Health America of L.A. renewed its lease for 10,656 square feet of office space at the 100 W. Broadway Building in Downtown Long Beach. Lee's McCullough represented the landlord, while Blair of CBC's BLAIR WESTMAC represented the tenant.

- ISS Marine Services also renewed its lease for 2,512 square feet of office space at the 100 W. Broadway Building. The transaction was handled by Lee's McCullough and Jeff Coburn.

- Polished Detail signed a five-year lease for 5,600 square feet of industrial space at 2637 St. Louis Ave. in Signal Hill. Lee's Brandon Carrillo and Garrett Massaro handled the transaction.

- Karma International, LLC signed a lease for 4,450 square feet of office space at 115 Pine Ave. in Downtown Long Beach. Lee's McCullough and Coburn represented the tenant in the transaction.

- The Wannett Family Trust purchased a 718-square-foot retail building at 5525 South St. in Lakewood for \$220,000. Lee's Carrillo and Massaro handled the transaction.

**Jamco Equities** announced the following transactions:

- Jim Ault of Jamco announced three leases for retail space to three new Long Beach businesses: The Hot Room, Hot Yoga signed a three-year lease for 1,957 square feet of space at 4101 Bellflower Blvd; Labre Latrece Designs Corp., an interior design firm, signed a two-year lease for 2,115 square feet of space at 4195 Viking Way; and Five Toni Rae Designs, an interior decorating firm, signed a one-year lease for 1,773 square feet of space at 4103 Viking Way.

**Heger Industrial** announced the following transaction:

Dollar Tree Stores leased a 9,240-square-foot industrial building at 11307 Hawthorne Blvd. in Hawthorne in a transaction valued at \$1.1 million. Heger's Brad Giles represented the property owner and Scott Burns of Wilson Commercial/JLL represented the tenant. ■

### City Place Redesign Underway

The first phase of a four-year plan to reposition City Place Long Beach, a downtown shopping center, got underway in January. Construction has begun on the north side of 3rd Street between The Promenade North and Long Beach Boulevard, where Nordstrom Rack was formerly located. The new design by Studio One Eleven features a more contemporary facade and interiors – and the firm has promised to move into the building currently under construction once it is completed. The multi-million dollar project also includes reconfiguring roadways and sidewalks to be more pedestrian friendly. (Photograph by the Business Journal's Larry Duncan)





## Helping Long Beach Businesses Grow Grow Mortgages



Kirsten Green of Grow Mortgages said Evander Brown, hired through Pacific Gateway's Hire-A-Youth program, has done excellent work assisting with a company mailing campaign. For more information about Pacific Gateway's employment services, call 562/570-3700. (Photograph by the Business Journal's Larry Duncan)

■ By **SAMANTHA MEHLINGER**  
Senior Writer

When Grow Mortgages, a Long Beach-based mortgage provider and real estate services company, was looking for an entry-level candidate to help with a special project, Pacific Gateway's Hire-A-Youth program proved to be the perfect avenue. The city-run organization is dedicated to helping local businesses and individuals meet their employment needs.

In July, Grow Mortgages began planning a mail campaign to owners of foreclosed properties in neighborhoods near its Carson Street office, according to Kirsten Green, administrative assistant. "We have a service here in the office that we update and look at every week that gives us a list of foreclosures in the area," she said. "What we wanted to do was provide our information and [explain] ways we could help turn their foreclosures around," she said of the campaign.

The company decided to include a hand-written note with each mailer for a personal touch. Due to the time-consuming process of handwriting notes rather than printing a form letter, Green and her employer decided it was best to bring on someone solely dedicated to completing this project.

Green called Pacific Gateway for hiring assistance and was put in touch with Karla Corona, who oversees the organization's youth jobs programs. "I explained to her what our project was and that it was time consuming for me, so I needed someone to come into the office quickly because we wanted to get the project going," Green said.

Corona suggested Pacific Gateway's Hire-A-Youth program, which pairs local youth seeking work experience with area employers, and pays wages for about 100 hours of work. The program seemed ideally suited for what Grow Mortgages was looking for. "We wanted someone who was looking for an entry-level position or had any interest in our type of industry. So we thought maybe a younger person would be best suited for that," Green said.

All Grow Mortgages had to do was tell Corona what the company was looking for, and Pacific Gateway was able to quickly find a suitable candidate. "Just a couple of days after I gave her the application, she called me back and said that they had someone who was interested in the position, and we went from there," Green said.

Grow Mortgages hired Evander Brown, a local high school student with an interest in real estate, to take on the mailing project. After he completed his hours and went back to school, Green and her employer decided to bring him back on as an intern. "We really enjoyed having him in the office. He was responsible and really great, so we just thought, he had experience with the position before so let's go ahead and see if he is available now."

Brown started his position as an intern in December 2015. "He is very responsible. He is very good at taking charge and getting the project finished on time," Green said.

Green said that if her company ever needs to fill a position in the future, she'll reach out to Pacific Gateway again, and added that the organization's staff is friendly and helpful. "We have had a really positive experience all around, especially with the quick turnaround time," she reflected. ■

**Presented monthly by the Long Beach Business Journal  
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## CITY OF LONG BEACH BID OPPORTUNITIES

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Five Ford F-150 Vehicles	ITB FS16-081	2/09/2016
One Ford F-250 Super Cab CNG	ITB FS16-082	2/09/2016
Queensway Bay Landscape Services	ITB PR16-021	2/11/2016
Police Uniforms	ITB PD16-034	2/11/2016
Police Duty Gear & Footwear	ITB PD16-033	2/11/2016
One Hydraulic Tow Behind Street	ITB FS16-085	2/16/2016
Digital Citizen Interaction Strategy	RPF T116-077	2/18/2016
Mobile Shaker Sand Separator Machine	ITB FS 16-086	2/18/2016
Purchase & Dev. Anaheim St. & Lime Ave	RFP EP16-002	2/25/2016
Citywide Oleander Removal/Replacement	ITB PR16-020	2/25/2016
Thirty-Two Toyota RAV4 Hybrid	ITB FS16-091	2/25/2016
Business Assistance Challenge	RFI CM16-098	2/25/2016
Sparkling a Culture of Tech Innovation	RFI CM16-099	2/25/2016
Purchase & Develop Opportunity at 1675	RFP EP16-065	3/10/2016
Purchase & Develop Opportunity at 1680	RFP EP16-068	3/10/2016
Purchase & Develop Opportunity at 14th Street	RFP EP16-066	4/19/2016

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

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An aerial photo of the Long Beach Museum of Art showcases the museum's outdoor wedding space, which includes a lawn for receptions, ceremony space overlooking the bluff and Pacific Ocean, and a patio area. (Business Journal photograph) At right is Ron Nelson, executive director of the Long Beach Museum of Art, who was married at the museum last year. The museum is located at 2300 Ocean Blvd. For more information about the museum as a wedding location, call 562/439-2119, ext. 234. (Photograph of Nelson by the Business Journal's Larry Duncan)

## Open Air Wedding Venues In Long Beach

■ By **SAMANTHA MEHLINGER**  
Senior Writer

With a long shoreline, plentiful parks, various historical sites and lush gardens, Long Beach has no shortage of venues for open air weddings, many of which are nationally recognized.

One of Long Beach's most well-known and historic icons, the Queen Mary, offers multiple options for open-air ceremonies and receptions of all sizes. "There is nothing like the Queen Mary. It is a historical monument and it's a Long Beach legacy," Kacie Rattigan, wedding planner for the Queen Mary, told the Business Journal.

Couples marrying at the gazebo on the vessel's sun deck, located at the stern, have expansive views of the ocean as their backdrop. The space seats about 100 people, ac-

ording to Rattigan. "All of our views have harbor views," she said. The ship's sports deck and verandah deck feature teak wood flooring, and overlook the Downtown Long Beach skyline. These venues can seat up to 400 people, depending on the arrangement.

"The majority of weddings are Great Gatsby, Art Deco, [or] roaring '20s-themed, because it just goes with the history of the ship," Rattigan said. The Queen Mary, built in the 1930s, is known for its Art Deco décor. "We are able to completely modernize the entire space as well," she noted.

Rattigan called the Queen Mary a one-stop shop for all wedding services. "We do everything: the food and beverages, [and] we can supply invitations, linens, entertainment, hotel accommodations," she said. "It's almost like a destination wedding without going anywhere."

Across the harbor is another historic site that offers year-round outdoor weddings: the Long Beach Museum of Art (LBMA). Located on the bluffs with views of the beach and water, the museum is also the site of the Elizabeth Milbank Anderson House, built in 1912. Its outdoor pavilion affords enough space for weddings of up to 350 people.

"There is such a sense of history and peace and natural beauty that it has infinite possibilities," LBMA Executive Director Ron Nelson said. "There is sort of a soaring spirit about it."

Guests may choose to have their ceremony at the bluff's edge – a view Nelson called "quite stunning" – then a reception either on the museum's enclosed lawn or inside the Anderson House. "There is the other option of tenting. You can do a partial tent or you could do a tent with walls," he said.

LBMA offers wedding coordinators to assist couples with the timeline of the event and to keep track of various vendors. The museum also offers catering services through its onsite café, Claire's. There is also the option of opening up the museum for guests to stroll through and view artwork, Nelson noted.

Nelson, who said the museum is not just his career but also his life, got married there last year. "It was incredibly special," he reflected.

Rancho Los Cerritos in Bixby Knolls is another venue for couples seeking a historic backdrop for their wedding day. The public museum and historic site is home to an adobe home constructed in 1844 and vibrant gardens. Charlene Ferris, development director for the rancho, said the serene grounds are like a "step back in time."

Rancho Los Cerritos has two options for outdoor weddings, including its inner courtyard, which accommodates about 300 guests, and the backyard, which can hold up to nearly 400 guests. The inner courtyard features a reflecting pond, a waterfall, and landscaped gardens with California plants and flowers. The backyard's main feature is a 150-year old Moreton Bay Fig Tree, a popular backdrop for wedding photos.

"Most couples that are attracted to getting married here are folks who like vintage or the lush landscaped gardens," Ferris said. "It is an outdoor venue, so it is limited to

primarily spring through fall weddings, although some events have happened in the winter and they tent and have twinkly lights." Because the venue is also a museum and historic site with regular programming, wedding availability is limited, she noted.

"We do ask that all couples use a professional coordinator and, between the coordinator and ourselves, we help them get any rentals or additional items booked," Ferris said. "It's a pretty painless process." An added bonus for getting married at the rancho is that a portion of fees is considered a charitable deduction because the venue has nonprofit status.

On the east side of town, the Earl Burns Miller Japanese Gardens on the campus of California State University, Long Beach offers a lush setting for weddings. "The Japanese Garden is one of the most romantic gardens in Southern California," Jeanette Schelin, senior director of the venue, said. "It is very private, so it creates an intimate and romantic setting for events, particularly for weddings."

"The garden offers a visually stunning landscape," Schelin continued. "There is a large koi pond, a beautiful teahouse and a lovely Japanese style Zen garden." The focal point in the garden is an arched bridge, where couples often choose to exchange vows. The venue also includes a courtyard, where cocktail hours following the ceremony are often held, she said.

"Japanese gardens are famous for their evergreen plantings. So no matter what time of the year you are planning an event, there is a lot of greenery," Schelin said. Although weather in Southern California is typically fair all year round, the venue does offer a tented space. "If they want to create kind of a club atmosphere in there, we can do that." The gardens come equipped with surround sound, she noted.

The Japanese Gardens provide a day-of wedding coordinator, who consults with couples in advance to plan out the timeline of the event. "We have a preferred vendor list of wonderful local photographers and service providers that are familiar with the garden and that will provide top-notch services," Schelin added.

With tropical foliage and waterfront

(Please Continue To Page 14)



The Earl Burns Miller Japanese Gardens have year-round greenery and blooming foliage, according to Senior Director Jeanette Schelin. The gardens have ample space for wedding ceremonies, cocktail hours and receptions. Couples often choose to exchange vows on the bridge over the pond. (Photograph by the Business Journal's Larry Duncan)



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## Outdoor Venues

(Continued From Page 12)

views, the Hotel Maya, a DoubleTree by Hilton hotel, also offers natural outdoor settings for weddings. The hotel has a private beach with a built-in platform so the bride doesn't have to walk directly on the sand, according to Lisa Duncan, director of catering and convention services.

"We also have our Esplanade, another waterfront area. It is topped by a 14-foot-tall, 42-foot diameter umbrella," Duncan said. "You're looking back onto the city and the Queen Mary." Another ocean view venue at the Maya is the Jardin, a garden setting where couples can be wed with a waterfall backdrop. Also overlooking the water is the hotel's Vista Del Mar, a 10,000-square-foot outdoor area with a ceremony platform and chandelier. "We have so many options on the water that you really can't go wrong," Duncan said. The venues range in capacity from 150 to 350 guests.

"Each of the areas has fire pits and tiki torches and palm trees and waterfalls," Duncan said. "We're really bringing in that whole tropical feel, but it's nice and quiet and very serene, and very unique, especially to Long Beach."

The Hotel Maya's wedding packages include a coordinator, catering, custom wedding cakes, and more. Starting February 8, the Hotel Maya is offering a Mayan Monkey wedding package, which coincides with the Chinese Lunar New Year and the Year of the Monkey. "A lot of the elements that the Mayan gods celebrate, we actually have here already," Duncan said, citing facing west for ceremonies. "Fire is certainly one of the lucky elements, and with fire pits and tiki torches all over the hotel, we sort of encapsulate that lucky element."

For those who want more than just a view of the ocean, Harbor Breeze Cruises offers chartered vessels for weddings in the Long Beach harbor. Most of their vessels have indoor, upper deck and stadium seating options, according to Nikki Ross, director of sales.

"We offer ceremonies on the water with the Queen Mary as your back drop or any special area you might choose to wow your guests with amazing pictures that capture a once in a lifetime experience," Ross wrote in an e-mail to the Business Journal. "We cruise through the beautiful Long Beach Harbor at a comfortable speed so your guests can enjoy the open air and you can relax while enjoying the wedding of your dreams."

Harbor Breeze is able to accommodate parties of up to 200 guests, and can book up to two years in advance or as soon as a week prior to the event, Ross said. "We offer complete wedding packages with everything they would need to create the perfect ceremony and reception . . . catering to a particular budget they might be working with."

Couples seeking to marry outdoors for a bargain need look no further than facilities of Long Beach Parks, Recreation and Marine, which range in cost from \$135 to \$595 for an entire day, according to Kimberly Wendt, supervisor for the department's registration and reservation office.

Popular spaces for weddings at Long Beach parks include reservable picnic areas in El Dorado Park West near Horseshoe Lake, and El Dorado Park East beside the



The gazebo on the sun deck of the Queen Mary is a popular spot for open-air weddings, with expansive waterfront views. (Queen Mary photograph)

duck pond, Wendt said. Less often used, but very unique, is the historic band shell at Recreation Park, she added. Waterside venues include a small park space beside the Colorado Lagoon, Marina Vista Park and Bluff Park. The latter of these is not a reservable space, so someone from the

wedding party must arrive early to block out an area, she noted.

"Of all of the things we reserve here, actually being married on the beach on the sand is probably the most popular," Wendt said. "And if people are wanting to be married in a facility or get married somewhere

and come into one of our facilities for their reception, we have 20 or so different big community centers that people can reserve." Alcohol isn't allowed in these facilities, but the department and its commission are working to establish a fee to allow for alcohol at special events, she said. ■

## Wedding Vendor Selection Checklist Do's and Don'ts

■ By **SAMANTHA MEHLINGER**  
Senior Writer

Once the budget is set and the venue is booked, the next step for couples planning their wedding day is choosing vendors for all their other day-of needs: photography, the cake, flowers, an officiant, and even hair and makeup.

Local professionals with years of experience in these fields told the Business Journal that the most important must-do's when selecting wedding vendors are sticking to a budget, researching, obtaining references and preparing for consultations in advance. The biggest "don't": not going with a professional.

"Location is the most important thing, first. And the budget," local florist Melinda McCoy said. McCoy owns Melinda McCoy's Flowers in Bixby Knolls, which has been serving the Long Beach area since

1976. "Weddings are a big production. You can easily go over budget because you keep adding on with the photographer, the cake, the venue, the favors."

Lana Farfan, who co-owns Caught in the Moment Photography with her husband, Salvador, also emphasized the importance of having a set budget before meeting with any vendors. "We made a list of the different things we would need to pay for, and then we sat separately and prioritized that list," she said of their own wedding planning. "Based on how we matched our priorities together, that's how we allocated our funds."

Having a venue for the ceremony and reception already booked before selecting vendors is also a necessity, according to local events professionals. That's because the style and atmosphere of a venue are important for certain design elements, such as flowers, and also because some venues require couples to select their vendors from a preferred list.

"The couple should have a finalized relationship with the venue," Charles Feder, owner of Rossmoor Pastries in Signal Hill, said. "Because they may . . . find out we're not the baker for the venue they choose. Or they might decide to go elsewhere geographically out of our range." Rossmoor Pastries has been in business for about 27 years, and in that time has garnered a name for itself in the cake biz — famed past clients include Elizabeth Taylor, Jack Nicholson, Hugh Hefner and others.

"A lot of venues have rules and regulations that these professionals must adhere to," Salvador Farfan said. "The reason they have a vendor list is they have seen how they work and how they treat their clientele." For that reason, he recommends selecting vendors from preferred lists, even when it isn't required by the venue.

Another benefit to sticking with vendors suggested by the venue is that their services often come in a package, which makes managing the budget a simpler task. "Generally it's better to buy the cake in the package, if it's offered," Feder said. "It's a much more efficient way to handle the financial aspect of the wedding reception."

McCoy urged a bit of caution about selecting vendors from a list. Just because a professional is on a preferred list doesn't mean that vendor is the right fit for a couple, or even that the vendor has a close relationship with the venue, she pointed out.

Personal or word-of-mouth referrals are another good bet for finding good quality vendors for wedding services, according to Alan Katz, presiding officiant with Great Officiants, a network of about 35 wedding officiants in the Greater Long Beach area. "First, if you have a wedding coordinator, ask for some referrals from them, because they know

(Please Continue To Page 16)

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Melinda McCoy, who opened Melinda McCoy Flowers in Bixby Knolls in 1976, said brides often reference Pinterest, a social media platform where users can save images and links from around the web, when consulting with her. She recommends having a set budget and location for the wedding before meeting with a florist. (Photograph by the Business Journal's Larry Duncan)

(Continued From Page 14)

who is good and who is not," he said. "The next way is to ask friends if they have had good luck with somebody in the past."

If word-of-mouth recommendations aren't an option, for example if a couple is planning a destination wedding and doesn't know anyone in the area, a Google or Yelp search may also be a good way to find vendors, including an officiant, Katz said. "That can provide some great information on people who are available and . . . good feedback on how they are," he said. "Find an officiant who has at least 100 reviews, or more," he suggested, adding that WeddingWire.com and TheKnot.com are two good sources for viable leads.

A common misstep couples make when selecting vendors is not asking for references, according to Lana Farfan. "People don't ask for references, ever," she said. "If you're going to spend thousands of dollars, don't you want to know that someone else had a good experience?"

How well a couple's style and personalities mesh with their vendor's is also a key consideration. "One of the things we tell our clients when we meet with them is that [pho-

tographs are] the thing you will get to look over and cherish after the day of the event, so you want it to match your personality and your style, both in terms of the product and in terms of the photographer," Salvador Farfan said. Lana added, "They need to enjoy being with their photographer because they will be with that person for their entire day, and if there is bad chemistry then that is going to be something they remember."

Certain considerations – everything from color palette to wedding theme to the style of the dress – should be well thought out before meeting with a wedding vendor.

"If they want to bring color swatches, that's a good idea," Feder said. "Flavor, general description of the cake, and color are very important," he added. Some couples become overly concerned with making sure all their guests will be satisfied with their choice in cake flavor – but having different flavors in different tiers of the cake doesn't ensure everyone will get the flavor they want, Feder noted. "Personally, I think if you're inviting 135 people to your party, they should eat the cake that you pick out," he said.

Having swatches, clippings from magazines or even inspirations from the Internet



Charles Feder, owner of Rossmoor Pastries on Redondo Avenue in Signal Hill, said it is important to know your wedding guest count before consulting with a baker for the cake. The number of guests determines the size of the cake. (Photograph by the Business Journal's Larry Duncan)

is helpful when planning floral arrangements, according to McCoy.

Charlene Ferry, owner of Salon Indah in Belmont Shore, said a bride should have her dress picked out before having a hair and makeup consultation. "You most definitely want your hair style to complement the whole look – especially the dress," she said. "If your dress is really fancy and embellished, you might want your hair to be a little softer. And if you're wearing a more simple dress, your hair can be a little more embellished, maybe with pearls or diamonds."

It's also important to find a hair stylist who will be honest with you about what

style best suits your hair's texture, Ferry said. "You need a stylist who is able to communicate and make adjustments for the look you're going for to work within your hair texture. . . . I think it's the hair stylist's responsibility to be able to communicate what their hair texture can handle."

The Farfans emphasized that finding a photographer who is a professional, rather than someone who takes photos as a hobby, is the best way to go. "We saw this a lot during the recession," Salvador said. "As people were getting laid off from their jobs, they at one point had somebody who told them 'You should be a photographer,' and it turned from a hobby into a profession. But it's a steep learning curve."

Katz said the same rule of thumb – going with a pro rather than an amateur – applies to officiants. "One of the most important things that couples should not do is choose a friend or a family member to be their officiant," he said. "They will mess up the wedding time and time again. . . . I hear stories all the time – they forgot to tell people to sit down, they forgot to tell them to kiss, they're nervous when they get up there. So hire a professional officiant." Another key consideration to make in advance is what religious affiliation, if any, you would like that person to have, he added.

When it comes to finding a baker for the cake, Feder pointed out that using a professional company with years of experience is a more reliable option than, for instance, assigning a family member to the task. A professional company will have experience, trained drivers who can get the cake to the venue on time without incident, he noted. "I have owned Rossmoor Pastries for 27 years. . . . That kind of exposure gives us a lot of training and professionalism with regard to delivery and presentation," he said. ■



Lana and Salvador Farfan, owners of Caught in the Moment Photography, emphasized that engaged couples should assess how well their personalities mesh with a prospective photographer's before hiring one for their wedding day. (Photograph by the Business Journal's Larry Duncan)





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(Continued From Page 1)

"We're doing things that are more geared towards fun and creative food rather than you sit down with one plate and that's it," Dan D'Sa, director of food and beverage for The Grand Long Beach, said. At The Grand, an events venue near Lakewood Boulevard and the 405 freeway, couples are increasingly opting for foods stations, which allows guests more options, he noted.

Food stations don't necessarily have to be set up as banquet-style, self-serve hot plates; D'Sa and Riley both pointed out that they are catering more wedding receptions with live food stations, where chefs prepare food in front of guests. "We will have a big paella pan that is six feet wide and they are making it right there," Riley said. "You see all the seafood being cooked and the saffron getting tossed into the rice. It's fun and interactive, and it's a little more entertaining."

"It's a performance," D'Sa said of live food stations. "We are performing for your big day. That's the way we envision our job."

Like food stations, family-style meals also lend to a less formal vibe. "Our take is we do family style for weddings," Gus Sverkos, who co-owns Kafe Neo with his brother Pete, said. "Family style is where you don't plate each individual meal, [but] you serve the food on platters. Then what happens is you either put the platter down on the table and let the guests serve themselves . . . or you walk around with the platter and have one of the servers take the items from the platter to the plate." The result is a communal atmosphere at the table, he noted. "[It makes for] better vibes at the table rather than everyone getting their own plate separately."

Family-style meals allow guests to choose their own portion size, and select from a variety of foods. "Usually at weddings you go to the banquet hall, you get your steak, you have one little carrot on the side. You know, it's pretty boring and uncreative and everybody has kind of the same exact cookie cutter plate," Sverkos said. "Whereas if you do family style . . . you might not be a big meat eater and just get a little piece of meat just so you can take a taste. You might take more of another side entrée. You might want to do more salad."

Rather than serving standard wedding dishes, Kafe Neo offers selections like roasted lamb with garlic and rosemary-infused marinade, swordfish skewers, chicken stuffed with imported Greek feta cheese, and other more creative options to create a unique wedding menu.

In addition to offering less-traditional meal options, such as food stations with ramen noodle cups, The Grand places an emphasis on presentation to add some flair to wedding menus. A particularly popular option is deconstructed dishes, according to owner Jim Choura. Salads are a great option to present in a deconstructed way, with all the elements – onions, olives, lettuce and so on – placed side by side on a serving dish. "It looks almost like an artists' palette," D'Sa said. Plus, it allows guests to pick out ingredients they don't care for, he added.

"Food can taste different if it's presented in a way that's more professional," Choura said. "That's the service side."

TGIS Catering works with couples to create memorable food displays for their receptions, according to Riley. Wall displays of small metal pails filled with mini-meals, hovering over tea lights on shelves beneath them, are such an option. "It creates something that gives

them a little bit of a wow factor," she said.

Many couples are also opting for mini-meals and small appetizers served throughout the reception, which add both a personalized touch and lend themselves to the increasingly popular cocktail hour vibe. A popular pairing TGIS creates for weddings are margaritas served in miniature Patron bottles alongside spicy tuna or pork belly tacos. "We do the same thing with little mini pints of beer served with a little lobster roll," Riley said.

Naples Rib Company, a Long Beach restaurant that caters wedding receptions at several local venues, has a particularly popular, out-of-the-box mini-appetizer. "We have this thing called a brisketini (pictured on Page 1). What we do is we take a plastic martini glass and we put barbecued beans at the bottom, then we put garlic mashed potatoes, and then we add chopped beef brisket on top, then drizzle it with barbecue sauce," Dave Ursini, owner of the restaurant, said. "It's like a mini barbecue martini."

Other miniature food items, such as Louisiana hot sausage bites or barbecue sliders, make for an interesting alternative to vegetable or cheese trays, Ursini pointed out.

Signature and custom cocktails are also making a splash at wedding receptions lately, providing a fresh alternative to typical beer, wine and mixed-drink bars.

"Nowadays it's all homespun cocktails," Riley said. "Making your own bitters, infusing your own liquors, using a lot of fresh organic ingredients and different herbs, and incorporating fun fruits [is] just a little more exotic."

The Grand fresh-presses its own juices, which makes for "a completely different level" of standard drinks like greyhounds, D'Sa said. The venue also infuses vodkas to create interesting flavors. "Mixologists are very popular," he noted.

"Food is such an important part of the entertainment nowadays at an event," Riley pointed out. "People want to be wowed." ■

## Unexpected Reception Elements Gaining Popularity

■ By **SAMANTHA MEHLINGER**  
Senior Writer

The days when wedding guests shuffled from the cocktail hour to the reception, took their seats and waited for the delivery of their meal are nearing their end. The national online and print magazine for planning weddings, The Knot, as well as local wedding venues, are seeing more nontraditional or unexpected elements incorporated into wedding receptions with the intent to keep guests engaged throughout the event.

"The whole idea of receptions has changed," Mary Lallande, owner of wedding and events venue The Loft on Pine in Downtown Long Beach, told the Business Journal. "At weddings nowadays, there is so much motion and movement as opposed to just sitting there, waiting for things to happen. There are more surprises that way."

At the Hyatt Regency Long Beach, also located downtown, Director of Events Mary Carley and Senior Catering Manager Siobhan Rathband have seen a trend of

(Please Continue To Page 21)



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(Continued From Page 19)

ushering guests from one location to another with live entertainment. "Lately we have had drummers drumming guests into the dinner reception portion of the event," Carley said. "For example, after the cocktail reception, doors to an event space would open and the drummers would be drumming them in and doing a performance," she explained. "It is very impactful."

Unique performers and entertainers are a growing trend at weddings, according to Lauren Kay, senior style editor for The Knot. "Maybe you will have a lovely string quartet for your ceremony, and then during cocktail hour you might have a gospel choir or some unexpected moment like a marching band," she said.

Couples are bringing in performers as a way of not only entertaining, but also personalizing their wedding day. "I was at a wedding not too long ago where someone had a magician walking around and doing little magic tricks during cocktail hour, which was kind of fun and unexpected," Kay recalled. "And it was in part because the groom was obsessed with magic."

Another way guests are being engaged at wedding receptions is with activities and games. Lallande said in the past year or so she has seen quite a few couples incorporate arcade games, like vintage Pac-Man. "Young people love these fun interactive games," she said.

Many couples are turning to food presentation as a way to engage and entertain their guests. Stations with chefs creating food before guests' eyes, or bartenders mixing up specialized cocktails, are becoming quite trendy, according to Kay. "We

have seen people doing interactive food displays," she said, citing wine tasting as an example. "There is this idea of a performance bartender, somebody who is doing an awesome job of mixing a really cool cocktail but also doing it in a very fun festive way – tossing shakers in the air or adding a flame to a drink, or something that . . . provides a moment of entertainment," she said.

One wedding planner The Knot has worked with hangs bowls of salad from a display, which guests pick up on their way to their seats at the reception. Kay said this type of interactive food display "is something you walk away talking about."

Another trending interactive food display at weddings is a donut wall, according to Kay and Lallande. "We have had brides build donut walls, where there are giant pegboard walls with donuts all over them, and you go and pick up your donut," Lallande explained. Make-your-own ice cream sundae food stations are also becoming a popular way to surprise and entertain guests, according to Rathband.

To keep movement and energy going throughout the reception, some couples are choosing to put a cocktail hour-like twist on the whole affair. "A lot of our receptions have gone to a full cocktail reception, where it is no longer that seated plated dinner," Lallande said. "They will either go to food stations, which gives them the flexibility to be really creative with food and have, say, a street taco station or an exhibition pasta station . . . or just having a complete cocktail party all night where it is small bites and fun cocktails and people are dancing and moving around."

Some couples are opting for unexpected seating arrangements that are more con-

ducive to conversation. "More people are getting away from a stiff, formal round table," Lallande said. "Most of our brides are doing long tables. They are more conversational, because you can talk to almost everybody at the table. You only have three feet between you as opposed to five or six feet."

For couples going for a cocktail-hour feel at their reception, informal seating arrangements with low and high cocktail tables are becoming more common, according to Lallande. Also trending are furniture vignettes – arrangements of stylized cushioned furniture spread throughout the reception venue. "There are some great furniture rental places where you can rent vintage furniture," Lallande said. "People are doing sofas and down chairs with cozy blankets thrown over them – just making everything feel more cozy, like home."

At the Hyatt Regency, Carley and Rathband have also observed long, rectangular tables gaining popularity over round tables. "We have seen a lot of the king table-type set ups, where we would have four of them around a diamond-shaped dance floor to be different and unique," Carley said. Rathband added that some couples are opting to arrange tables in an X-shape for an interesting visual element.

Another way to surprise guests is with personalized décor elements, which are also becoming more and more common. For example, one particularly unique décor piece Carley saw at a recent Hyatt wedding was an artistic faux tree, where guests could hang handwritten well wishes for the bride and groom.

"One thing we're seeing a lot with centerpieces lately is people are using lamps,"

Rathband said. "They will do lampshades that run the length of a long table and have votives and flowers hanging from it." Even floral centerpieces, considered more traditional, are getting a new twist, Carley said. Some couples are opting for tall, see-through Lucite pedestals for their floral arrangements, which give the appearance that their centerpieces are floating, Rathband noted.

"A lot of brides have moved away from flowers," Lallande said. "We're seeing a lot of greenery, a lot of ferns and eucalyptus garlands," she explained. When flowers are used, they tend to be wild or freeform, rather than classic roses, she added.

Hanging-flower installations and backdrops are becoming more popular, according to Kay. Carley said a unique twist on the bride and groom's sweetheart table is placing custom-built, specialized backdrops behind them that feature something personal to the couple, like an image of the place they met. Mirrored tabletops and dance floors with the bride and grooms initials are another way couples are adding personalized touches to their receptions, Rathband said.

Décor made via 3D printing is a new, unexpected element making its way into weddings, according to Kay. For last year's The Knot Dream Wedding, in which the company selects a couple and foots the bill for the wedding, the bride and groom incorporated 3D printed elements throughout their big day, from a cake topper that looked exactly like them, to cufflinks and bracelets given to their groomsmen and bridesmaids, Kay recalled.

"Couples are no longer looking for something standard," Kay said of modern wedding receptions. "And they are looking to incorporate things they love." ■



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Pictured at their Willow Street and Temple Avenue facilities are Long Beach Environmental Services Bureau (ESB) staff members, from left: Jason Wynia; Donald Hansford, superintendent of street sweeping; Diko Melkonian, general superintendent for ESB; Sexton Thompson; Regina Savage, and Daniel Mendez. They are in front of a broom street sweeper, which is being replaced with a new, less expensive and more efficient vacuum street sweeper. (Photograph by the Business Journal's Larry Duncan)

## Long Beach Rolling Out New Environmental Initiatives, From Organics Recycling To Expanding EV Infrastructure

■ By **SEAN BELK**  
Staff Writer

Converting compost into car fuel may not be so far off for Long Beach and other major cities in California, where the state has mandated that businesses – mostly large grocery stores and restaurants – start recycling organic waste this year rather than throw it away in the trash.

While such a sustainable concept is still yet to be fully developed, the City of Long Beach is rolling out several new environmental initiatives this year, many of which go beyond federal and state goals to reduce greenhouse gas emissions and to divert waste from impacted landfills.

Environmental initiatives for the city are a key focus of Mayor Robert Garcia, who last November signed on to the “Compact of Mayors,” the largest worldwide coalition of city leaders addressing climate change that was launched at the United Nations Climate Summit in 2014.

Initiatives already underway or planned for Long Beach include: adding more than 1 megawatt of solar panels to city facilities in the next year; planting 6,000 new trees by 2020; requiring Leadership in Energy & Environmental Design (LEED) standards for new private and government development; supporting urban agriculture; and expanding bicycle and pedestrian infrastructure.

In addition, the mayor has called for a citywide “clean team” in an effort to deter illegal dumping, while the city’s public works department is already in the process

of replacing about 18,000 street lights with more energy efficient light emitting diode (LED) street lights.

Over the next three years, Long Beach plans to take a more comprehensive look at addressing climate change through a collaboration between the city’s office of sustainability, planning department and a team of consultants, said Larry Rich, the city’s sustainability coordinator.

The initiative requires that the city complete a citywide “greenhouse gas inventory” to estimate how much greenhouse gas the city as a whole emits from all sources, including building, transportation, port business, airport activities and water treatment.

The city will then set reduction targets and begin developing climate change “action, mitigation and adaptation” plans, he said.

“Looking at climate action, mitigation

and adaptation is something that we’ve never fully taken on before,” Rich said. “It starts with finding a team of consultants to partner with us and get us going. There likely will be firms that have experience doing this in other cities so we can hit the ground running.”

### Organics Recycling

A major initiative going into effect this spring involves a new state mandate that businesses start recycling organic waste, which includes spoiled food items and tree trimmings.

The goal is to divert 50 percent of the state’s organic waste, which can be recycled into mulch or fertilizer for tree planting or landscaping, from landfills by 2020, after which the state will conduct a final review of local jurisdictions.

Under Assembly Bill (AB) 1826, businesses generating at least eight cubic yards of organic waste per week are required by

April 1 to arrange for the materials to be picked up and recycled separately from trash or regular recyclables.

At first, mostly large grocery stores and major restaurants will be affected by the legislation, but eventually smaller operators will be required to comply, said Diko Melkonian, general superintendent for the Long Beach Environmental Services Bureau (ESB).

By 2017, businesses that generate at least four cubic yards of organic waste per week will be required to arrange for organic waste recycling services while, by 2019, businesses that generate at least four cubic yards of commercial solid waste per week will be required to recycle organic waste.

“We haven’t been able to quantify it yet, but we anticipate that it’s going to divert quite a bit of waste out of the waste stream,” said Melkonian, who added that the state has yet to impose the mandate for apartments or residences.

While the city is required to monitor commercial accounts and make sure they are in compliance through private trash haulers, the City of Long Beach has already had an organics recycling or composting program in place for years and currently surpasses waste diversion requirements, he said.

In fact, nearly 75 percent of waste generated by the city is already diverted from landfills, Melkonian said. According to the latest data collected in 2014, only about 3.9 pounds out of the total 15.2 pounds of waste produced per person in Long Beach

(Please Continue To Page 24)



From left are: Leigh Behrens, recycling specialist for the Long Beach Environmental Services Bureau (ESB); Elisa Calderon, ESB recycling specialist; Charlie Trip, ESB interim director; and Diko Melkonian, general superintendent for ESB. (Photograph by the Business Journal's Larry Duncan)



# 9 WAYS TO HELP KEEP LONG BEACH CLEAN & GREEN

## 1. Commercial Recycling:

State law (AB 341) makes recycling mandatory for any commercial property or multi-family residential property (with five or more units) that generates four or more cubic yards of waste per week.



4 Cubic Yards

## 2. Commercial Organics

**Recycling:** Starting April 2016, State law (AB 1826) will require businesses that generate 8 cubic yards of organic waste to arrange for organic waste recycling services. Organics include food, yard trimmings, nonhazardous wood, and food soiled paper.



**3. PaintCare Partners** in Long Beach offer free recycling of paint and varnishes. Residents and businesses can drop off unwanted paint at these three paint retailers.

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on Bellflower Blvd.

**Sherwin Williams**  
on Harbor Ave.

**Vista Paint**  
on  
Artesia Blvd.



## 4. Free E-waste and Household Hazardous Waste drop-off facility

for the public. Open every second Saturday of the month from 9 a.m. to 2 p.m. Used motor oil, car batteries and tires accepted too!



**5. LB businesses** can visit [www.LB-exchange.org](http://www.LB-exchange.org) to connect with local nonprofits and schools that need gently used office furniture, equipment and supplies.

Help strengthen our community and preserve landfill space by keeping products in use instead of throwing them away.



**6. Recycle More:** Up your recycling by educating tenants or employees about commercial recycling programs you've made available to them. Download free flyers and signs from [www.longbeach-recycles.org](http://www.longbeach-recycles.org)



**7. Waste Reduction** can easily be part of your business plan.

- Encourage the use of reusable bags.
- Provide reusable gift wrap options for customers requesting wrapping.
- Donate unused food to Foodfinders.org for redistribution to families in need.



## 8. Street Sweeping

is conducted to improve the City's cleanliness, health and safety. The City sweeps approximately 160,000 miles of streets and removes approximately 11,000 tons of debris each year to prevent it from entering storm drains and help comply with state and federal stormwater quality requirements.



**9. www.LBadvantage.org:** Learn about benefits that are provided to companies that manufacture using recycled materials. The LB Manufacturer Advantage program is free and provides:

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(Continued From Page 22)

is sent to local landfills, already exceeding the 50 percent waste diversion goal the state set for the city, he said.

"Long Beach far outdoes what the state-mandated goal for us is," Melkonian said. "We're doing very well, and we're pretty proud. It's not just a reflection on city staff and implementing, but it's also a reflection on the residents and the businesses that take waste reduction, waste management and the environment seriously."

### Future Of Biogas

As businesses start recycling organic waste, opportunities may be on the horizon for such compost materials to be used as fuel for vehicles, city officials said.

According to Rich, necessary infrastructure has yet to be fully developed, but the idea is that considerable amounts of organics may eventually be recycled into "biogas," an alternative fuel derived from solid waste and considered less polluting than fossil fuels.

"Ultimately, the organics that are being

required to be diverted from landfill can go into new processes . . . to turn it into biogas that can then be turned around and used as a motor fuel," he said. "It takes the [organics] out of the landfills, which is what we need to help [reduce] greenhouse gas emissions."

The Long Beach Gas & Oil Department (LBGO) is already pursuing biogas as an energy source, said Craig Beck, business operations manager for LBGO. He added, however, that, since the price of biogas is

still significantly higher than traditional sources, the commodity isn't yet viable for residential customers.

Still, there is an opportunity for the city to receive federal transportation credits for the use of compressed natural gas (CNG) vehicles that utilize biogas, Beck said. In fact, the city is already working with Long Beach Transit and other commercial operators to negotiate a biogas usage agreement, expected to go before the city council in the next two to three months, he said.

## The Green Port: Toward An Even Greener Future

■ By **SAMANTHA MEHLINGER**  
Senior Writer

Known as The Green Port for its comprehensive environmental projects and programs for toxic air emissions reductions, water quality improvements and community health, the Port of Long Beach (POLB) is not resting on its laurels. Instead, it is pushing for an even greener future by re-evaluating its environmental policies, investing in cleaner technologies and infrastructure, and making sustainable and earth-friendly initiatives a key component in its capital improvements.

One of the POLB's main points of focus this year is its joint effort with the Port of Los Angeles to update their Clean Air Action Plan (CAAP), according to Rick Cameron, managing director of planning and environmental affairs for the POLB. The plan, which outlines strategies for meeting air emissions reduction goals and sets benchmarks for those goals, was last updated in 2010.

Last year, the POLB announced it had exceeded its air emissions reduction goals for 2014. Diesel particulates were reduced by 85 percent since 2005, exceeding the goal of a 72 percent reduction. Nitrogen oxides and sulfur oxides were reduced by 50 percent and 97 percent, respectively, exceeding reduction goals of 22 percent and 93 percent.

Considering that the port is ahead of achieving its air emissions goals, and factoring in new state policies and regulations related to climate change, the POLB is working with its neighbor, the Port of Los Angeles, on what Cameron calls CAAP 3.0. "It is going to go well beyond what we had originally set out in the CAAP, which was looking for technologies for diesel emission reductions. We are talking about going away from combustion in a variety of sources at the port," Cameron said.

The updated plan is going to contain strategies for including more near zero and zero emission technologies in port operations. The ports' joint supply chain optimization (SCO) efforts, which aim to increase goods movement efficiencies from all ends of the supply chain, will also be rolled into the plan, Cameron noted. "Over the course of the next year, targeting a few strategies coming out of that [SCO effort] will also have inherent benefits when it comes to the environment, air quality or just overall reduction of impacts, such as traffic congestion, noise and things of that nature," he explained.

The port is already investing in cleaner technologies. The Middle Harbor Redevelopment Project, which involves combining two aging terminals and upgrading them to accommodate bigger ships, includes electric, zero-emission cranes and automated vehicles. When complete, the massive terminal will help the port achieve its air emission reduction goals.

Expanding rail infrastructure for cargo movement also holds potential for reducing air emissions associated with port operations. "For every train we build, it can have a reduction of 500-plus trucks that would otherwise go onto



The barge-mounted Advanced Maritime Emissions Control System hooks up to a ship's engine, sucks out harmful air emissions, and cleans the exhaust. The Port of Long Beach has invested in the testing of this equipment, which was recently approved for use on some container ships. (Photograph courtesy of the Port of Long Beach)

the I-710 [Long Beach Freeway]," Cameron explained.

"One of the signature projects we are going to be really pushing for in the coming years is what we call our Pier B rail yard," Cameron said. "What our Pier B rail yard will do is expand the overall storage track, enhancing utilization of the on-dock facilities at each of our marine terminals. This helps us build more trains within the port, and it takes trucks off the I-710." This project will help the port move toward its goal of having 50 percent of all cargo move via rail, he added.

The POLB is also investing in new technologies that hold promise for greener port operations. Over the past year, the port has funded testing of the Advanced Maritime Emissions Control System, a new technology that provides an alternative for ships unable to plug into shore electric power while within the port. The system is mounted on a barge and connects to the engines of container vessels, capturing and cleaning their harmful air emissions. The California Air Resources Board (CARB) recently approved the technology for use on container vessels with certain kinds of engines, Cameron said.

"Moving forward, we want to continue with what we call a phase two demonstration program, which looks at getting approval by CARB to use this unit on non-container vessels," Cameron said.

One of the port's most expansive environmental initiatives, Energy Island, is the brainchild of Chief Executive Jon Slingerup. Since he announced the concept at last year's State of the Port address, the port has completed a series of white papers examining strategies for renewable energy sources to support port operations and air emission reduction goals.

One of the key goals associated with identifying renewable energy sources for the port is to ensure that its operations are able to continue functioning if the Southern California Edison energy grid experiences a black or brown out. "Energy Island is really about . . . having the infrastructure in place to keep the port operating so that our customers

feel comfortable in investing in zero and near-zero emission technologies," Cameron said.

"We have looked at a variety of different strategies and are starting to prepare some proposed pilot projects that we will bring to our board of harbor commissioners in the coming year," Cameron continued. The port is working with stakeholders such as Southern California Edison and the California Energy Commission to identify strategies for Energy Island, as well as opportunities for state funding. "The long-term vision is that we would incorporate a lot of these strategies into our sustainable design guidelines for future port development and infrastructure programs over the course of the next 10 to 15 years."

Eventually achieving near-zero emission operations will take leadership, collaboration, incentives for supply chain stakeholders, and well-thought out planning – and it won't happen overnight, Cameron emphasized.

In addition to focusing on air quality and clean energy initiatives, POLB is also dedicated to improving water quality in and around its facilities. "The overall ambient water quality in the harbor meets and in some cases is well above compliance," Cameron said. "Not only do we monitor the ambient water quality in the harbor complex as a whole, we also have a very aggressive monitoring and storm water program."

The port conducts bio-surveys to assess the well-being of aquatic wildlife, and has recently found that kelp, which is very sensitive to water quality, is in abundance in port waters, Cameron pointed out.

"The thing we are going to be focusing on in the future to continue to improve our water quality and our habitat within the harbor complex is addressing a lot of the contaminated sediments from past discharge of storm water and other contaminants that come down the L.A. River or the Dominguez Channel," Cameron said. As part of the Middle Harbor project, for example, the port removed contaminated sediment during the dredging process, cleaned it up, and reused the sediment as fill for port projects. "From a port perspective, it's a lot more cost effective, more sustainable," he said of this process.

As the port works toward a greener future, port staff and the Long Beach Board of Harbor Commissioners have committed to continually evaluate the mitigation grants program for the community, which provides funding to offset the adverse health impacts of port operations. "We have funded over 170 projects in a variety of size and scale: everything from HVAC systems for schools, new doors and windows . . . health care diagnostic centers," and more, Cameron noted.

"In the long run, we are going to reduce our overall emissions that have an impact on the health of our communities," Cameron said. "And then, in the interim period, how can we prevent any of the emissions that are going to continue until we get to where we need to be? That has been the focus of those programs." ■



### Optimizing Street Sweeping

Another initiative in Long Beach this year is a street sweeping optimization project.

The goal is to reduce parking impacts in certain neighborhoods, to eliminate conflicts with refuse collection and to move as many four-hour, early morning (mostly 4 a.m. to 8 a.m.) street sweeping times to two-hour times later in the day as possible, Melkonian said.

“We anticipate that it’s going to bring some much needed relief to a particular area of the city,” he said, adding that a plan to optimize street sweeping will be released later this month.

The project will also involve phasing out the city’s current broom street sweepers, most of which are nearing the end of their useful life, and replacing them with more efficient and less expensive vacuum sweepers, Melkonian said.

The city is expected to acquire at least six new vacuum street sweepers that run on liquefied natural gas (LNG) sometime this year, he said.

More efficient street sweepers will help prevent pollution, including metal dust particles from brakes, entering storm drains that lead to the ocean, Melkonian said.

“Street sweeping is one of our best management practices to keep [pollution] out of the waterways, because otherwise it’s going to go down the storm drain,” he said, adding that the city collects about 11,000 tons of debris a year through its street sweeping program.

### EV Infrastructure

The city’s sustainable city commission, meanwhile, is charged with developing policy recommendations to the city council by March on ways to expand electric vehicle (EV) infrastructure.

Rich said the state’s building code already requires that new residential and commercial development incorporate EV plug-in charging stations based on a percentage of parking relative to the size of the development. Long Beach, however, is expected to propose a local initiative that would increase the minimum requirements for new development, he said.

“What we’re being invited to do is figure out if we think it’s reasonable to be more stringent than what the state is already requiring,” Rich said.

While it’s unclear what the total cost will be to private developers, as the city’s policy has yet to be proposed, Long Beach plans to streamline permitting processes for commercial and residential developers interested in EV charging station installations, whether voluntary or by mandate, he said.

Southern California Edison (SCE), the city’s electric utility company, meanwhile, announced in January that the company recently received state approval to launch a pilot program to install up to 1,500 EV charging stations in its service territory.

SCE’s \$22 million “Charge Ready” program involves installing EV charging stations in locations where cars are parked for extended periods of time, such as at workplaces, campuses, recreational areas and multi-family residential complexes. If successful, the program may eventually be expanded to 30,000 new charging stations at a cost of \$355 million, according to SCE.

Rich said Long Beach, which installed 51 EV charging stations at various city facilities and parking lots about three years ago, is one of many cities participating in

This electric vehicle (EV) charging station inside the Long Beach Airport’s parking structure is one of nearly 100 EV charging stations, including 51 EV charging stations, located at city facilities and parking lots, throughout Long Beach. Southern California Edison recently announced that it plans to install 1,500 EV charging stations in the region, including 40 in Long Beach, through a new pilot program. (Photograph by the Business Journal’s Larry Duncan)



SCE’s pilot program. He said SCE is expected to provide about 40 new EV charging stations in Long Beach.

SCE plans to make a major investment in the new EV charging stations in Long Beach, but the pilot program will require the city to also make a financial commitment that has yet to be identified, he said.

In addition, SCE is expected to offer rebates of between 25 and 100 percent of the base cost of the charging stations and installations.

Rich said there are about 50 additional private EV charging stations at various locations around the city, such as at auto dealerships that sell EVs.

There are three levels of EV charging stations, with Level 1 stations taking about eight hours for a full charge, Level 2 stations taking about three to four hours for a

full charge and Level 3, also known as DC fast chargers, taking about 30 minutes for a full charge, he said.

Rich said projects to ramp up EV charging stations comes as EV sales have skyrocketed as the number of auto dealers offering EV models to customers has increased from a handful to a dozen over the past few years.

“Electric vehicle sales in California are just going up and up year after year and there’s more and more models out there,” he said. “A lot of cities are being proactive about making sure that there’s good charging infrastructure to support the local EV drivers. All the car companies now are on board and most of them have their own EV charging stations that they’re making available.”

### Household Hazardous Waste

The city, meanwhile, continues to encourage residents to dispose of household

hazardous waste, such as paint, electronics, expired pharmaceuticals, thermometers, used tires, and sharps – including syringes – at a facility located at the EDCO waste transfer station in Signal Hill, as such materials pose environmental and health hazards and aren’t supposed to enter the regular trash stream.

The amount of household hazardous waste collected at the facility, which is used through a collaboration between the City of Signal Hill, the City of Long Beach and the Los Angeles County Sanitation District, since it was developed in 2013 has increased from 381,000 pounds to 617,000 pounds last year, Melkonian said, adding that the facility is open for household hazardous waste drop off from 9 a.m. to 2 p.m. every second Saturday of the month. ■





(Continued From Page 1)

called The Growing Experience to be used as fertilizer.

"I have more recycling day pickups than regular trash day pickups," said Robertson, who composts at home as well. "It's so easy to do and it seriously diminishes how much trash you throw away, because so much is food product that you can just throw into a compost container."

In addition, the restaurant owner uses seasonal produce from her own on-site garden in the back patio and from local farms within a 90-mile radius, such as Farm Lot 59 in Signal Hill. Robertson hopes to eventually expand her garden to the back alley, she said.

Most everything used at the restaurant is made in-house, aside from hot sauce and ketchup, and to-go containers are made out of compostable, biodegradable materials, said Robertson, who added that she purchases locally as much as possible to help out nearby businesses and lessen the restaurant's carbon footprint.

Luis Navarro, owner of Lola's Mexican Cuisine and The Social List in Long Beach, both of which are also on 4th Street, said he recycles 100 percent of cardboard boxes, bottles and plastic containers that come in the doors. In addition, Navarro said he discontinued using Styrofoam several years ago and uses only biodegradable containers for takeout.

A growing trend among restaurants in Long Beach is the use of bicycle couriers for food deliveries.

Gus Sverkos, owner of Kafe Neo, yet another 4th Street restaurant, said he uses the services of Maritime Bicycle Courier, which provides bicycle delivery services from 10 a.m. to 9 p.m. from downtown to Naples and up to Anaheim Street.

Bicycle deliveries, mostly popular in New York and San Francisco, have started to catch on in Long Beach as a way to not only be more efficient but also become more environmentally friendly, he said, adding that about 30 to 40 restaurants in Long Beach, including Restauration and Lola's, are now using bicycle food delivery services.

"It's a pretty efficient way to do it," Sverkos said. "[Bicycle couriers] can get through the traffic congestion a lot easier a lot of times and don't have to worry about parking. Obviously, they're not burning any fuel and it really works."

He said that his restaurant also serves water only if customers request it, and leftover water is saved for plants as a way to conserve water during the drought. In addition, Sverkos said the restaurant only uses paper products and recyclable to-go containers.

### Green Developments

Commercial and residential developers are also doing more to lessen their carbon and waste footprints, whether it's through recycling construction materials or designing buildings that are now almost entirely sustainable.

Being environmentally friendly has been a core value of Howard CDM, a commercial development general contractor based in Bixby Knolls, since its inception, said Christopher Duvali, a project manager for the company.

"Essentially, it's our company's philosophy," he said. "We're very coherent and conscious of the impact we have on the en-

vironment and that goes on multiple levels, because we're a design-build firm."

By designing and building developments, the company is able to take into account impacts on the environment through the design process that may be caused during construction or from the building itself, Duvali said.

He said the contractor makes an effort to divert 75 percent of its construction waste from landfills by utilizing demolition waste removal services, and also takes measures to prevent hazardous waste from entering storm drains.

Design elements, such as utilizing natural light or solar panels, enable a building to become more sustainable or "off the grid" from the electrical network, Duvali said.

In a recent project that involved building a center called the EcoHouse for Children Today, a nonprofit that provides development services to homeless children, the building was certified Leadership in Energy & Environmental Design (LEED) Gold, he said.

"The intent is a self-contained, energy-efficient facility," Duvali said. "We employed solar panels intentionally to be off the grid relative to the demand for the facility. The lighting, heating and air conditioning is only in use when the facility is occupied."

Howard CDM's next project, currently in the design phase, includes building a multi-tenant commercial complex partly made

out of shipping containers. The complex, to be called SteelCraft, will be in Bixby Knolls and include food and craft beer tenants along with spaces for public entertainment and music concerts, he said.

"Reconditioning" cargo containers in a development is a new concept to Los Angeles County, Duvali said, adding that the only other project in which such a concept has been used is a retail facility in Orange County.

Sustainability remains a corporate mandate for Irvine-based Sares-Regis Group (SRG), which has built industrial buildings in Douglas Park adjacent to Long Beach Airport and has strived to create sustainable "work-live" environments for several years.

Patrick Russell, senior vice president of commercial development for SRG, said in an e-mail that the company's commitment to sustainability goes beyond development management activities, noting that, under SRG's corporate green committee, the company continues to conserve energy while recycling 70 percent of waste and slashing water use by more than 30 percent.

"Our position is firm," he said. "We know that our actions today can have a positive influence on our environment in the future. We are committed to design, construction and operational measures within our projects that provide for a cleaner, healthier and more livable environment."

Environmentally friendly and sustainable development is also a main focus of

Long Beach-based Studio One Eleven, a division of Perkowitz + Ruth Architects, which plans to revamp the City Place shopping center downtown and move into the former Nordstrom Rack building as an anchor tenant.

Michael Bohn, a licensed architect, and principal and design director for Studio One Eleven, said the plan is to adaptively reuse the building that has been vacant for nearly three years, converting it into office and retail space. Plans call for the building to become LEED Gold certified and the first WELL-certified building in Long Beach that focuses on wellness of employees, he said.

"We have to have water fountains within 100 feet from desks, provide good, balanced natural light and good air," Bohn said. "We have other things that we're doing now that we'll expand like our yoga classes, and [provide] free fruit to encourage healthier eating. . . . We think it's going to be a much more enjoyable and healthier space to work in."

### Green Hotels And Attractions

Hotels, venues and attractions throughout Long Beach have also been heeding the call to become more environmentally friendly.

Holiday Inn near the Long Beach Airport, for instance, has undergone major renovations, many of which involve changes to become more green and eco-friendly, said Robert Smit, the hotel's general manager.

A few years ago, the hotel, which is certified by the Green Lodging Association, replaced its 16 green outside floodlights with light emitting diode (LED) lights that are more constant and efficient, he said.

Recent renovations include installing new energy-efficient, double-paned "e-glass" windows, which reduce the need for air conditioning by preventing ultraviolet (UV) rays from entering the building, he said.

In addition, new digital thermostats and water-conserving toilets and fixtures have been installed in guest rooms, Smit said.

He added that Holiday Inn partners with the Conservation Corps of Long Beach for recycling services and is the first hotel in Long Beach to join a program called Clean the World, in which used shampoo, conditioner and soap left by guests are recycled and sent to impoverished, third-world countries.

The Aquarium of the Pacific, meanwhile, has taken steps to curb energy needs, save water and reduce greenhouse gas emissions. According to the Aquarium, the attraction has kept energy use at a constant level, reduced water usage by a third and cut its carbon footprint by 25 percent.

The Aquarium also actively participates in a wide variety of conservation and research projects, conducting a program for volunteers to assist in the San Gabriel River Pacific Green Sea Turtle Monitoring Project at the Los Cerritos Wetlands. It also encourages local restaurants to use "sustainable seafood."

Also on the waterfront, Catalina Express, which provides boat services from Downtown Long Beach to Catalina Island, continues to meet the latest emissions qualifications for commercial vessels, said Marketing Director Chris Austin.

(Please Continue To Page 28)



Gus Sverkos, left, co-owner of Kafe Neo on 4th Street and Temple Avenue, hands off a food delivery to Dave Ramirez of Maritime Bicycle Courier. There are currently about 30 to 40 restaurants in Long Beach that use bicycle food delivery services. (Photograph by the Business Journal's Larry Duncan)





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The EcoHouse, a center for Long Beach nonprofit Children Today, is certified Leadership in Energy & Environmental Design (LEED) Gold for its use of natural light and sensor-operated utilities. The building was developed through a partnership between Howard CDM and architecture firm Studio One Eleven. (Photograph provided by Howard CDM)

(Continued From Page 26)

He said Catalina Express is two to three years ahead of state and federal qualifications for commercial vessels that include replacing engines with more fuel-efficient ones. In addition, Catalina Express has an active recycling program and plans to phase out non-biodegradable products, Austin said.

"It's been a real priority for us to have a green fleet," he said. "We have a beautiful destination and we want to keep it that way."

### Conservation In Health Care

The healthcare industry is also focusing on becoming more environmentally friendly, such as installing new sensors for utilities and light emitting diode LED lights to conserve energy and overhauling irrigation systems to be more efficient and save water.

Long Beach Memorial and Miller Children's & Women's Hospital Long Beach, for example, have taken on a number of activities over the years that have dramatically

decreased the use of energy on its campus, according to Tamra Kaplan, chief operating officer (COO), Long Beach Memorial.

She said the hospitals have lowered water usage by hundreds of thousands of gallons, reduced their carbon footprint, encouraged employees to be more eco-friendly, and have ensured their very high volume of food usage purchases for patients, staff and visitors is "healthier, fresher and locally grown."

Kaplan said Long Beach Memorial and

Miller Children's & Women's also encourages employees to contribute to a more sustainable environment by offering scores of electric car charging stations, and preferred parking and other incentives for carpooling.

The hospitals have also significantly cut down on the use of paper, and provide tips for conserving energy and water in homes and communities, she said.

St. Mary's Medical Center is currently converting all exterior lights to LED lights throughout the hospital's 18-acre campus, said Paul Czajka, the hospital's vice president and COO. In addition, four electric car chargers are to be installed in the main parking structure, he said.

Czajka said the hospital also recycles tons of paper after it is shredded and has an active recyclable container program that saves in excess of about \$50,000.

In all, about 27 percent of the hospital's waste is diverted from landfills, he said, adding that a recent project that retrofitted boilers has reduced greenhouse gas emissions by more than 40 percent.

"We're continuing to identify and look at industry standards to try to achieve more environmental friendliness," Czajka said.

Long Beach-based Molina Healthcare, a national managed-care provider, has also taken company-wide efforts to be more sustainable. According to company spokesperson Sunny Yu, the care provider implemented a rideshare program for employees in Long Beach and provides employee shuttle service between sites in the city.

In addition, the company has installed



Photos by John Wan

# Ocean's Orchestra

Sunday, February 21, 2016 | 7:00PM - 9:30PM

A

collaboration between music students, music education team WE ARE LIKE MUSIC, and the Aquarium, Ocean's Orchestra will feature live musical performances created using the movements of fish. A group of twenty students will translate the ebb and flow of the Honda Blue Cavern's inhabitants into soothing harmony. Audience members can also visit other exhibits throughout the Aquarium and hear small groups of musicians interpreting the movements of marine life.

COST: \$14.95 per person  
\$9.95 per Aquarium member

INFO: (562) 590-3100, ext. 0

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electric vehicle charging stations and continues an active recycling program while installing LED lighting in all new remodeling projects, along with heat and glare reduction window tinting at some buildings, she said.

### Sustainable Investments

Financial institutions, meanwhile, have not only invested in sustainable communities but have also taken eco-friendly measures at local branches while offering opportunities for employees to volunteer in projects.

Wells Fargo operates an entire environmental services division that oversees the bank's various green teams throughout geographical locations across the nation, focusing on voluntary, employee-led environmental efforts.

The idea is to educate employees about how to conserve natural resources in and out of the office, said Daniel Rodriguez, fiduciary procedural consultant and president of Wells Fargo's Long Beach Green Team.

"We try to focus on education and also work with the community in local efforts," said Rodriguez, who said he rides his bike, walks or takes public transportation to work as much as possible.

While making commitments, such as eliminating the use of Styrofoam cups and printing less paper, to become more environmentally friendly, Wells Fargo has also taken action on a volunteer level in local communities and has invested millions of dollars in sustainable projects nationwide.

In Long Beach, Wells Fargo provided a \$25,000 grant for a project to restore 18 acres of degraded wetlands known as the

Colorado Lagoon. In addition, the bank donated a bench to Bixby Park and employees have volunteered for monthly cleanups, among other environmental projects.

Since the bank's five-year grant program began in 2012, Wells Fargo has funded more than \$9.8 million in grants to more than 250 nonprofits to date that promote conservation and environmental sustainability in communities across the United States, and is committed to funding \$15 million through next year.

Farmer's & Merchants Bank's (F&M) customer care center in Seal Beach, meanwhile, has developed technological innovations in an eco-friendly environment, according to a company statement.

"State-of-the-art features enhance F&M's online outreach and expands individual and corporate banking services," bank representatives stated, adding that the bank has implemented eco-friendly initiatives, including adding furniture made with materials from managed forests, using soy ink and implementing a comprehensive recycling program.

Other eco-friendly initiatives promoted bank-wide include using e-statements to reduce the paper waste of printed statements, and using paper coffee cups instead of Styrofoam cups in branch offices.

"Our company culture has always been to lead by example," said Daniel Walker, CEO and chairman of the board at Farmers & Merchants Bank, in a statement. "Farmers & Merchants is a bank first, but social and environmental accountability are an important aspect of serving both our clients, employees and our community." ■



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### Naples Island Business Association Announces 2016 Leadership Team

The nine-member 2016 leadership team for the Naples Island Business Association was announced recently, with Bob Lane heading up the group as president. Lane is director of administration for Jeff Hoffman & Associates, a global philanthropy and civic engagement firm. Greg Prough, a financial advisor with Edward Jones Investments, is serving as vice president. Nancy Eisner, president and tax accountant for Elite Tax & Accounting Service, is serving as treasurer. The secretary is John Mrazik, a realtor with Coldwell Banker Coastal Alliance. Boardmembers are: Bart DeLio of Bart J. DeLio Insurance Agency; Roger Hinkle of American West Mortgage; Dave Ursini of Naples Rib Company; Lana Farfan of Caught In The Moment Photography; and Michael Dene of Michael's on Naples Ristorante and Michael's Pizzeria. The association holds monthly luncheon meetings at Naples Rib Company. The next meeting is February 17 at noon. The guest speaker is Lee Peterson, senior media relations specialist for the Port of Long Beach. For more information about the luncheon and the association, visit: [www.naplesislandbusiness.com](http://www.naplesislandbusiness.com). Pictured from left are: Prough, Lane, Eisner and Mrazik. (Photograph by the Business Journal's Larry Duncan)



### Signal Hill Chamber Of Commerce Conducts 75th Award & Installation Luncheon

Melissa Guy, executive director of the Urban Media Foundation, was installed as the 2016 president of the Signal Hill Chamber of Commerce during ceremonies held January 28. She is joined on the leadership team by Marcus Guy of Asset Media Group, who is serving as 1st vice president; Mu Zhang of Encore Awards & Jensen Rubber Stamps, 2nd vice president; Cecelia Pinel of O'Healy Commercial Real Estate, secretary; and Adalita Silva of Comerica Bank, treasurer. Directors are Randy Kinney of LBTechGuy, Octavio Duran of EDCO, Ashley Schaffer of Signal Hill Petroleum, and Jane Schafer of World Financial Group. At right, Signal Hill Petroleum was one of two firms receiving the Chamber Champions award. Pictured accepting the award are Dave Slater, the firm's executive vice president and COO, and Debra Russell, director of community relations. Below, the chamber presented AbilityFirst with a check for \$1,000 for its community service. Pictured from left are: Michael Coso of Allegra Marketing Print & Signs; Melissa Guy; Terry Rogers of Coldwell Banker Residential Brokerage; April Renee Stover, associate director with AbilityFirst; and Duran. The new leadership team is pictured above from left are: Mercedes Sepko, MarketInc; Walter Gonzalez, Walter Gonzalez Photography; Zhang; Signal Hill Police Chief Michael Langston; Melissa Guy; Marcus Guy; Signal Hill Mayor Larry Forester; Rogers; Duran; Judie Johnsen, an accountant; Coso; and Pinel. (Photographs by the Business Journal's Larry Duncan)



### Long Beach Bar Association Installs New Officers, Presents Awards At Annual Event

Attorney Neyleen Ortiz Beljaev was installed January 22 as the new president of the Long Beach Bar Association which is celebrating its 99th year in 2016. Serving with her as officers for the year are David R. Haberbusch and Pamela Swindells as president-elect; Paul J. Carter as vice president; Linda Guthmann Krieger as secretary-treasurer; and the Honorable Michael P. Vicencia as installing officer. Incoming Bar Association Board of Governors are Christian Cooper, Richard Cowles, Johan Deprez, Randall Fudge, Denisse Gastelum, Ronald Granit, Margaret Shelton and Bryn Siegel. Also installed were officers for the Long Beach Bar Foundation. They are Valerie deMartino as president; Elliot Dixon as vice president; Andrea Davalos as secretary; and Anne Johnson as chief financial officer. During the installation, the Honorable Patrick Madden was presented the Justice Sandy Lucas Judicial Officer of the Year Award; Robert D. Alban was named Attorney of the Year; and Toby Rothschild and Paul Rorie were each presented with Distinguished Service Awards.



## George's Greek Café To Celebrate 10 Years In Belmont Shore

George's Greek Café will celebrate 10 years in Belmont Shore on February 8. The spot on 2nd Street became the second location for the restaurant when it opened in 2006. The first was opened by the Loizides family in Downtown Long Beach in 1999, and a third location in Lakewood followed after they launched the Belmont Shore restaurant. A George's Greek Café can also be found in the award-winning terminal for the Long Beach Airport. "I can't believe it has been 10 years," Jimmy Loizides told the Business Journal. "It has been such a great time. We have such great customers: people who have loved us and supported us for so many years." The location now has more than 30 employees, he noted. For the anniversary, George's Greek Café will offer special promotions on its Facebook page and website, [www.georgesgreekcafe.com](http://www.georgesgreekcafe.com), he added. The café is known for its Greek family favorites like lamb chops, avgolemono soup, gyro sandwiches and plates, and more. 5316 E. 2nd St., 562/433-1755. Family members gathered outside the Belmont Shore location for a picture. From left are: Nicky and Rob Clair; George Loizides, after whom the restaurants are named; Euripides "Rip" Loizides; Jimmy Loizides, Rodou Loizides and Karen Loizides. (Photograph by the Business Journal's Larry Duncan)



Dr. Tom Clark

## 4th District Office To Honor Former Councilmember Dr. Thomas Clark

At 2 p.m. on Saturday, February 6, the 4th District office of Councilmember Daryl Supernaw is hosting an event honoring the service of Dr. Thomas Clark, the long-time representative of the district. First elected in 1966, Clark, a retired optometrist, served on the city council for a record 30 years, during which time he was elected by his city council colleagues to serve as mayor for seven of those years.

He also served four four-year terms as Area 5 Trustee on the Long Beach Community College District Board. Clark is a graduate of Wilson High School, Long Beach City College and earned several degrees at UC Berkeley. The ceremony includes the official dedication of "Dr. Thomas Clark Plaza," and the "unveiling of a bronze plaque with an inscription memorializing his public service." The plaque is to be located at the Los Altos Shopping Center at the southeast corner of Bellflower Boulevard and Stearns Street.



## Wells Fargo Foundation Donates \$75,000 To Veterans' Groups

The Wells Fargo Foundation recently awarded two grants totaling \$75,000 to local organizations assisting the veterans community. Goodwill of Orange County received a \$50,000 check, which it plans to use toward the Tierney Center for Veteran Services, a center providing career counseling and job services to veterans. The Orange County Public Law Center received \$25,000 to go toward free services to veterans, such as counseling and legal aid. The checks were presented at a joint meeting of the Los Angeles and Orange County Veterans Advisory Councils, held at the Veterans Affairs Long Beach Healthcare System. "I'm proud to step up and provide support to these nonprofits, which are providing essential help to our local veterans," Jack Toan, vice president and director for Wells Fargo's Southern California Foundation, stated. Pictured from left, are: Kenneth Babcock, executive director and general counsel of the Public Law Center; Toan; Betty Appleton, Goodwill boardmember; and Lance Knight, former Goodwill veterans services manager. (Photograph courtesy of Wells Fargo)

## Dog Haus Celebrates New Downtown Long Beach Location

Dog Haus, a gourmet hot dog, sausage, burger and "beirgarten" joint based in Pasadena, opened a new location at The Promenade North in Downtown Long Beach on January 29. Following a ribbon-cutting ceremony, guests lined up outside were treated to a complimentary hot dog. This marks the second Dog Haus location for franchisee Tenny Megerdichian. "As a former Long Beach resident and business owner, I can't think of a better community for the newest Dog Haus Biergarten," Megerdichian said in a company news release. In addition to signature creations like "The Fonz," an Italian sausage paired with pastrami and mozzarella, Dog Haus offers a selection of 30 beers, plus red, white and sparkling wines. The new location measures 2,460 square feet and features a patio and flat screen TVs. Pictured, from left, are: Erik Hartung, Dog Haus's director of franchise sales; Brian Griffith, director of operations and training; Mark Magdaleno, field deputy for Vice Mayor Suja Lowenthal's 2nd District office; Adam Carrillo, economic development manager for the Downtown Long Beach Associates; Megerdichian; Adam Gertler, Dog Haus wurstmacher; Cory Allen, consultant for the state senate select committee on ports and goods movement, and a representative from the office of State Senator Ricardo Lara; Abe Injeian, Dog Haus's director of construction; Quasim Riaz, Dog Haus partner; and André Vener, partner. Not pictured is Hagop Giragossian, also a partner. 210 E. 3rd St., 562/901-4287. (Photograph by the Business Journal's Larry Duncan)





## Slangerup Reflects On Rough Patches, Recovery And Future Growth In State Of The Port

■ By **SAMANTHA MEHLINGER**  
Senior Writer

Outfitted with a wireless microphone, Port of Long Beach Chief Executive Jon Slangerup seemed to channel Steve Jobs – known for his walk-and-talk onstage product reveals sans notes – as he walked along an elevated stage at the Pacific Room at the Long Beach Arena on January 21, giving his State of the Port address to an audience of supply chain stakeholders, elected officials, Long Beach leaders, local high school students, port staff and media. As images were projected on a huge screen behind him, Slangerup reflected on the trials and successes of the past year, and promised a hopeful, greener, growing future for the port.

Following a quick thank-you to attendees, the address began with a dose of frankness from the chief executive as he recalled the events of the first quarter of 2015.

“Last January, we found ourselves in an epic struggle with severe congestion and gridlock,” he said. “Let’s take a moment to reflect on 2015 and what was a very painful and public meltdown of our marine supply chain, along with the extraordinary turnaround that followed.”

The meltdown Slangerup referenced was caused by a confluence of issues plaguing the supply chain from August 2014 through the first quarter of 2015, which were greatly exacerbated by a work slowdown on the part of longshore workers, who were in the midst of labor contract negotiations at the time. Over the course of months, ships backed up in the harbor and beyond, awaiting entry to deliver goods, and termi-

nals were clogged with unloaded cargo.

But despite the logjam at the start of the year, 2015 ended up being “one for the record books,” Slangerup said. For the third time in its history, the port moved more than seven million 20-foot equivalent units of cargo, and overall cargo volumes increased by 5.4 percent compared with 2014. In July and August, the port “achieved record cargo volumes resulting in the port’s biggest quarter in history,” Slangerup noted.

In 2015’s peak shipping season, the port experienced no significant congestion issues, which Slangerup lauded as result of the resolved longshore labor contract, improved chassis pool operations and a supply chain optimization initiative.

Last year, through a Federal Maritime Commission agreement, the Port of Long Beach and the Port of Los Angeles teamed up to gather supply chain stakeholders for a series of ongoing discussions to improve

goods movement through the ports and the entire supply chain.

“Since April, port staff has facilitated nearly 50 standing room-only meetings and conference calls with our stakeholders,” Slangerup said. “We are addressing peak operations, chassis availability, terminal optimization, rail capacity, trucking operations, data management and integration, as well as other key performance indicators.”

Slangerup went on to emphasize the port’s value proposition, as it “offers the shortest, fastest and most cost-effective gateway for movement of seaborne goods from Asia to America’s major consumer markets.” While many have speculated that the expansion of the Panama Canal might cause shippers to route away from Long Beach and harm the port’s business, Slangerup pointed out that doing so would increase shippers’ costs between 20 to 40 percent.

As highlighted by Slangerup, other strengths lending to a promising future for the port include its investment in security measures, infrastructure and technology. The Gerald Desmond Bridge Replacement Project and the Middle Harbor Redevelopment Project are creating new, expanded infrastructure to allow for the megaships of the future, he pointed out.

The Middle Harbor project has reached a milestone, as its first phase is now undergoing testing and is expected to be operational this year, Slangerup said. After showing a video about the revamped terminal, a curtain in the arena dropped, revealing, to applause, one of the zero-emission, automated vehicles for moving cargo that are now undergoing testing at Long Beach Container Terminal within Middle Harbor.

Another major project the port is involved in is the city’s effort to rebuild its civic center in Downtown Long Beach, where the port will eventually be headquartered, Slangerup noted.

In the coming year, the port will continue to earn its moniker, The Green Port, by updating its joint Clean Air Action Plan with the Port of Los Angeles, developing strategies for Slangerup’s Energy Island concept, and continuing to invest in clean technologies. (See story in this edition on “The Green Port: Toward An Even Greener Future.”)

“Together, we have the opportunity to transform the Port of Long Beach from merely a world class port into the world’s best port,” Slangerup said in closing. “Thank you – and welcome to the port of the future.” ■



From left: Third District Councilwoman Suzie Price, Long Beach Fire Chief Mike DuRee and Congresswoman Janice Hahn, who represents California’s 44th District, which includes San Pedro and Wilmington.

(Photographs by the Long Beach Business Journal’s Larry Duncan)



From left, Long Beach Harbor Commissioners Lou Anne Bynum and Tracy Egoscue with the port’s Rick Cameron, managing director of planning and environmental affairs.



From left: Long Beach Harbor Commissioner Doug Drummond; Nautilus International Holding’s President and CEO James Callahan, and the port’s Dr. Noel Hacegaba, managing director of commercial operations.



Long Beach Harbor Commissioner Rich Dines, left, with former harbor commissioner and Long Beach City Attorney John Calhoun



Jim Michaelian, left, president and CEO of the Grand Prix Association of Long Beach, with Charlie Beirne, general manager of the Long Beach Convention & Entertainment Center.



Steve Goodling, president and CEO of the Long Beach Area Convention & Visitors Bureau, with Sunny Zia, who represents Area 3 on the Long Beach City College Board of Trustees and is a contract compliance manager with the port.



## Inside City Hall

### Why So Few People Run For Public Office



By **GERRIE SCHIPSKE**

**T**he filing date to run for local office in Long Beach in the April 12 election has come and gone. As usual, very few residents stepped up and filed for positions on the city council, Long Beach Unified Board of Education and Long Beach Community College Board of Trustees.

Seats in Council Districts 2, 4, 6, and 8 are up for election. The incumbents for Districts 2 and 6 are termed out and can only run as “write-in candidates,” which means their names do not appear on the ballot.

Three candidates have declared for District 2. Three candidates have declared for District 6 and the incumbent has declared he will run as a write-in candidate.

The incumbent in the 4th does not have an opponent so he will automatically have four more years. District 8 has fielded two candidates against the incumbent.

Each council district has about 45,000 residents and around half are registered voters. So why are so few running for public office?

There are a number of possible factors:

1) The job is not very appealing. It requires full-time work for part-time pay so, unless you are wealthy, retired or self-employed, you cannot work a full-time job and be an effective councilmember.

2) Some people don't like the public scrutiny campaigns and elections bring. Your life is an open book. You must deal with complaints and threats with a smile. Everyone you know is a “Monday Morning Quarterback” when it comes to what you've done or not done.

3) Public service and politics have been so trashed and demeaned that many people are turned off by pursuing a career in either.

4) People are turned off at the thoughts

of fundraising. Even though Long Beach has one of the best campaign finance laws and provides matching funds to encourage more people to run, candidates must constantly “dial for dollars” to fund efforts to reach the voters.

5) People, especially younger voters, don't believe that elected office can make the changes needed.

6) Special interests so dominate the funding and support for campaigns at all levels of government that a candidate who does not subscribe to the issues of the special interests doesn't stand a chance against the money thrown against them.

7) People are struggling to raise a family, taking care of aging parents, holding down several jobs to make ends meet, so there is no time left.

8) Unless you are politically connected, it is difficult to find out how to run for office and to organize a campaign that can win.

Local government is the closest level of government to the people. Our daily lives are impacted at every turn by the decisions made on city council: public safety, land use, water, streets, sewage, street lights, parks, libraries, public health, sales and property taxes.

Local government is also the level of government where the “citizen politician” can thrive and bring to the table the views of his or her neighbors, who should be the only “special interests” considered.

Admittedly, it is a difficult job – but worth every minute.

Our democracy cannot survive without the participation of the people. That's why I held several workshops before I left office on “how to run for city council.” We need to encourage, educate and nurture more people to run for local office. Check out: The Local Government Academy which does just that: <http://localgovernmentacademy.org/>.

Next column: The Numbers Just Don't Add Up For A Tax Increase.

*(Gerrie Schipske 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. Her blog is [www.longbeachinside.blogspot.com/](http://www.longbeachinside.blogspot.com/).)*

## Technology And Innovation

### Retrofitting Factories For The Future



By **FOROUZAN GOLSHANI**

**T**he closure of Boeing's Long Beach C-17 plant was seen by some as the end of Southern California's aerospace manufacturing industry. However, as Northrop Grumman's recent winning of a \$60 billion contract to build up to 100 long-range bombers indicates, it's not over yet, but is adapting to new realities.

In the years leading up to World War II, Southern California drew people from around the country to help fill demand for workers to manufacture airplanes for the war effort. Within just a decade, employment in aircraft factories had skyrocketed to 280,000, up from 1,000 in 1933.

At one time, one in four aerospace workers was based in California. The presence of a large pool of skilled workers, as well as the manufacturing plants equipped to produce new technological marvels, ensured a steady supply of government contracts for decades to come.

However, that unparalleled buildup ended in the 1990s, when reduced defense spending and competition from other states caused the region to lose more than 250,000 aerospace jobs seemingly overnight. Since then, major defense contracts have been scarce. And those that do receive federal approval have been going predominantly to states with lower labor costs and fewer regulations.

What is different about the Northrop Grumman Joint Strike Bomber contract than previous defense contracts is that it received support from the state. California Gov. Jerry Brown approved an incentive of up to \$465 million for Northrop Grumman if the bomber is built in the state. The company will receive the incentive as a corporate income tax credit and property tax credits over 15 years. Inci-

dentally, to make things fair, the state also offered a similar incentive to Lockheed Martin, a first-tier subcontractor on Boeing Co.'s rival bid on the long-range bomber.

It is encouraging that state officials have realized that such incentives are necessary to successfully bid on defense contracts and compete against other states that are chasing these same high-paying manufacturing jobs.

Northrop Grumman's much-heralded winning of the long-range bomber contract is expected to bring 6,500 aerospace jobs to Southern California, many of them in the Antelope Valley. Providing well-paying and skilled jobs for engineers is vitally important. Just as important is maintaining a skilled regional workforce and manufacturing facilities.

Los Angeles County still remains the nation's top location for aerospace and defense, with more than 300 companies employing more than 56,000 people, according to the L.A. County Economic Development Corp. Unmatched export capacity, a skilled workforce, and an expansive base of suppliers are other assets that make the area attractive for the aerospace industry.

State and company officials working together to compete in high-stakes bids to land major contracts is an important first step. What could further increase the region's competitive foothold is modernization of factories that in many cases have not been significantly improved since the 1970s. Manufacturing has changed significantly since then. Could the state provide similar incentives to smaller manufacturers whose continued presence in the state is vital to the health of SoCal's aerospace industry?

New technologies such as additive manufacturing have altered fabrication processes, cost structures, business models, and employee skill requirements. It is important that our regional industry respond to these changes so that region's once-vibrant manufacturing industry evolves to meet future needs.

*(Forouzan Golshani has led the CSULB College of Engineering as its dean since 2007. An IEEE Fellow, he holds a dozen U.S. and international patents, is the founder of three successful companies, and has authored more than 200 articles. He's a former advisor to the Costa Rica Minister of Science and a member of California Assembly's Aerospace Advisory Council.)*

## Small Business Dollars & Sense

### Rebuilding Your Business Credit History



By **BEN ALVARADO**

**I**t's not uncommon for small business owners to encounter financial obstacles as part of their journey. Declining revenues, unprofitable business models and economic impacts can all lead to serious challenges for a business and the business owner's ability to obtain credit. But you can recover from setbacks and take

steps to rebuild business credit.

Your business credit profile is much more than a number. It is also a perspective of your business practices, banking relationships, and the way you present your financial history. Your credit profile is everything that a potential lender sees in you and your business. Ultimately it's something that you control.

Good credit is one of a business owner's most valuable assets that can provide working capital and support the growth of a business. But strong credit isn't something you simply have or you don't. Building credit is an active, ongoing process that requires careful management.

Here are a few ways to build and improve credit history:

Separate business and personal accounts: Your business credit profile begins when you establish dedicated business accounts. It's important to establish separate business accounts because business income and business credit history are looked at separate from personal credit history when applying for loans, although both are looked at by lenders.

Secured financing: For business owners who may not qualify for unsecured credit, secured business credit can be an option and can help a business build and rebuild credit history. Secured financing, like a secured credit card or line of credit, is backed by collateral. By making timely credit card payments and paying off the balance monthly, business owners can improve their credit profile. Don't max out credit cards or carry high

balances, they can negatively impact your credit profile.

Paying down debt: If your business has outstanding debts, make sure you pay them down in a timely manner. By managing your debt and maintaining solid cash flow, you can put yourself in a position to improve your business credit profile. Make sure your business is bringing in enough revenue to cover your monthly payments. And don't open accounts you don't need, as inquiries made on your credit report can negatively impact your profile.

Seek help: A trusted team of advisors is often the key to success for small businesses. Include a banker or financial advisor who can provide the support you need to build and manage your business credit. Credit counseling agencies can help repair damaged credit, but beware of agencies that ask you to pay before services are provided.

Monitor credit reports: All business owners should take inventory of their credit profile. Check both your business and personal credit reports on a regular basis. The key elements that go into your credit profile are payment history, outstanding debt, and how long your credit has been established, so making sure that you are working to address these areas will help improve your credit score. If you find errors on your credit report, contact the bureau for correction.

If you have damaged credit, start taking control of your credit profile today to put your business on the path to recovery and long-term success!

*(Ben Alvarado, a 25-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.)*



## HealthWise

### Is Your Heart Beating Fast? It Could Be Atrial Fibrillation



By SERGE M. TOBIAS, M.D.

In order to control the rate at which our heart beats, each of us has native “pacemaker cells” located in the right upper chamber of our heart (right atrium). These cells are essential to maintaining the correct functioning of our heart. The electrical impulses activate the rest of the heart chambers, causing the heart muscle to contract and eject blood into the arteries thus supplying our various organs.

People with atrial fibrillation (A-Fib) experience multiple rapid electrical impulses firing from both upper chambers of the heart (right and left atrium). This causes the heart to beat fast, irregularly, and with less efficiency than with normal rhythm.

A-Fib is the most common irregular heart rhythm, and originates in the atria (the two blood collection chambers of the heart). In people with A-Fib, the electrical system that controls the heart’s pumping mechanism doesn’t work correctly, causing very fast, chaotic electrical firing in the atria. This leads to an irregular heart-beat (arrhythmia). Because the electrical impulses are so fast and chaotic, the atria cannot contract and/or squeeze blood effectively. This results in inefficient work of the heart. It also can result in pooling of the blood and the formation of small blood clots which can travel to the brain and cause a stroke.

You could be at risk for A-Fib if you are over the age of 60 or you have one of the following conditions: Hypertension; Coronary Artery Disease (CAD); Valvular heart disease; Rheumatic heart disease; Dilated cardiomyopathy; Hypertrophic

cardiomyopathy; Pericarditis; Coronary Artery Bypass Graft (CABG); Hyperthyroidism; Pulmonary embolism; Pneumonia; Viral Illness; Obstructive Sleep Apnea.

#### Common Symptoms Of A-Fib

Mild symptoms of A-Fib may occur immediately. More serious problems may occur after the start of A-Fib and over the course of several days. It is important to identify symptoms and obtain treatment as soon as possible.

Common symptoms of A-Fib include: Palpitations; Dizziness; Shortness of breath; Chest pain; and Fatigue

In at least 10 percent of the cases, no underlying heart disease is found. Additionally, A-Fib is often discovered during routine medical check-ups, due to a lack of obvious symptoms.

#### Treatment Options: Knowing the Risks and Staying Healthy

Because of the rapid, irregular and inefficient beating of the heart, A-Fib can lead to dizziness and falls or more serious complications, such as congestive heart failure (CHF) and stroke.

Treatment consists of: Medications to control the rate or rhythm of the heart; Pacemakers are occasionally needed to help control the heart rate but they do not fix A-Fib; Blood thinners to reduce the risk of stroke; Ablation procedures to fix the abnormal electrical firing that results in A-Fib

In addition to taking medications, there are several ways a person can reduce their risk of A-Fib. Some changes you can make to improve your heart health include: Quitting smoking; Limiting your intake of alcohol (moderation is key); Limiting the use of caffeine; Managing high blood pressure; Controlling your cholesterol; Maintaining a healthy weight; Treating Obstructive Sleep Apnea if present.

It is important to consult your doctor if you suspect you may have A-Fib in order to get a proper evaluation of your health risks and devise a safe treatment plan.

(Serge M. Tobias, M.D., FACC, is the medical director, electrophysiology, at the MemorialCare Heart & Vascular Institute at Long Beach Memorial.)

## Third Sector Report

### The Necessary Evils In Leading Successful Community Organizations

(Continued From Page 1)



By JEFFREY WILCOX

associated with community leadership is the “tough love” that is fundamental to doing good.

For those who lead community organizations, one necessary evil – and perhaps the most poignant example of an unpleasant leadership responsibility – is firing a volunteer. When a boardmember becomes an ongoing obstructionist to governance, a volunteer consistently bad-mouths the organization and everyone associated with it, or a life-long volunteer is clearly no longer able or capable of service, leadership is needed.

To avoid the necessary evil of ending voluntary relationships that are detrimental to an organization’s ability to advance guarantees an emotional spin cycle of opinions, undermining behaviors, and eventually a vote of no confidence aimed at the leader.

The second form of a necessary evil is turning away a financial contribution that, in the end, will create more harm than good. The belief that a nonprofit should take any money thrown in its direction is dead wrong. Dollars that will veer an organization away from its mission, exploit the people that it helps, or comes with strings that are more expensive to perform than the actual amount contributed, need to be politely declined.

Turning away people with needs that the organization simply cannot or should not address is another painful form of tough love. No nonprofit has been successful in serving its mission well by trying to be everything to everybody. Performing the necessary evil that says, “We can’t help you,” is guaranteed to tug at the very fiber of a community leader’s moral conscience.

A fourth necessary evil in community leadership is ending vital programs or services that are draining the organization of its ability to remain sustainable. Good-hearted people will often wait too long to pull the plug out the fear of having to manage the emotional reactions to the decision. The most courageous act of tough love is to periodically ask if the entire organization, rather than a single aspect of its work, has outlived its relevancy before it faces a slow and painful death.

Bringing situations that are “under the table” to light is a fifth necessary evil. These are the evils that seem to be avoided most and, if left unmanaged, will cause the greatest damage. The most common situations are turning a blind eye to blatant conflicts of interest, consistently ignoring policies, or violating laws in the name of serving others. Sadly, many leaders aren’t in tune with their own organizations enough to know what’s going on under the radar that could potentially close them down.

There are, of course, other necessary evils common to both the profit-making and nonprofit sectors, including shutting down uses of technology that work against the organization, downsizing operations, or protecting intellectual property that is being misused by others in the name of doing good.

The most memorable nonprofit leaders understood and acted on the necessary evils associated with their jobs. Their acts contributed to their notoriety. In the end, each was not loved by all. Yet, in face of difficult situations, each decided that the love needed most for the good of their beloved organization must be tough.

**The Next Third Sector Report:** The Secret Ingredients In The No-Fail Recipe To Leading Successful Community Organizations.

(Jeffrey R. Wilcox, CFRE, is president and CEO of The Third Sector Company, Inc. Join in on the conversation about this article at the Long Beach Business Journal website [www.lbbizjournal.com](http://www.lbbizjournal.com).)

## Effective Leadership

### Standing Up For Yourself Will Better Your Workplace



By MICK UKLEJA

If you are like me, you find it hard to stand up for someone you don’t know. And the less you know yourself, the harder it will be for you to stand up for yourself. Why is the task of defining one’s self so hard? Because it gets mixed in with our attempts to protect ourselves with a bucket full of defense mechanisms. As a result, self-protection becomes an alias for self-understanding – and they are not the same.

“The privilege of a lifetime is to become who you truly are.” – C.G. Jung

How does this work? Rather than self-identification, at a young age we allow others to identify and label us. To make things worse, the backlog of labels keeps sounding like a CD stuck on “repeat.” Without knowing it, we have folks living in our heads – rent free! We have 60,000 thoughts everyday, and they are laced with many of these “unhelpful” messages.

We were posed with a question in our younger years – “What do you want to be when you grow up?” A better question might have been, “Who are you now?” That question gets our thoughts going in the right direction, and impacts the first.

We become pretty proficient at camouflaging our identity with an outward projection that is designed for protection. Subtly, we think, if we don’t keep up the false persona we will somehow be unlovable, or at least unlikable and uninspiring.

Countless “successful” adults still admit to struggling with these thoughts. It starts out small, but can metastasize into an internal loneliness, even in the midst of an adoring crowd. After all, if they accept me this way, why would I chance rejection by letting the real me emerge?

It can be difficult to navigate through all the debris rather than going to your core and discovering what’s hampering progress.

Here are three tips to help you navigate the debris.

1. Be at peace with who you are. The truth about you is “you are enough!” Look at the beauty within and take the time to celebrate it. Know who you are. Now honor it! Freedom of thought is an incredible source of peace, but it only comes from within. Masking it distorts it, even for yourself. Untether your spirit by being who you are. People love your authenticity.

2. Make daily time to reflect. Turn off the “pings” and

the “bells.” Be quiet so you can hear your breathing. Experience + Reflection = Insight. Reflection is the pause between stimulus and response. You can listen to what you are really saying and then give yourself feedback. You’ll still have plenty of time to shake hands, solve problems, answer e-mails and care for others.

3. Listen to the story you are telling yourself. We get overly concerned about what others think of us. The truth is they are probably not thinking about us anyway. They have their own “stuff” to think about. Our imaginations run wild at this point. Our vision is driven by our own fears; our own insecurities. It’s an illusion we have a tendency to create. Take the time to listen to the narrative of your heady story. Since it impacts your decisions, behaviors and coworkers, it’s important to tell the right one – the accurate one. If it’s not a positive story, then make the needed corrections.

Rachel Andrews said it well, “As you become more aligned with the truth of who you are, the question of liking yourself goes away. It becomes a natural state of being.”

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



## Realty Views

### Affordable Housing Demand On The Upswing



By **TERRY ROSS**

One of the more overlooked and underserved areas in real estate development over the past few years has been in the field of affordable housing. Although there have been many developers and lenders over the years who have taken advantage of the government incentives to provide more affordable housing across America, recent statistics indicate that this segment of the housing market is now more underserved than ever – although this might be more because of increased demand rather than lower supply.

Statistically, the need is increasing because of stagnating incomes – while living expenses increase. Adults at all income levels are affected – even well-paid millennials with college degrees are spending an increasingly higher percentage of their take-home pay on rent. Those at the lowest end of the income spectrum are struggling the most. For every 100 households with incomes at or below 30 percent of area median income, there are only 28 affordable units available, down from 33 in 2007 and 37 in 2000, according to the Urban Institute. The situation has deteriorated to the point that there is not a single county in the entire country where the supply of affordable rental properties meets the demand, notes Erika Poethig, the institute's director of urban policy initiatives.

"We are not adding more homeowners. We are adding more renters, but we are not adding enough apartments to keep pace," Poethig added. "That's putting more pressure on rents, which are rising most significantly for the lowest-income people."

With only about 200,000 new affordable units coming online each year, it would take decades to build the roughly 8.3 million units needed to house just the lowest-income families. Add in moderate-income households spending 40 or 50 percent of their income on housing, and that figure gets significantly larger.

The recession took its toll on building in general and, coupled with new challenges in lending to these types of programs, builders began to shift their focus away from the benefits of building affordable housing and concentrated on more high-end products.

Rising rents benefit property owners, but aren't so great for the broader economy. A recent study from economists Chang-Tai Hsieh at the University of Chicago and Enrico Moretti at the University of California at Berkeley concluded that the dearth of affordable housing in high-cost markets like New York and San Francisco is costing the U.S. economy roughly \$1.6 trillion a year. In other words, if housing were more affordable in those markets, money that's now going toward rent would be spent elsewhere, thereby boosting economic output, they contend.

One factor that has made the shortage worse is banks' reluctance to finance the development or rehab of smaller multifamily properties – roughly five to 50 units. But new government initiatives may spur the rebound in affordable housing construction, and banks are looking at this business sector as a growth area to increase lending.

Fannie Mae and Freddie Mac are trying to make affordable housing construction lending more appealing. Both recently expanded or launched loan programs aimed at growing the secondary market for fixed-rate loans on these projects. The Federal Housing Administration also recently rolled out a risk-sharing program that lets banks and community development financial institutions use their own underwriting guidelines to originate multifamily loans of up to \$5 million in high-cost areas (and up to \$3 million everywhere else) provided they take 50 percent of the credit risk. With the FHA backing the other 50 percent, banks can hold far less capital against the loan than they would with a non-FHA loan.

Bankers say that this program will not only increase the availability of smaller apartment loans for the affordable housing programs, but will also give banks a place to sell them – an important part of the equation in making this viable for lending institutions.

Moving forward, with the right expertise and new lending programs, building affordable housing looks to be one of those sectors of real estate where the demand is high – and will be getting more so in the foreseeable 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](mailto:terryross1@cs.com) or call 949/457-4922.)*

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## Trade And Transportation

### Old School Workplace Skills More Critical Than Ever In High-Tech Transportation And Trade Fields

■ By **JAN VOGEL** and **TYLER REEB**

More than 13,000 leaders in transportation from around the world gathered in Washington, D.C., earlier this month for the Transportation Research Board's (TRB) 94th annual meeting. Described by one Politico.com writer as the "Super Bowl of the transportation world," the event gives leaders from industry, government and academia access to innovative research and best practices in all modes of transportation. Commonly mentioned buzz words at the weeklong event were autonomous vehicles, Big Data, Intelligent Transportation Systems, disruptive technology and other emerging trends that are reshaping how people and goods will be transported in the future.

However, with so much focus on the "Brave New World" of transportation and trade, it is easy to lose sight of the less glitzy but equally important workplace skills – such as oral and written communication skills, project management, critical thinking, conflict resolution, and the ability to work in culturally diverse environments – that ensure that any organization runs smoothly. Herein lies the value of Workforce Development Boards

(WDBs) in helping employers in trade and transportation circles develop not only next-generation technological aptitudes but also the "old school" skills required to get the job done in any business environment.

WDBs, and the one-stop centers that they operate, play a significant role in identifying the workforce needs of industry and preparing a pipeline of skilled workers to meet those needs. Across the state, these boards support industry sectors that drive regional economic growth including advanced manufacturing, health care, construction, transportation and utilities. They identify skills gaps and labor force needs of employers and coordinate with secondary and post-secondary schools to develop viable training solutions. There are 48 boards across the state, seven of which are operated in Los Angeles County. Locally, the Pacific Gateway Workforce Investment Network supports communities in Long Beach and Signal Hill.

Employers in every industry sector continue to identify basic skills such as critical thinking, problem solving, interpersonal interactions and teamwork as critical to workforce success. Fortune Magazine recently reported that, when administering a basic skills assessment, researchers at Princeton-based Educational Testing Service (ETS) were surprised to discover that "millennials in the U.S. fall short when it comes to the skills employers want most: literacy (including the ability to follow simple instructions), practical math, and – hold on to your hat – a category called "problem solving in technology-rich environments." Even the best-educated millennials state-side couldn't compete with their counterparts in Japan, Finland, South Korea, Belgium, Sweden or elsewhere. The job skills of adults ages 16 to 65, in 23 countries, were measured including literacy (the ability to understand and use written text); numeracy (basic math skills) and problem solving (using digital technology). U.S. millennials rank last or near the bottom in every category.

Workforce boards are working with employers to ad-

dress basic skills deficiencies among new and incumbent workers. They are working with high schools and colleges to design new training methods so that students and workers develop both academic and technical knowledge along with workplace know-how. The South Bay Workforce Investment Board has developed the Blueprint for Workplace Success curriculum, an interactive, web-based training program designed to build the basic skills and competencies that cross industries and job categories and that are foundational to workplace success: 1. foundational skills for a winning attitude, flexibility and workplace savvy; 2. communication skills for active listening, effective speech and effective writing; 3. time management and skills to organize efficiently; 4. teamwork and leadership – critical thinking and problem solving; and 5. how to manage and resolve conflict – working in a culturally diverse environment.

Sustaining a skilled workforce is critical to our country's economic growth. According to the California Workforce Development Board, "Workers must be learners who can traverse a labor market landscape that is less about "jobs" and more about a set of marketable skills." Central to this objective is the leadership that WDBs play in facilitating collaboration among a wide range of stakeholders including business, labor, education, social services, philanthropic organizations and community-based agencies. It will require that stakeholders work together to identify the workforce needs of businesses in local priority sectors, and develop education and training approaches that bridge the gap between skills currently available in the workforce and the needs of growing and emerging sectors of the local economy.

*(Jan Vogel is CEO of the South Bay Workforce Investment Board – [www.sbwib.org](http://www.sbwib.org). Tyler Reeb is associate director of the Southwest Transportation Workforce Center – [www.swtwc.org](http://www.swtwc.org) – based at the Center for International trade and Transportation at CSULB.)*





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