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Entrepreneurial Innovation: Long Beach Brothers Shaping The Future Of Laundromats

■ By **BRANDON RICHARDSON**
SENIOR WRITER

Matt and Aaron Simmons' parents opened Super Suds Laundromat in 1998 at 250 Alamitos Ave. in Downtown Long Beach. About five years ago, the brothers took over operation of

the business and quickly discovered several areas that could be improved upon by introducing more technology to the business.

"We started with a basic website that a friend of mine created for \$400, and we saw an increase in business — mostly the wash and fold," Aaron said.

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Brothers Aaron, left, and Matt Simmons are revolutionizing the laundromat business through their operating software that allows laundromat owners nationwide to better manage in-store and online sales. They are pictured in front of their Super Suds Laundromat at 250 Alamitos Ave. downtown. (Photograph by the Business Journal's Brandon Richardson)

Local Female Entrepreneurs Mirror Growing Trend Of Diversity

■ By **ANNE ARTLEY**
STAFF WRITER

At the beginning of 2018, women made up approximately 26% of business owners in the U.S., according to the results of a survey by Guidant Financial, a firm that funds small businesses, and LendingClub. LendingClub is an online platform that connects borrowers to investors for personal and business loans. Out of the 2,600 current and aspiring entrepreneurs who responded, the survey found female business owners increased 18% from the previous year. This continues the upward trend of women owning businesses in the



Entrepreneurs from left: Shannon Griego, Global Transloading, LLC; Kaylene Men, Khmer Bridal Boutique; Lindsay Shaver, DeadRockers; and Dr. Susan Sklar, Sklar Center For Restorative Medicine. See profiles on Pages 22 and 24.

past 20 years, according to the 2017 State of Women-Owned Business Report by American Express OPEN.

The American Express report found that the number of women-owned businesses has increased 114% in the last two decades compared to the overall growth rate of 44% for all businesses nationwide. As of January 2017,

11.6 million woman-owned businesses existed in the United States. They employed approximately nine million people and generated more than \$1.7 trillion in revenue.

But while entrepreneurship among women has surged in the last two decades, businesses owned by minority women have

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HEALTH CARE QUARTERLY

Will Tech Industry Transform Health Care?

■ By **SAMANTHA MEHLINGER**
EDITOR

The January 30 announcement that Amazon was joining forces with Berkshire Hathaway and JPMorgan Chase to create a nonprofit health company for their employees' care generated a flurry of speculation about the potential impact to the country's health care system. Although the announcement was quite vague beyond the expressed goal of lowering the cost of care, the move has ignited questioning and speculation as to whether whatever model of care comes from this partnership could spur the transformation of health care as Americans know it.

And that appears to be exactly the aim. In a press release announcing the partnership, Berkshire Hath-

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LONG BEACH HOUSING

Study Reveals Probable Greater Need Than Anticipated

■ By **BRANDON RICHARDSON**
SENIOR WRITER

At the request of the Long Beach Downtown Development Corporation, a nonprofit established by the Downtown Long Beach Alliance, Los Angeles-based Beacon Economics conducted a study on the future housing needs of the city. Beacon found that just over 75,000 new housing units will

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MILLENNIAL PULSE In Support Of Generation Z

By Editor Samantha Mehlinger

For the past two weeks, I've heard nothing but: "It's time."

It's time to address gun reform. It's time to listen to young voices. It's time to do something. I have heard it on every news source — TV, radio, web and

print. I have heard it in conversation with people of all political perspectives. I have heard it as I pass others on the street.

I know this sudden call to action should be inspiring, and in a way it is. But

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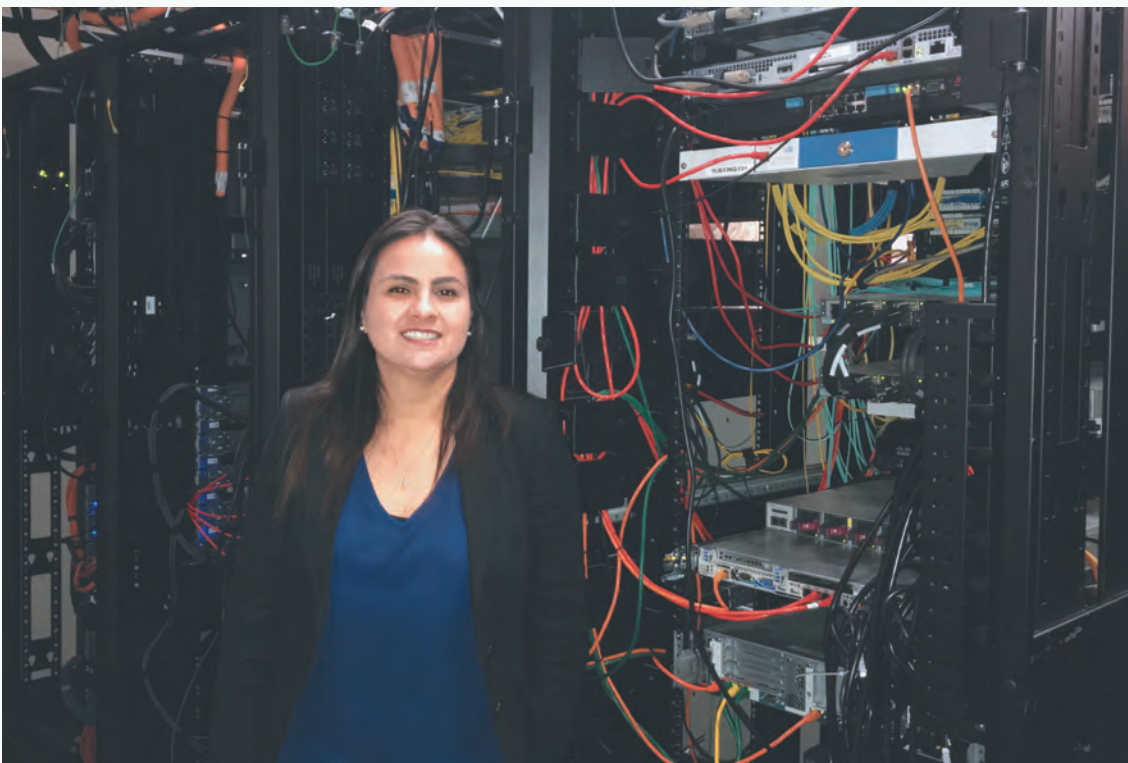
Thank you Carnival!



PortSide Keeping Up With The Port Of Long Beach

After nearly 10 years working in the Port of Long Beach's Information Management Division, Office Automation Analyst Claudia Garcia has become known as the "go-to person" for the 500-plus employees at the port when they need help with an IT issue. Garcia handles work order requests sent to the service desk, assists in software and cybersecurity training exercises, and even manages local high school interns during summer months. Garcia said she had always wanted to work for the government at some level and was excited when she saw an opening she qualified for at the port. "I was a Long Beach resident. I actually did not know anything about the port; I just knew the port was somewhere by the ocean," she said with a laugh. When a port employee has a technical question or experiences a problem such as a hard drive crash, they submit a work request to Garcia's department. She then ensures that the work orders are filled. But Garcia has been around long enough that she knows most employees, so they often just call her directly. "We're really busy. In a typical day, I manage I would say 40 or 50 calls with different work orders," Garcia said. Her department is also responsible for taking computers off the network that have been compromised by viruses. She estimated that there are more than one million attempted cyber intrusions made on the port each day. "It's never boring," she said. Garcia's favorite aspect of her job is that it enables her to interact with every division within the port.

— Samantha Mehlinger, Editor



The ThickShake Factory Opens At The Streets In Downtown Long Beach

Tony Shooshani, managing member of Shooshani Developers, cuts the ribbon during the grand opening celebration of The ThickShake Factory at 335 N. Promenade at The Streets, a Downtown Long Beach shopping district managed by his firm. Pictured from left are: ThickShake Factory co-owner Sumanth Vydana, Shooshani, ThickShake co-owner Chaitanya Madala and Adam Carrillo, the economic development manager of the Downtown Long Beach Alliance. ThickShake originated in India in 2013. "Our friends started this business and then wanted us to bring it here [to the United States]," Vydana said. She reported she and her business partner were attracted to the Downtown Long Beach area because of the diversity of people and businesses represented. ThickShake Factory offers more than 30 shake toppings and flavors. For more information, visit: thethickshakefactory.com/us/ According to Shooshani, The Streets now features 38 retail stores, specialty shops, entertainment venues and dining outlets, with more on the way. (Photograph by of the Business Journal's Anne Artley)

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The opening of the Aquarium of the Pacific was highly anticipated by many. By opening day on June 20, 1998, more than 30,000 households had purchased charter memberships, earning the Aquarium the distinction of being the U.S. aquarium with the largest number of members on its opening day. Twelve thousand people, the maximum capacity, toured the Aquarium on its first day, and a quarter million visited in the first three weeks. This was 11 percent above original projections for visitor numbers.

This summer the Aquarium will celebrate its twentieth anniversary with special events, exhibits, contests, art exhibits, and collectibles. The next issue of the Long Beach Business Journal will be devoted entirely to commemorating the anniversary and covering our past, present, and future, along with photos and stories from Aquarium supporters.

Today more than 1.7 million people visit the Aquarium each year. Southern California con-



tinues to represent our core audience, and over 2,800 have been members throughout our twenty-year history. The Aquarium has thrived thanks to the strong support of the City of Long Beach and its residents. Local businesses and community organizations have played important roles as donors and partners in our mission of ocean education and conservation. Thank you, Long Beach, for your ongoing support.

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BizBrief is news of the day, sent out around 4 p.m., Monday-Friday)

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Support Local Small Businesses



Robert Earl's BBQ

About four years ago, after successfully building his brand at local farmers markets, Robert Earl and his wife Latonia decided to open Robert Earl's BBQ at 703 E. Artesia Blvd. "There was really nothing in Long Beach as far as authentic Texas-style barbecue," Earl said. "Long Beach is a beautiful city. I've built a lot of relationships with the residents, who we call family." Growing up, Earl said he learned different techniques by watching his grandfather, Chef Woody, barbecue. In the 30 years since he has been barbecuing himself, Earl has put his own spin on family recipes and techniques. He explained that his joint is meant as a getaway for families to eat good food away from video games and TV, and to just enjoy each other's company. Earl said all his food is good but that he prides himself on the brisket, which he smokes for 18 to 20 hours. The ribs, mac and cheese and banana pudding are also customer favorites, he added. "I love challenges. If I can get people to come [to North Long Beach] to get my food, that speaks volumes," Earl said. "You're not talking about Downtown Long Beach, you're talking about In-The-Hood Long Beach. And in the hood is where it's good." For more information, call 562/726-1116 or visit www.robertearlsbbq.com.

All Star Tire

In May 1966, Ruben Karapetian opened All Star Tire to serve the Long Beach community. In 1983, he relocated the business to 2721 E. Artesia Blvd. where it continues to operate today. "It's your typical entrepreneurial, small business success story," Andrei Karapetian, Ruben's son and current owner of the shop, said. "[My dad] started with recaps and small tires, and then growth demanded a larger facility. The current facility that we are operating is 70,000 square feet." Since opening, the shop has expanded to offer suspension, mechanical, fabrication, upholstery, paint and stereo services, in addition to wheels and tires. When Andrei took over the business around five years ago, he said he made a more aggressive push to gain business from local auto dealerships and increase online sales to keep up with the ever-changing retail landscape. Today, the shop employs 18 people to serve clients regionally and online. "The most interesting aspect is . . . trust and relationships still are key factors in making sure that customers know that when they get on the road they will be safe," Karapetian said. "Ninety percent of our customers are from Long Beach, so we're taking a little more proactive approach within the community." For more information, call 562/531-3894 or visit www.allstarmotorsports.com.



B & B Carpets And Flooring

Bob Bernard first got into the flooring business in the late 1970s when he was looking for a summer job. He had friends in the industry and began assisting installers. In 1990, Bernard opened B & B Carpets and Flooring in Wilmington. The business moved to Los Alamitos before Bernard bought Carpets and Flooring in North Long Beach. The business moved to Los Alamitos before Bernard bought Carpets and Flooring in North Long Beach. The business moved to Los Alamitos before Bernard bought Carpets and Flooring in North Long Beach. "The location is really good. It's centralized to the areas that I cover," Bernard said. "It's very freeway friendly and I get all over L.A. and Orange County. It's convenient." Bernard's shop encompasses around 3,500 square feet between the retail and warehouse space. He offers car-pets, vinyl, laminate plank, vinyl plank and engineered hardwood. The only flooring products and services B & B does not offer are ceramic and porcelain tile, stonework, wood flooring and floor refinishing. Outside of the retail business, B & B offers installation, mostly for commercial clients when buildings are being renovated. Bernard has 16 employees but still takes pleasure in his work. "I enjoy getting out of the office, selling, talking to new people and building relationships with clients," Bernard said. "I do a lot of the selling myself. It's a pretty basic business. Nothing fancy. No frills." For more information, call 562/276-2400 or visit www.bauhscarpets.com.



Small Business Dollars & Sense

What Type of Investor Are You?

By NATASHA
MATA

As the stock market has been on a historical high, many small business owners look for ways to invest and diversify their portfolios in order to capitalize on the current market. Because of the recent market dips many experts anticipate an end to this long running bull market. A 2017 Wells Fargo/Gallup Investor and Retirement Optimism Index revealed that most investors are not proactively shielding their portfolio from a market correction. While portfolio rebalancing is one way to prepare, just 40% of investors say they are currently rebalancing their portfolio in anticipation of a correction. Even fewer say they are selling stocks to help protect from future losses (18%) or buying bonds to help reduce their exposure to market risk (20%).

One of the consequences of a protracted bull market is, unfortunately, investor complacency. With a market correction inevitable at some point, it's important small business owners check their confidence with a comprehensive risk assessment to determine how a market correction could affect their overall investment strategies.

As a small business owner, if you're unsure about how to manage your portfolio in light of a market correction – or invest in the market for the first time, a good place to begin is by determining what type of investor you are.

Going solo – If you have a solid understanding of the investment markets, you may have what it takes to manage your own investments online. The perks of being a do-it-yourself (DIY) small business investor are that it takes little money to start and you get to fully customize your portfolio through buying and trading securities directly through an online brokerage provider. While anyone can pursue this avenue, it takes discipline to research and stay current on companies and investing trends.

Getting help from a pro – Perhaps you don't have the time or confidence in your ability to choose the right investments, and if that's the case, you may want to turn to a professional financial advisor. The first thing you should expect is for a financial advisor to ask questions to gain a better understanding of your long-term goals, such as enjoying a financially secure retirement or helping your children or grandchildren afford higher education. Beginning with that information, your advisor should work with you to create an investment plan designed to help you achieve those goals. At the heart of that plan will be a recommended asset allocation, which is how your portfolio is divided up among different types of investments, typically stocks, bonds and cash alternatives.

Combining digital advice and a human touch – There are also hybrid investing solutions that blend convenient technology with customized advice. These low-cost services help small business investors create diversified portfolios, tailored to their long-term goals and risk tolerances, based on responses to a personal questionnaire. It can be intimidating for some small business owners to think about the kind of investor you are – or strive to be – and may seem like quite a bit of work, but when your ability to reach your financial goals is at stake, it's likely to be worth it.

(Natasha Mata, a 22-year veteran of Wells Fargo, is region bank president of the greater Central Los Angeles Area, which includes Long Beach and some North Orange County cities.)

■ By **BRANDON RICHARDSON**
SENIOR WRITER

Pacific Edge One Step Closer To Development Of USPS Site On Redondo

The Long Beach Planning Commission unanimously approved a light industrial development at the site of a former United States Post Office Long Beach Processing & Distribution Center at 2300 Redondo Ave.

Long Beach-based developer Pacific Industrial proposed the construction of three light industrial buildings dubbed Pacific Edge totaling 424,050 square feet with 638 parking spaces on the more than 19-acre site. Building 1, located at 2300 Redondo Ave., totals 205,530 square feet with 286 parking spaces. Building 2, located at 3200 E. Burnett St., totals 113,800 square feet with 175 parking spaces. Building 3, located at 3600 E. Burnett St., totals 104,720 square feet with 177 parking spaces. Each building will feature a 135-foot-deep truck court and an optional 10,000-square-foot mezzanine for office use.

To move forward, the site would have to be rezoned from its current ‘institutional’ designation. During the commission meeting, mitigation measures were discussed related to traffic. It was noted that, if approved, the project would include traffic system upgrades and adjustments to the surrounding area, including additional signals and timing modifications.



The Long Beach Planning Commission unanimously approved Pacific Industrial’s proposal to building three light industrial buildings totaling 424,050 square feet at the former United States Post Office processing and distribution center at 2300 Redondo Ave. A date has not been set for the proposal to go before the city council. (Rendering courtesy of the City of Long Beach)

Councilmember Vows To Fight Land Use Element

The Land Use Element update has been a controversial issue since the first maps were released in February 2017. One year later, not much has changed, as 5th District Councilmember Stacy Mungo prepares to suggest killing the proposal when it comes before the Long Beach City Council on March 6.

“After a long and sometimes frustrating process for our residents, I’m happy that this

matter is finally coming before the City Council,” Mungo said in the press release. “And while I appreciate the work of city staff and the state’s desire to increase housing in Long Beach, any increases in density should go where they make the most sense – around our employment centers and transportation hubs, and not in our single-family, low-profile neighborhoods like the 5th District.”

Echoing concerns of her constituents, shared also by many in the adjacent District 4, Mungo explained that increasing building heights to three, four and even five stories in East Long Beach would diminish quality of life in the overwhelmingly single-family home area. Another major concern is increased density that would potentially come with converting commercially

zoned centers to mixed-use PlaceTypes.

“It makes no sense to turn our suburbs into city centers or flip our well thought-out and designed single-family neighborhoods into apartments and high-rises, when such development is better suited and better served elsewhere,” Mungo said. “I am committed to standing shoulder to shoulder with the residents of my district to fight for what’s right.”

Harbor Associates Expands

Harbor Associates LLC, a Long Beach-based property investment firm, announced the purchase of two suburban office developments for a combined \$56 million on February 19.

“We continue to find compelling opportunities in suburban office locations that are out of favor with many institutional in-

vestors,” Mungo said. “We are committed to standing shoulder to shoulder with the residents of my district to fight for what’s right.”



Spring & Cherry – The rebuild of the small retail center on the northeast corner of Spring Street and Cherry Avenue should be completed by the end of March, according to the property owner’s leasing agent. Though initial plans for the site included 7-Eleven as an anchor tenant, the agent said the property owners decided against the idea. The site currently has no confirmed tenants. The site previously was home to West Coast Firestone (Photograph by the Business Journal’s Brandon Richardson)

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Clark & Spring – The small retail center on the southeast corner of Clark Avenue and Spring Street, known as Time Square, has completed exterior renovations. Long-time tenant Baja Sonora already has new signage up and expects to reopen in March. Other tenants include a Chinese food restaurant, coffee shop, bakery and Steady Beer Brew Co., though leases have not been finalized. According to CBM leasing agent Aaron Guido, the center should be occupied and open by summer. (Photograph by the Business Journal's Brandon Richardson)

vestors, through our deep network of brokerage relationships and our ability to move quickly and close all-cash," Harbor Principal Paul Miskowicz said.

The company acquired a 156,628-square-foot campus in Valencia for \$33.1 million in joint venture with Goldman Sachs Asset Management Private Real Estate. In a separate joint venture with Blue Vista Capital Management, Harbor Associates acquired a 198,478-square-foot corporate campus in Thousand Oaks for \$22.9 million. The sales brought the investment firm's office portfolio to more than one million square feet.

At Valencia Gateway, Harbor plans to renovate the common areas, such as outdoor patios, and build out new spec suites. The firm also plans to upgrade the facilities with energy-saving features like LED lighting and electric vehicle charging stations. The property consists of two buildings at 25124-25125 Springfield Court, which are 81% leased to 15 tenants.

Tom Bohlinger, Ryan Smith and Justin Hager of JLL represented the seller, Barings, in the transaction. Attorneys Albert Valencia and Elizabeth Dryden at Ervin Cohen & Jessup represented the joint venture in the legal aspects of the sale.

The Conejo Corporate Campus will have the floor plans re-engineered to accommodate 5,000 to 25,000-square-foot tenants, which are prominent in the Conejo Valley, rather than the current single-tenant layout. The campus features two low-rise office buildings originally built for Amgen in 2011 at 2380 and 2400 Conejo Spectrum Dr. Renovations also include a fresh coat of paint, drought-tolerant landscaping and new signage. The property is currently 55% leased.

Kevin Shannon and Scott Schumacher of Newmark Knight Frank represented the seller in the transaction, while Pine River Capital Management was the external manager for the lender.

(Please Continue To Next Page)



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Realty Views

Zoning – Not Rent Control – Is The Solution For The Housing Shortage



By TERRY ROSS

The fight for and against rent control that is taking place across the state and in Long Beach is intensifying – and it is not going away soon. Activists, political factions and anyone looking for an easy vote have been quick to roll out the rent control card that supposedly makes everything ok and creates an affordable rent for all – and well, who cares about the owner anyway – they just pay the mortgage, maintain the property, pay taxes on that property,

hoping to get something for their troubles. As it was expertly detailed by another writer in this publication recently, rent control is definitely not all it is cracked up to be – for both tenants and owners – and the root of the problem is not enough housing. Real estate pricing – both for sale and for rent – is a product of supply and demand. All housing in the state is suffering from too much demand and not enough supply – so prices keep going up until it is unaffordable for much of the population. But what is causing the shortage of both for-sale and rental housing? Everything from the lack of lumber, tight financing and over-regulation have been blamed, with very little action and of course even less tangible results. The easy answer now is to throw up rent control, which makes little sense in a free market economy. We don't curtail the prices of the latest wonder drug or the amount that health care providers charge – or what we get charged at the pump for gasoline. The real way to expand rental housing so that the supply is more appropriate to the demand is through zoning laws – and it is

up to elected officials and planning departments to tackle this issue at the root of the problem instead of applying a Band-Aid that will not work over the long haul. Zoning has not always been part of the American real estate fabric – and at one time it was considered a real overreach to tell a landowner what they could do with their property in terms of building. Zoning regulations got their start in New York City in 1916 and in 1926 were allowed by the U.S. Supreme Court on a broader scale in urban centers. According to the Brookings Institute, zoning laws did not have an appreciable impact on building trends until the 1970s as the pace of construction kept up pretty well with demand. It was during that time that the Baby Boom generation created the demand with their large numbers yearning for homeownership and creating an imbalance that has never gone away. Most experts blame this more on land use restrictions – zoning – than any other factor. In California, this has been especially trying as the lack of appropriate zoning has held down the density and limited the number of units that can be built in de-

sirable areas. Space then becomes a valuable commodity in urban centers with the resulting skyrocketing of prices for all types of real estate. With construction failing to keep up with the population, we now have historically low numbers of all kinds of housing. We have 12% of the U.S. population in this state, but only 10 percent of the housing stock. According to the real estate website Trulia, we now have the second-highest housing prices in the country after the District of Columbia. In 1960 California had the seventh highest prices. Our home ownership rate is 54.4%, compared to the national average of 64%, pointing to the unaffordability on the ownership and rental levels. Rent control is an artificial means that has been shown to not produce the desired result throughout its history – it is time to look at the real causes of the problem and attack it there. (Terry Ross, the broker-owner of TR Properties, will answer any questions about today's real estate market. E-mail questions to Realty Views at terryross1@cs.com or call 949/457-4922.)


Stepp Commercial Apartment Transaction

Stepp Commercial Principal Robert Stepp and Vice President Todd Hawke represented both the seller and buyer, both private trusts, in the \$6.2 million sale of an apartment property at 1129 E. Ocean Blvd. in Alamitos Beach. "Ocean Boulevard is a primary corridor through Long Beach, running parallel to the beaches and connecting neighborhoods from the Peninsula to downtown,"



Stepp said. "Assets of this quality on a major thoroughfare near prime lifestyle amenities are favored by Long Beach investors for their long-term stability and consistent cash flows. This property offered a value-add opportunity requiring cosmetic upgrades which, upon completion, will allow the buyer to increase rents to market rates." Built in 1963, the two-story, 21-unit apartment building consists of 13 one-bedroom units and eight two-bedroom

units, all of which were occupied when the sale closed. Units include upgraded kitchens, laminate hardwood and ceramic flooring, upgraded bathrooms and ceiling fans. "Stepp Commercial is focused on achieving meaningful outcomes for both buyers and sellers in every transaction," Hawke said. "In this instance, we were able to position the buyer with a value-add investment as well as put the seller into the position to finalize a 1031 upleg with a new, institutional-quality asset that improved its cash flow by 88 percent." ■

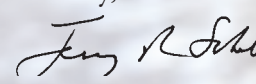


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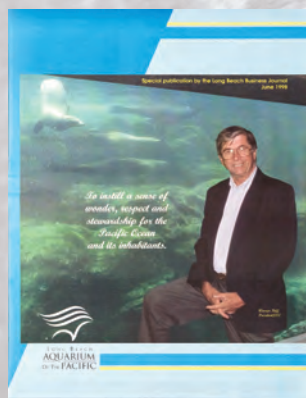
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Carnival Cruise Line's Expansion Means More Business For Long Beach

■ By **SAMANTHA MEHLINGER**
 EDITOR

The recent expansion of Carnival Cruise Line into the entirety of Long Beach's iconic dome beside the Queen Mary was the fruition of a vision 15 years in the making. Since the company began operating cruises from the dome in 2003, it has endeavored to grow its operations, according to Carlos Torres de Navarra, vice president of strategic and commercial port development for Carnival.

"I would say that since the day that we opened, or even before we opened, there was always an intent to secure more square footage in order to have a two-way operation," Torres de Navarra said.

"Long Beach is squarely in our top four as a brand in terms of the busiest ports that we have for cruising in the nation," he noted.

Prior to the expansion, which debuted in a grand opening ceremony on February 10, Carnival occupied only 70% of the dome and was able to accommodate only one-way traffic. Before a cruise ship had finished debarking, embarking passengers would have to wait outside the terminal. Carnival has long desired to expand into the entirety of the dome to allow for two-way traffic, to improve the guest experience, and to accommodate larger cruise ships, according to Torres de Navarra.

For years, the operators of the Queen Mary had used the dome for events like the popular CHILL and Dark Harbor. But in fall 2016, Carnival was able to hash out a deal with the dome's leaseholder, Urban Commons, with the assistance of the landowner, the City of Long Beach.

Demolition began in April last year, and construction began in August. It took just five months to build out the interior of the dome into a two-way cruise terminal designed to give guests the feeling of starting their vacation as soon as they walk through the doors. The facility includes a boardwalk-type pathway lined with faux palm trees, a mini arcade, two replicas of the Spruce Goose, a VIP area, park-like seating and an ADA-compliant ramp up to the gangway. "We essentially gutted this place. The only thing that is old is our office on the second floor," Torres de Navarra said.

As he described it, not only is the terminal now a more pleasant experience for everyone passing through it – from guests to the U.S. Customs and Border Protection agents who work there – it is now also a greater economic driver both for Carnival and for the city.

With the opening of the larger terminal, Carnival has brought a larger ship, the Carnival Splendor, to operate cruises to Mexico, Hawaii and Alaska. And, as the company announced at the terminal's grand opening, in late 2019 they plan to bring a brand new cruise ship, the Carnival Panorama, to Long Beach.

The Splendor will increase the number of visitors coming through the terminal by 40,000 annually, with Torres de Navarra estimating that 670,000 guests will take Carnival cruises out of Long Beach this year. The Panorama will bring that number up to about 750,000 visitors per year.

"We just think the West Coast is ready to grow even further," Torres de Navarra said.

Long Beach Mayor Robert Garcia, right, joined Carnival Cruise Line President Christine Duffy and Carlos Torres de Navarra, vice president of strategic and commercial port development for Carnival, to celebrate the cruise line's expansion in Long Beach on February 10. Carnival recently debuted renovations to its terminal within the dome adjacent to the Queen Mary, which it now fully occupies. (Photograph provided by Carnival Cruise Line)



"We are seeing a very high interest in cruising, we are seeing a high interest in Carnival, and we just thought that the best thing for that ship would be to bring it to Long Beach first," he said of the Panorama. "People should understand that ship is being deployed here as the first revenue cruise. So it's coming straight from the yard."

Long Beach is Carnival's busiest single terminal operation in North America, besting even Miami, Torres de Navarra pointed out.

At the terminal grand opening, Carnival also announced that it would be investing in a major port development project in Ensenada, Mexico, a destination for some of its Long Beach cruises. The company plans

to develop retail and dining for cruise guests to enjoy an improved shore-side experience, Torres de Navarra explained.

These combined multi-million-dollar investments, coupled with the eventual development of the land surrounding the Queen Mary by Urban Commons, should bolster the demand to cruise out of Long Beach, Torres de Navarra explained.

Wilken Mes, director of Carnival's Long Beach cruise terminal, pointed out that city staff members were greatly helpful in getting the expansion project off the ground. "They fast-tracked it for us – they worked on the weekends even," Mes said. "They did everything possible to support our timeline. I mean we're beyond happy with that."

Steve Goodling, president and CEO of the Long Beach Area Convention & Visitors Bureau, also praised the city for its support of the project. "The city worked really hard and provided the leadership needed to bring together the deal for Carnival to get the full dome and for Urban Commons to also benefit from this transaction," Goodling said. He pointed out that Carnival's investments would bring more travelers to Long Beach, benefiting local hotels and businesses.

Torres de Navarra said that Carnival's Long Beach terminal is now the company's finest. He reflected, "It's going to bring a lot more benefit to the city for sure. I mean, how can it not?" ■



Carnival Cruise Line has desired to occupy the entirety of the dome located next to the Queen Mary since it first opened a terminal there in 2003. According to Wilken Mes (left), director of the terminal and of commercial port development, and Carlos Torres de Navarra (right), vice president of strategic and commercial port development, the company has had growth potential in Long Beach for years. The company now operates a two-way terminal out of the dome, and has brought in a new, larger ship, the Carnival Splendor, which operates cruises to Mexico, Hawaii and Alaska. (Photograph provided by Carnival Cruise Line)

New Innovation Institute Hopes To Build Up Economic Entrepreneurial Foundation

■ By **BRANDON RICHARDSON**
SENIOR WRITER

On the heels of the city's adoption of the 10-year Economic Development Blueprint last year, faculty at California State University, Long Beach, founded the Institute for Innovation and Entrepreneurship to foster startup businesses.

"Whether it be a nonprofit, a social enterprise, private sector for profit," Wade Martin, director of the institute and CSULB teacher, said. "What we try to do is make sure that they have the support necessary to open a business, preferably in Long Beach or the Greater Long Beach Area."

The official beginning of the institute was July 1, 2017. The initial proposal was presented by Ingrid Martin, a professor of marketing and director of graduate programs for the College of Business Administration; Michael Solt, dean of the College of Business Administration; and Martin. An anonymous donor supplied an annual fund of \$75,000 per year for up to five years to sustain the institute's administrative costs during its infancy. During that time, Martin said the goal is to become an endowed institute, which would provide a more stable financial situation.

Martin said there have been pockets of programs and support for entrepreneurs and innovators on campus for years but there has never been an umbrella organization to bring them together and support their activity. One such program is the university's Innovation Challenge, which has existed for eight years and awards up to



The Institute for Innovation and Entrepreneurship was founded at California State University, Long Beach, (CSULB) last year with the intention of supporting entrepreneurs and small businesses, to create a healthy foundation for the Long Beach economy. Wade Martin (pictured), a faculty member at the university, is director of the institute. (Photograph by the Business Journal's Brandon Richardson)

\$50,000 to the winning senior to support the opening of his or her business.

"About three years ago, some MBA students thought they would create an incubator. It still exists and meets every Tuesday night to support businesses in the community and support students in the Innovation Challenge," Martin said. "They are now alumni and work in the community but come back every Tuesday night to support and provide programming."

Seeing the commitment made by students and alumni, Martin and these counterparts believe there was an interest and need, an institutional void, which is now

being filled by the institute. Like the city's blueprint, the institute's core belief is that the local economy is and will continue to be driven by entrepreneurs and small business, which may need support.

Martin explained that, in the case of Long Beach, relying on large companies such as Boeing Company as the economic foundation is dangerous because if they leave the city the economy takes a huge hit. However, if the foundation is built on small business and entrepreneurs that are tied to the city, with an ecosystem of support and resources, they can grow and flourish, providing a more stable foundation for the city's economy.

"What we have found is that our model to be able to provide the support is to partner with existing organizations, making sure we're not duplicating programs, but complementing existing programs," Martin said. "The university has expertise that we can bring to the table, and that's what we're trying to do."

The institute has already partnered with various organizations throughout the city, including the Downtown Long Beach Alliance, Centro CHA, the Aquarium of the Pacific, Long Beach City College and Molina Healthcare, among others. Through these partnerships, the institute is assisting in providing various workshops and events to support entrepreneurs at all levels. Thus far, all programming has been free.

The next institute-sponsored event is CSULB VR Day on March 9. The event will use virtual reality to "highlight intellectual, gender and racial diversity" in the workplace. The event includes a keynote address, faculty and practitioner panels, workshops, and demonstrations from faculty and student research collaborations, NativeVR and Arvada Labs. NativeVR's demonstration of UTURN, developed by Dr. Nathalie Mathe, "is an immersive live-action virtual reality film where viewers experience both sides of the gender divide in tech."

To spread their presence to downtown, the institute is working with Shooshani Developers, which is planning a mixed-use project at The Streets (formerly City Place) for CSULB students and employees. Martin said the hope is to include coworking and innovation space within the project to support their efforts.

Recruitment for the institute's board of directors is underway, according to Martin.

He said it will consist of 15 members who are internal to the university and 15 members from off campus, such as partners, entrepreneurs, alumni and those committed to the institute's mission.

"We believe we will help strengthen the ecosystem and support the city's efforts to have this solid foundation for economic development," Martin said. "We strongly believe in the 10-year Blueprint and the idea of diversity and inclusion as central to our mission." ■

City Petitions State Supreme Court To Hear BNSF Rail Project Case

■ By **SAMANTHA MEHLINGER**
EDITOR

The City of Long Beach and six other entities filed a petition on February 22 with the California Supreme Court, requesting that the court reconsider a ruling by a state court of appeals on BNSF Railway Co.'s Southern California International Gateway (SCIG) Project, according to Mike Mais, a city attorney for Long Beach.

On January 12, a court of appeals overturned a prior ruling by a trial court that had found the environmental impact report (EIR) for the SCIG project to be insufficient in several areas. The January ruling found that the EIR was deficient in just one area – that it failed to adequately consider associated air quality impacts.

The project was originally protested in court by appellants including the City of Long Beach, the Long Beach Unified School District, community groups and businesses that would be displaced by the project. They argued that much of the EIR was insufficient and would negatively impact surrounding communities. The project was defended both by BNSF and the City of Los Angeles, which argued that the project would create jobs and improve supply chain efficiency.

Mais said that BNSF and the City of Los Angeles, which partnered with the railway company on the EIR, may now respond to the petition. All parties must then wait for the supreme court to decide if it will hear the case, a decision Mais said was not likely to occur for another 90 days at least. ■

Land Use Element Going To Council

■ By **BRANDON RICHARDSON**
SENIOR WRITER

After numerous iterations, public meetings and much debate, the controversial Land Use Element (LUE) map proposal is going before the Long Beach City Council on March 6. The maps outline PlaceTypes and building heights city wide, and received pushback from residents, particularly those in Districts 4 and 5, who said building height and density should be left as is. The LUE update is meant to aid the city in meeting its housing needs through 2040, based on new state requirements and development principles. The LUE has not been updated since 1989. The council meeting begins at 5 p.m. at city hall. ■



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Long Beach City Council Takes On Port Truck Driver Misclassification

■ By **SAMANTHA MEHLINGER**
EDITOR

The Long Beach City Council took unanimous action on February 20 to address the misclassification of port truck drivers as independent contractors, rather than as employees, by trucking companies operating within the Port of Long Beach.

The issue of port truck driver misclassification has been gaining increasing visibility in the past few years, culminating in a series of national articles by USA Today last year that documented cases in which truck drivers working at the San Pedro Bay Ports were misclassified as independent contractors and forced to make payments toward their trucks with their wages, working long hours for little take-home pay. The publication compared the practice of indebting these drivers to indentured servitude.

At the meeting, Mayor Robert Garcia, who brought the agenda item to the council, pointed out that the California Labor Commissioner has received more than 900

complaints about port truck driver misclassification and has upheld more than 500.

Garcia's request, which was co-authored by Vice Mayor Rex Richardson and Councilmembers Lena Gonzalez, Jeannine Pearce and Al Austin, included multiple directives to address the issue. The council unanimously approved the following:

- Adding language to the council's state and federal legislative agendas to support legislation that would improve working conditions for port truck drivers;

- Requesting the city attorney to work with the offices of the California Labor Commissioner and Attorney General "to explore options to support regulatory efforts;"

- And requesting the Long Beach Board of Harbor Commissioners and the council's Harbor and Tidelands Committee to hold hearings on the issue "with the goal of finding solutions that protect the Port of Long Beach's proprietary interests."

"We have some great both large and independent trucking firms. . . . But we also

have a situation at the port where there are many trucking companies that quite frankly are taking advantage of the workers," Garcia said. "It is clear to me and to many others that truck drivers at the Port of Long Beach are often misclassified as independent contractors, which results in them working poverty level wages and denies them the protections guaranteed by state and federal laws."

Garcia said that legislation has been introduced to Congress to address the issue, and that he expected state legislation to be introduced within days. By approving his proposal, the council decided to support and align with such legislation.

Truck drivers, union representatives, community members and clergy representing various religions testified in support of the mayor's proposal at the council meeting. Justice for Port Truck Drivers, an arm of the International Brotherhood of Teamsters, sent out a statement praising the city council the following day.

The California Trucking Association

(CTA) contends that the California Department of Labor has been unfair and prejudicial in deciding misclassification claims against trucking companies. The organization filed suit in December 2016 challenging the fairness of the "Berman hearing process," which it says the California Department of Labor's Division of Labor Standards Enforcement has been using to adjudicate these misclassification complaints. Berman hearings are a type of administrative hearing used by the California Labor Commissioner to resolve wage claims.

Because the suit is ongoing, representation from the CTA said the organization could not comment. But a CTA press release announcing the lawsuit indicated that it found the Berman hearings process to be unfair. CTA CEO Shawn Yadon stated: "We believe the Labor Commission and Division of Labor Standards Enforcement, for more than four years, have been intentionally ignoring their statutory obligations to be neutral and fair and are, instead, abusing their

(Please Continue To Next Page)

Circle Audi And Porsche Honor First Responders And Veterans With Community Event

To honor former and current members of the military, law enforcement, firefighters and emergency medical personnel, Circle Audi and Circle Porsche of Long Beach hosted the inaugural First Responders Appreciation event on February 17. About 150 people attended the three-hour event that included fire engines, patrol cars and recruitment booths. Free food was provided by event sponsors Chick-fil-A, Gladstone's, Pieology, Dickey's Barbecue Pit and Krispy Kreme. The office of 4th District Councilmember Daryl Supernaw presented the Andrew Bloom Band as the event's live musical entertainment. "Circle Audi came up with a great idea for this appreciation event for first responders and our military," Supernaw said. "It's important to say 'thank you' to those who serve our community and our country, and our council office was honored to be a participating sponsor." According to Leah Cecil, marketing manager for Circle Audi, the dealerships plan to continue the event annually. She noted that the food vendors have already expressed a desire to participate again next year and she thinks the event will grow and have more activities in the future. "This type of event, we feel like it doesn't happen very often. We thought this would be a very special event to take time out of our busy days and thank the men and women who serve our country, our communities and keep us safe," Cecil said. "It might seem really simple but we don't think they get enough appreciation."

Retired Long Beach Fire Department Fire Engineers Dave Jacobson, left, and Glen Goodrich, who now serves as president of the Long Beach Firefighters Museum, were on hand to support the event.



Circle Audi General Manager Chris Prodrumides pictured with Councilmember Daryl Supernaw.



Long Beach Police Department Officers Carlos Sandoval, left, and Charles Pruet try to recruit the Chick-fil-A Cow.



Mark Wayland, Marine veteran, former police officer and former firefighter, chats with Councilmember Daryl Supernaw during the event. Wayland, an avid advocate for veterans' welfare issues, leads a flag-lowering ceremony every Wednesday – rain or shine – in the City of Orange, where he is a resident.

(Photographs by the Business Journal's Pat Flynn)

authority in order to drive a particular agenda – to undermine the many small business trucking companies that operate under the legal independent contractor relationship with other, larger companies – by forcing predetermined results from labor hearings.”

The statement from the CTA also claimed that the International Brotherhood of Teamsters and affiliated groups had sought the assistance from state and federal agencies in “cracking down” on trucking companies using independent contractors, and that those agencies then “assisted in efforts to stimulate misclassification claims by owner-drivers.”

The City of Los Angeles has also taken up the issue. In January, the Los Angeles City Attorney filed lawsuits against three trucking companies operating in the ports, arguing that they misclassified truck drivers as independent contractors and thereby avoided providing benefits and paying associated taxes.

At the council meeting, Garcia indicated that hearings on the matter by the council’s Harbor and Tidelands Committee and the Long Beach Board of Harbor Commissioners would result in collection of information and data to be brought back to the council at a later date. ■

City Representatives Explore Solutions To Reduce Crime In Area Motels

■ By **ANNE ARTLEY**
 STAFF WRITER

The Long Beach City Council voted February 20 to continue pursuing efforts to reduce illegal activity at six Long Beach motels. Future initiatives may include an ordinance holding property owners accountable for criminal activities and creating an amortization program to phase out motels located in areas without a high volume of tourists.

Long Beach Innovation Team Director Tracy Colunga presented an update on the Nuisance Motels Pilot Program, a multi-department effort created in 2017 to identify the motels with high levels of human trafficking, drug activity and violent crime. It is set to conclude in September 2018.

Based on criteria such as a high volume of calls for police service and the severity

of crimes reported, the program identified six “nuisance” locations: Luxury Inn, Searle Motel, Colonial Pool & Spa Motel, a Travelodge, Greenleaf Hotel and Stallion Inn Motel. Two of these are located on Long Beach Boulevard, two on Atlantic Avenue, one on Pacific Coast Highway near Atlantic Avenue and one on Lime Avenue. Luxury Inn, Searle Motel [both located on Long Beach Boulevard] and Stallion Inn are located in North Long Beach. The Travelodge and Greenleaf Inn are located downtown and Colonial is on Pacific Coast Highway near Atlantic Avenue and Long Beach Polytechnic High School.

Vice-Mayor Rex Richardson, one of the councilmembers who introduced the item, emphasized the importance of creating both a short- and long-term strategy to tackle the problem at its roots.

“When the city cracks down [on human trafficking], it’s like a water balloon,” he said at the meeting. “We crack down for a little while and then the issues just move to Compton and Lynwood. When the Compton sheriffs crack down, it squeezes the other side of the balloon and it [the problem] pops back up in Long Beach. We can’t look at just suppression.” Richardson represents the 9th District, where some of the problem motels are located.

Richardson proposed instating performance standards at motels as well as adding more lighting and security cameras. “The city is installing security cameras on Long Beach Boulevard,” he said. “The motel owners should be required to do that so it’s not funded by the taxpayers.” Richardson also pointed to a city mandate in Chula Vista that requires motel guests to show identification and register their license plate number when they check in.

The vice mayor outlined the long-term solution of updating zoning and land use regulations to phase out motels in neighborhoods where motel tourism is not economically viable. The establishments could then transition into affordable housing or mixed-use developments.

“I think this is a very proactive, strong approach,” 8th District Councilmember Al Austin said. “What I like about it is that it identified the most problem motels. It didn’t necessarily paint all motel operators with a wide brush. I have motels in my district as well. Not all of them are the best, but we have some examples of very well-run [motels] and responsible motel operators who should also be involved in a conversation about best practices.” ■



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Housing Study

(Continued From Page 1)

be needed to keep up with job growth in the city. The study was a means to evaluate the accuracy of the city’s own estimates based on state requirements and projected population growth, according to economist and Beacon Executive Director of Research Robert Kleinhenz.

“We were asked to take a look at the city’s estimate of housing needs through 2040,” Kleinhenz said. “We felt as though the number that the city had produced was a solid number. We followed their methodology and arrived at roughly the same number six years hence. Based on comparing the two numbers, it showed that maybe there was a little bit of improvement.”

The city’s estimates for the number of housing units that must be produced by 2040 to keep up with population growth is 28,524. This estimate includes 7,048 units specified in the city’s Regional Housing Needs Assessment and the estimated 21,476 units to alleviate those that are currently overcrowded, which is based on 2010 Decennial Census data.

Beacon, on the other hand, relied on more recent data from the 2016 Census Bureau’s American Community Survey and concluded that 26,442 units would be needed by 2040 to match population growth and overcrowding needs. Kleinhenz said that the decrease can be viewed as a positive sign but that Beacon believes these estimates are the minimum units that would be projected to meet the city’s future housing needs.

“The result, however, is predicated on the assumption of the status quo in terms of population growth, land use, changes in land use, the changes in the amount of housing stock in the community,” Kleinhenz explained. Continuing the job growth trend of the city, which has been 0.7% annually for more than a decade, according to Kleinhenz, through 2040, Beacon projected the number of units needed is actually 75,235.

“This isn’t wage and salary growth; this is resident employment growth. It’s not like we’re building enough housing for everyone who works here, including those who might currently commute. We’re not even touching that issue,” Kleinhenz said. “We’re just saying, if you add enough housing units to accommodate what is expected to be civilian employment growth on the part of the residents of the City of Long Beach, you get that much larger number.”

Kleinhenz explained that these numbers represent the full range of potential growth paths at the most extreme levels. What was not taken into consideration in Beacon’s study were submarket breakdowns such as senior and veteran housing needs.

The housing study also focused on issues that may impact the future development of units, namely the forthcoming and highly controversial Land Use Element (LUE) maps, which lay out new PlaceType zoning and building height limitations citywide. The maps have gone through several iterations, numerous public meetings and heated debates before the most recent version was released in January. The Long Beach City Council is

“The option, really, is to go up. We have to look at the possibility of adding another floor to buildings on some of these commercial corridors.”

Robert Kleinhenz
Executive Director of Research
Beacon Economics

considering the LUE during its meeting on March 6.

“There is an increase to the amount of space allocated for single-family homes, which I get, because it’s a suburban kind of lifestyle that Long Beach offers its residents,” Kleinhenz said. “But it also, at the same time, calls for a reduced level of low-density multifamily housing.”

Beacon’s report indicates that, compared to the current LUE (which has not been updated since 1989), the current proposal increases single-family residential zoning 4,294 acres. High-density multifamily zoning is increased 574 acres, while low-density multifamily zoning is decreased by 966 acres. These shifts will exacerbate the housing shortage by driving rents higher, pushing vulnerable residents out of the city and ultimately stifling economic growth, according to the report.

Beacon compared percentages of the three types of residential zones in Long Beach with San Diego and Oakland. The comparison showed that, while Long Beach allocates similar amounts of land to housing, particularly single-family and

low-density multifamily, the city is severely lacking in high-density multifamily space. While San Diego and Oakland allocate 6.17% and 12.05% of land, respectively, to high-density multifamily zoning, Long Beach sits at 0.02%.

“The option, really, is to go up. We have to look at the possibility of adding another floor to buildings on some of these commercial corridors,” Kleinhenz said. “We’re not talking about turning Long Beach into Los Angeles or Manhattan; that is not at all the case. Just modest changes to the Land Use Element would probably accommodate the future growth needs of the city.”

However, modest changes or not, many Long Beach residents, particularly in Districts 4 and 5 are vehemently opposed to the LUE as proposed. As these districts are predominantly filled with single-family residences, the LUE proposes multi-use developments at the few commercial corridors in those districts. Residents argue that buildings above two stories and denser housing would decrease home values and quality of life in those areas.

“The city is going to have population growth regardless,” Kleinhenz said. “The city is going to grow as an economy and add jobs. Based on those two growth trajectories, trying to avoid the issue of meeting the housing [need] that corresponds to that population and job growth is not really a viable approach. The city and its residents have to figure out what is going to work for all of the stakeholders in terms of meeting the future housing needs of the community. ■

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Commercial Shop Refurbishment Coating	RFP FS18-021	02/21/2018
Furnish, Deliver, & Install One (1) Fire Hydrant Service Body with Crane	WD-14-18	02/22/2018
Citywide Printed Envelopes	ITB LB18-065	02/28/2018
Customer Relationship Management Software	RFP T118-063	03/01/2018
El Dorado Railway Concession Permit	RFP PR18-059	03/06/2018
Purchase & Dev. Opportunity at 5571 Orange Ave.	RFP EP18-054	03/08/2018
Community Choice Aggregation Feasibility Study	RFP GO18-060	03/12/2018
Design-Build Services for COLB Civic Center	RFP PW18-058	03/13/2018
Parking Structure Onsite Truck Washing Services	RFP PW18-057	03/13/2018
Chiller Maintenance & Repair	ITB PW18-073	03/15/2018
Qualification and Selection of Peer Reviewers	RFQ DV17-112	Continuous

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

Bidder Registration

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

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Hotel Employee Protection And Rent Control Ordinances Move Toward November Ballot

■ By **BRANDON RICHARDSON**
SENIOR WRITER

The Long Beach Coalition for Good Jobs and a Healthy Community began collecting signatures on February 17 to place a hotel workers protection ordinance on the November ballot, according to coalition Director Victor Sánchez.

"The good thing is it has been a two-year campaign, so the message is out there in the community and it's not an issue that's out of the know for a lot of residents and a lot of our volunteers," Sánchez said. "We're excited. We feel like we've got good momentum and we have a positive outlook for the coming weeks."

If passed, the proposed Hotel Workplace Requirements and Restrictions ordinance would impose safety and workload-related standards on hotels with 50 or more rooms. Sánchez explained that the coalition does not have a total on the number of signatures collected so far, but that volunteers, not paid collectors, are out six days per week gathering them.

"When you look at the current national context and the need for women to have adequate protection in the workplace from sexual and physical abuse, I don't know why this is even an issue that's up for debate. It's long overdue," Sánchez said. "For us, we see it as part of the longer conversation about the need to

make sure that women in the workplace are protected and have avenues to address any instances of sexual or physical abuse."

When informed about Sanchez's comments, Business Journal Publisher George Economides said the reason it's "up for debate is that this push is not about protecting women, it's about unionizing hotels and their employees. Let's face it, if these hotels were a dangerous place to work and employees were being abused, the hotels would be out of business."

Rent Control Initiative

Housing Long Beach (HLB) and its affiliates also continue gathering signatures for a rent control initiative to appear on

the November ballot. Josh Butler, director of HLB, said signature collectors have reported a higher level of enthusiasm for this issue than they have seen in the past. Butler did not have a total number for signatures collected but said the grassroots, volunteer-based effort is covering grocery stores and apartment buildings for signature collecting. If passed, the housing initiative would establish rent control on all commercial rental properties, which excludes rentable single-family homes, and provide other renter protections such as just-cause eviction.

Each initiative requires 27,000 signatures to be submitted to the city by June for certification. ■



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Super Suds

(Continued From Page 1)

“Wanting to earn my keep, I saw the opportunity to continue improving the wash and fold business [a service where customers drop off their laundry to be washed, dried, folded and picked up at a later time].”

Two more iterations of a website were built, with the final version created by Marathon Consulting, a Virginia-based marketing consulting firm. As the brothers hoped, improved marketing via the website led to increased wash and fold business, which went from a couple orders per day to almost 30. With such a drastic increase in business, the brothers hired more staff and discovered a new problem – keeping track of orders from start to finish.

Before the business boom, Super Suds would keep track of its orders with handwritten tickets. As business increased, this method became impractical and the brothers sought out a more technologically advanced point of sale (POS) system. Internet searches turned up few options, most of which were originally designed for restaurants and then tweaked for laundromats.

The problem with restaurant software, according to Matt is that the services are rendered on the spot and the sale is done. When it comes to laundering, a restaurant POS system is unable to follow the laundering process from start to finish. “With wash and fold, it’s complicated. The customer could have different preferences, they can pay ahead of time, they can pay

after. The product is not delivered immediately, and you have to keep track of all those moving parts.”

This revelation led the brothers to develop their own software from the ground up. The result was a program capable of tracking orders from start to finish, including specific customer preferences such as water temperature. As the business evolved, so did the program.

The brothers introduced pickup and delivery laundry service to their customers, who initially called in to schedule pickups. As the service gained popularity, the software received an upgrade that allowed for orders to be placed online. This was a game changer.

“As soon as we added that ‘schedule pickup’ button to our website, business went up 30%. It was transformative,” Matt said. “For whatever reason, people just like to see the pricing, see the information and schedule it themselves. It’s like booking your own airline ticket. When is the last time you called a travel agent?”

After experiencing such positive results, the brothers realized there was high demand for these services and knew other laundromat owners could benefit from the software they had created. In June 2017, they unveiled their wash and fold software, Curbside Laundries, during the Clean Show, a trade show dedicated to the laundering, dry cleaning and textile care services industry.

Since the launch last year, Matt said around 25 laundromat owners have signed up for Curbside, which provides them with all the tools that have made Super Suds a

success. Matt explained that in the past launderers would have to obtain a POS system, website and online order system separately. However, clients get all this with one program and work with Marathon to build the website and create marketing strategies, all included in the Curbside monthly subscription.

“It’s really sophisticated. It will remind the customer automatically that the truck is coming by tomorrow, and they get a text message when the driver is on the way,” Matt said. “Then it gives the driver notes such as gate codes, [and] it tells the launderer if the customer only wants cold water. It’s really a communication tool. It’s like an extra employee who does these things for you every single time.”

The interface allows for in-store orders, phone orders and online orders to appear on the same laundry list with all order details easily accessible to the laundromat team, which minimizes the likelihood of mistakes. Aaron explained that many laundromat owners struggle when a new competitor opens with a fresh facility and lower prices. However, the Simmons believe their business model and their software could help diminish the threat of being put out of business by competitors.

Curbside is operated as a separate business from Super Suds, though their laundromat acts as the first test for any updates to the software. After an update proves its worth at Super Suds, it is rolled out to Curbside’s beta testers and then its remaining clients. Based on the current rate of growth, Matt estimates Curbside will be a “very strong” business within two years.

Matt explained the laundromat business model, historically, has been to buy an existing facility, spruce it up and, once business picked up enough, purchase another. However, with the success of their software and different approach to the laundry business, the brothers hope to help fellow laundromat owners succeed. They stress that diversifying business through wash and fold, pickup and delivery, and dry cleaning services makes up for any coin-operated revenue that might be lost to incoming competitors. Matt said they treat each aspect of their operation as a different business, which is why the fold and wash increased from 25% of their business to more than half, surpassing the self-service laundromat.

With Curbside inquiries coming in faster than they can handle from laundromat owners nationwide, the brothers believe the trends they have experienced firsthand will continue. They explained that people are reclaiming their free time by utilizing technology and innovative services such as those offered by Super Suds, which will continue to prosper as a result.

“In the past, everyone took care of their own lawns, changed their own oil – those are things that nobody does anymore. Laundry is going the same direction where people are working longer and, if they have kids, they are taking them to different events,” Aaron said. “The free time that they can spend on themselves or with their families is valuable, and it’s worth it to go online, schedule a pickup and have [their clean laundry] returned. All they have to do is open the bag, put it in the drawer or on the hanger and they’re done.” ■

Long Beach City Council Action In Brief

■ By ANNE ARTLEY, STAFF WRITER

The following items were voted on at the February 20 Long Beach City Council meeting:

Spartan College Of Aeronautics Plans To Relocate To Long Beach Airport – The city council agreed to enter into a lease with Long Beach Airport Hangar Owner LLC to develop approximately 10 acres of land at 3205 Lakewood Blvd. for a new aviation and aeronautics school. Long Beach Airport Hangar Owner LLC is an affiliate of Macquarie Corporate and Asset Finance, which has been engaged with Spartan College of Aeronautics to sublease the vacant space and relocate to the airport. A representative from the college was not available to comment.

City Enters Partnership To Benefit Local Entrepreneurs – City representatives agreed to enter into a partnership with StartitUp Technologies, a Pasadena-based organization that connects entrepreneurs to mentors and other resources to help them launch their businesses. City staff plans to work with StartitUp to promote their mobile-based platform to small business owners in Long Beach.

Program To Improve Business Corridors – Councilmembers voted to establish a business corridor improvement and property beautification partnership program to improve properties located along Pacific Avenue, Anaheim Street and Carson Street. Expected improvements include exterior painting, light fixture replacements and installation of awnings. Individual projects are not to exceed \$25,000.

Mayor’s Appointments To Non-Charter Commissions Approved – The city council approved the mayor’s appointments to non-charter commissions. Primary Care Pediatrician Jessica Schumer was appointed to the Economic Development Commission. The appointees to the Technology & Innovation Commission are Parisa Vinzant, a strategy consultant and entrepreneur coach for tech companies, and Evan Marquardt, an aerodynamicist at electric car startup Faraday Future. Former 9th District Councilmember Steven Neal was appointed to the Long Beach Transit Board of Directors. Garcia also appointed Alice Bruns, the lead job developer at the Disabled Resources Center, Inc., to the Citizens Advisory Commission on Disabilities, as well as Nubia Flores Cedeño, a board member of the Community Advisory Committee for Long Beach Unified School District. The mayor also reappointed Stacy McDaniel and Diane Arnold to The Long Beach Community Investment Company.

Councilmembers Approve Lifeguard Association Contract – The city council approved a memorandum of understanding with the Long Beach Lifeguard Association for 2017 to 2019. Provisions include three general wage increases of 3% and a series of skill pay modifications.

Council Awards Contract For Community Center Construction – City representatives voted to award a contract to USS Cal Builders, Inc. in an amount not to exceed \$5,247,723 for construction services on the Houghton Park Community Center. ■

Aquarium of the Pacific's Aquatic Academy Spring 2018


Redrawing the Map of the World's Coastlines


Sea level is rising and will continue to rise through this century and probably much longer. The rate of rise is accelerating as the ocean warms and expands and as mountain glaciers, and particularly Greenland and Antarctica melt more rapidly than projected. The map of the world's coastlines will be redrawn well before the end of this century. Big chunks of some nations and U.S. states will be swallowed up by the sea. Low-lying islands will be drowned and hundreds of thousands of residents will have to find new homes. California will not be immune.

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Tech Industry Impact

(Continued From Page 1)

away CEO Warren Buffet stated, “The ballooning costs of health care act as a hungry tapeworm on the American economy. Our group does not come to this problem with answers. But we also do not accept it as inevitable. Rather, we share the belief that putting our collective resources behind the country’s best talent can, in time, check the rise in health costs while concurrently enhancing patient satisfaction and outcomes.”

Jeff Bezos, founder and CEO of Amazon, acknowledged that the health care system is complex. He stated, “Hard as it might be, reducing health care’s burden on the economy while improving outcomes for employees and their families would be worth the effort. Success is going to require talented experts, a beginner’s mind, and a long-term orientation.”

Beyond these remarks, the only details the companies gave was that their new health care company’s initial focus “will be on technology solutions that will provide U.S. employees and their families with simplified, high-quality and transparent health care at a reasonable cost.”

The discussion surrounding whether or not technology companies like Amazon could disrupt the health care industry is not a new one, according to Paul Hughes-Cromwick, co-director of the Center for Sustainable Health Spending at the Ann Arbor-based nonprofit health system research organization, the Altarum Institute. But the idea of a company with incredible technological sophistication partnering with two other firms to leverage their collective market clout is new. And, according to Hughes-Cromwick, it could have impacts beyond the employees of those firms.

Brendan LaCerde, assistant director and economist at Moody’s Analytics, pointed out that the core power of the partnership between Amazon, JPMorgan Chase and Berkshire Hathaway is bargaining power. “Combined, they have like 1.2 million employees worldwide. It’s a well-documented fact in the health care research that the larger your company is, the better pricing you get on premiums for your employees,” he said. “A part of me thought: is this some new model where . . . companies decided to band together to increase their bargaining power so they could negotiate better prices with the insurers? It’s a legitimate possibility.”

If this is the tactic the firms intend to take to lower health care costs, they would likely bump into the “classic problem” of health insurance – that if one of the companies has a healthier population, it would be better off securing health insurance rates on its own, LaCerde explained.

“You hear people say, ‘well . . . they only have a small number of employees relative to the total U.S. population. They can only do so much with that,’” Hughes-Cromwick said. “But what if they were to use their overall market clout to put pressure?” He noted that, combined, the market reach of these three firms extends to “pretty much every company there is.”

Both analysts agreed that Amazon, as a highly sophisticated technology-logistics company, could have significant impact on the nation’s health care industry by creating price transparency.

“Every time I give a talk about health care, I always bring up the fact that one of the biggest problems in the health care in-

dustry has to do with price transparency,” LaCerde told the Business Journal. “No one knows what the price of anything actually is until after you get back from the hospital and you get a bill in the mail a month later that says you owe this much. . . . And prices vary wildly even for the same exact service.”

LaCerde continued, “Amazon has this logistics network. They have this consumer-friendly website. If they are going to lower cost by bringing some efficiency, the most sort of obvious place would be in increasing price transparency where people could comparison-shop drug prices or medical device prices. And that would increase competition and presumably lower price for consumers.”

Pharmaceuticals are highly regulated, so it would take time for Amazon to break into this field, LaCerde noted.

If Amazon chose to get into the sale of pharmaceuticals, “It would be huge,” Hughes-Cromwick said. “I imagine this situation where there is a big box, ‘Amazon Prime Pharmacy.’ . . . Just imagine that you have one of these in Ann Arbor, and every single person goes there to get their drugs. Or even better, they have a fleet of deliverers who bring the drugs to people who are infirm,” he speculated. “I think that would be hugely efficient.”

Principally, Amazon could cut costs by making the supply chain of pharmaceuticals and medical goods more transparent and efficient, Hughes-Cromwick explained. “That is the kind of thing that Amazon could do in its sleep if they really wanted to,” he said.

Using Tech To Lower Costs

If you’ve been watching the Winter Olympics, you might have seen an ad spot by Apple advertising its Apple Watch. In the commercial, a series of Apple Watch wearers describe how the watch has helped them monitor their health vitals and, in some cases, even saved their lives. The company has secured a number of patents to turn its products into medical monitoring devices.

According to Hughes-Cromwick, several efforts have been made by Silicon Valley companies in years past to turn wearables into health monitoring devices. Without a plan on how to leverage that technology, these efforts amounted to putting the cart before the horse, he argued. But the partnership between Amazon, Berkshire and JPMorgan could change that.

“Imagine these three companies, starting with their own employees, rationalize their benefit plans to take care of the people who are healthy and to keep the people who don’t have health needs healthy,” he said. The companies could create incentives and penalties for employees in order to motivate them to continue focusing on their health, and they could do it through the use of wearable technology, he explained.

“In some sense, yeah, the Apple Watch could become a form of preventative medicine,” LaCerde said. “That early intervention saves money. So it seems like there is this role that wearable technology, smart devices, could provide preventative information to people and that would help lower . . . the amount of money individuals are saving on health care.”

With the number of employees held between firms like Amazon, Berkshire and JPMorgan Chase, it is possible that the firms could use their combined employment base as a massive pilot program for health management technologies, Hughes-Cromwick noted. ■



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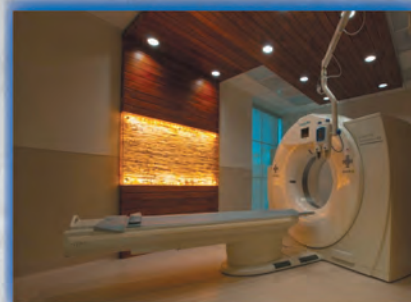
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National Kidney Month: Highlighting The Human Body's Filter

■ By **BRANDON RICHARDSON**
SENIOR WRITER

Approximately 30 million Americans have kidney disease, with many not even knowing this vital organ is compromised, according to the National Kidney Foundation (NKF). March 14 is recognized as World Kidney Day, while United States focuses on the integral organ all month long. Organizations such as NKF host workshops, Q&As and even offer free screenings throughout March for those at risk of kidney disease.

"The kidneys do the background work. They're kind of like the guys who take the trash away every week," Dr. Gia Tran, a nephrologist at Dignity Health – St. Mary Medical Center, said. "If you don't have a trash man who comes in and cleans you out, toxins build up. That is the function of the kidneys. They filter 150 to 200 liters of blood per day, actively and continuously, doing the work for you."

The kidneys' importance to bodily function cannot be understated. The fist-sized organs regulate the body's salt, potassium and acid content, remove drugs from the body, balance the body's fluids, release hormones to regulate blood pressure, produce an active form of Vitamin D that promotes healthy bones, and control the production of red blood cells. When these functions are interrupted by blockages or organ failure, the results are deadly if left untreated.

Dr. Sapna Patel, director of Adult Inpatient Dialysis and section chair for the Department of Nephrology at MemorialCare Long Beach Medical Center (LBMC), explained that the body can last only months without a properly functioning kidney or some form of treatment, such as dialysis. According to LBMC, more than 661,000 Americans currently have kidney failure, which kills more people than breast or prostate cancer, making it the ninth leading



Dr. Sapna Patel, director of Adult Inpatient Dialysis and section chair for the Department of Nephrology at MemorialCare Long Beach Medical Center, left, and clinical coordinator Linda Sheppard are pictured with a dialysis machine, which is used to treat patients with kidney disease. Kidney disease is the ninth leading cause of death in the United States, ahead of breast and prostate cancer. (Photograph by the Business Journal's Pat Flynn)

cause of death in the country.

"By far, the most common causes of kidney disease are diabetes and hypertension, which account for [almost 75%] of the cases of chronic kidney disease in the U.S.," Patel said. "The biggest thing for people to be aware of is the importance of preventative care before it starts. Go to those primary care visits, get your blood pressure and cholesterol checked, and prevent the onset of diabetes and high blood pressure."

Since its two leading causes are, gener-

ally speaking, preventable issues, Patel said the simplest way of decreasing the chance of kidney disease is lifestyle management. A healthy diet and exercise are two key methods to maintain body health and avoid becoming part of the country's rampant obesity, which leads to many cases of diabetes and hypertension. Patel also suggests refraining from excessive use of inflammatory pain medications such as Motrin, Advil and Excedrin, which decrease blood flow in the kidney and can cause progres-

sive chronic kidney disease over time.

If patients are diagnosed with diabetes or hypertension, Patel said controlling these ailments aggressively through medications and routine checkups reduces the chance that they will lead to kidney disease. Patel explained that kidney disease typically requires a laboratory diagnosis because it does not show obvious symptoms in its early stages. Only nondescript issues like fatigue, poor appetite, weakness and a metallic taste in the mouth, symptoms common with many mild ailments, are clues that someone may be experiencing kidney disease.

Blockages in the body in the form of kidney stones, scars or tumors can also cause kidney disease if left untreated, according to Dr. Shahrad Aynehchi, a urologist and senior attending surgeon at Lakewood Regional Medical Center. He explained that kidney stones, which are hard deposits of minerals and salts, form and can lead to pain and infection, increasing the risk of kidney disease.

One of the most common causes of kidney stones is dehydration, Aynehchi explained. He said the risk of kidney stones increases in the summer months and is particularly prevalent in the southeast part of the country due to excessively hot weather. High levels of sodium and a lack of citric acid intake also increase the risk of kidney stone formation. Staying hydrated, reducing the use of table salt with meals and adding some lemon juice to daily water are simple steps a person can take to avoid kidney stones, according to Aynehchi.

"We have a number of different tools at our disposal to destroy the stones or break them up to get the kidneys back to their normal function," Aynehchi said. "Some of them could be treated with diet changes but, [with] the vast majority of them, it is not possible to completely eradicate them with diet changes or medication. So we do need a surgical procedure to have them treated and removed."

Once a stone has formed, Aynehchi said treatment is determined by the size of the stone. Small stones have an 85% to 90% chance of being passed by the patient in their urine. Larger stones can be broken down utilizing a special laser or by using extracorporeal shock wave lithotripsy, which breaks up stones using sound waves traveling through the body.

For larger stones, Aynehchi said a percutaneous nephrolithotomy is performed, which is a small centimeter-sized incision on the patient's back to go in and physically remove the stone. These three methods are all minimally invasive, according to Aynehchi.

Prolonged kidney disease without treatment can lead to issues with other organs such as the heart, lungs and nervous system, according to Tran. For example, she explained that unfiltered blood can create calcium buildups in blood vessels, which may lead to stroke or heart attack. Additionally, she said an imbalance of electrolytes may cause neurological symptoms such as confusion.

Once kidney disease has set in, if it is not caused by a blockage and cannot be treated with medication or modifying the patient's lifestyle, a regimen of dialysis begins. This is a process in which patients are hooked up to a machine that extracts and filters their



New Catheterization Lab Debuts At MemorialCare Long Beach Medical Center

Leadership at MemorialCare Long Beach Medical Center recently celebrated the opening of a newly renovated catheterization laboratory (cath lab) for its Heart & Vascular Institute. The lab includes a variety of high-tech features, including diagnostic equipment used to visualize and treat heart abnormalities such as bi-plane imaging, which allows cardiologists to view the heart from multiple perspectives. The renovation of the cath lab was made possible by philanthropic donations, according to a statement from the hospital. The lab renovations will also benefit the adjacent MemorialCare Children's & Women's Hospital. "The MemorialCare Heart & Vascular Institute has a rich history of changing medicine through treadmill stress testing and pacemaker technology," Dr. Rex Winters, medical director of invasive cardiology at the Institute, stated. "This renovation will help us drive the evolution of heart care in Long Beach and continue our legacy." (Photograph provided by MemorialCare Long Beach Medical Center)

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The Body’s Filter

(Continued From Page 18)

blood and removes excess fluid from the body three times per week for several hours.

“Dialysis is a very good replacement therapy for the loss of the native kidneys,” Patel said. “A kidney transplant is superior to dialysis in that it is able to clear the toxins and excess fluids out of the blood. But there are not really scenarios where we’re not able to adjust the dialysis to provide the necessary clearance that the patient needs.”

While many patients undergoing dialysis are among the more than 95,000 people on the kidney transplant list, some have accepted their weekly regimen of dialysis, Tran said. She explained some patients decide the weekly treatment is preferable to

undergoing the invasive transplant surgery.

When a transplant becomes the proper course of action for the patient’s health, the best case scenario is when a family member or friend is a match and donates a kidney. However, if this is not possible, patients must be deemed a candidate for a transplant and placed on the wait-list, which has strict criteria and works on a point system, according to Aynehchi.

When it comes time for a kidney transplant surgery, the donor is sometimes a person who recently died or a living person who has decided to donate. In the case of a live donor, two surgeries must occur, often simultaneously: one for the donor and one on the recipient. According to Aynehchi, the donor surgery has made great advances and is often done laparoscopically, meaning a

small incision and minimal blood loss, with most people going home the next day.

“The person who receives the kidney, that is done as an open operation,” Aynehchi said. “The surgery is mostly unchanged for the past 10 or 20 years. The

real progression has been that the medications are much better, so the body can tolerate that kidney.”

According to Patel, roughly 193,000 Americans are living with a functioning kidney transplant. ■

Leading Cause Of Blindness In Seniors Expected To Double By 2050: What To Know

■ By SAMANTHA MEHLINGER
EDITOR

The incidence of age-related macular degeneration, a leading cause of blindness among seniors, is expected to double by 2050 as the Baby Boomer generation ages, according to the American Academy of Ophthalmology. The disease, which damages the light-sensitive tissue at the back of the eye called the retina, currently affects about 2.1 million Americans. While the disease is not curable, it is possible to slow down its progression with early detection and treatment.

Dr. Rahul Khurana, an ophthalmologist and retinal specialist, said that there are approximately two million people afflicted with macular degeneration in the United

States. Prior to about a decade ago, there were few options to treat the disease. Now, he noted, there are a number of ways to slow its progression. Khurana serves as an associate clinical professor of ophthalmology at the University of California, San Francisco School of Medicine and also practices at the six-office, Mountain View-based Northern California Retina Vitreous Associates.

Macular degeneration is a disease of the eye that causes damage to the retina, an eye tissue that processes images and relays visual information to the brain. The macula is an oval-shaped, yellow-orange area near the center of the retina responsible for the eye’s sharpest vision.

There are two types of the disease. “The
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Take Your Health To Heart



Each year, about 610,000 lives are claimed from heart disease, making it the leading cause of death for both men and women in the U.S. More than 525,000 Americans have a heart attack and an additional 210,000 have a second or subsequent heart attack. Nearly half of these will occur without warning signs. Knowing the risk factors of heart disease is the first step in preventing heart disease or taking steps to reverse it.

The major risk factors that can be controlled include smoking, high cholesterol, high blood pressure, physical inactivity, obesity, stress and diabetes. The more risk factors you have, the greater your chance of developing heart disease. Additionally, the intensity of each risk factor can affect your risk level.

In order to decrease your risk for heart disease, it’s important to learn how to maintain a heart healthy lifestyle.

Smoking – Smoking is a leading cause of coronary artery disease. About 20 percent of all deaths from heart disease in the U.S. are directly related to smoking. Quitting now can greatly reduce your risk of disease, including heart disease, heart attack and high blood pressure, as well as improve your overall health.

Diet – Improving your blood pressure and cholesterol can be as simple as improving your diet.

- Become educated and aware of the foods you eat. It is important to read and understand food labels to make heart-healthy choices.
- Eat more vegetables, fruit and whole wheat.
- Limit salt intake. While salt is a necessary mineral, most people consume far too much on a regular basis.
- Limit unhealthy fats and cholesterol. One simple way is to limit the amount of solid fat that you add to food when cooking, like butter.

Weight Management – Watching your weight also can help decrease your risk for heart disease. Get moving and work out at least 30 minutes every day. Exercise helps improve heart health and can even reverse heart disease risk factors. Once you reach 40-years-old, exercise does not need to be vigorous.

Blood Glucose – High blood glucose levels increase your risk for developing Type 2 diabetes, which can lead to heart disease. If you already have been diagnosed with diabetes, maintaining an optimal glucose level can reduce your risk.

Stress – Another controllable risk factor for heart disease is stress. Too much stress can lead to heart disease and high blood pressure if left unmanaged. As stress levels increase, so does your risk for developing heart disease. Meditation can bring about a state of deep relaxation, which can decrease your heart rate and blood pressure and slow down your breathing. This gives your cardiovascular system rest, in turn reducing stress.

Regular cardiovascular screenings with a cardiologist or primary care physician can help detect risk factors in early stages. All regular cardiovascular screening tests should begin at age 20 and the frequency of follow-up will depend on your level of risk. Screenings should include cholesterol, blood pressure, blood glucose, weight/body mass index (BMI) and waist circumference. You also should discuss your smoking, physical activity and diet habits with your physician.

Knowing your personal risk factors, getting regular cardiovascular screenings and taking simple steps toward a heart healthy lifestyle can decrease your risk for heart disease.

(Cindy Peters is a heart failure nurse practitioner at MemorialCare Heart & Vascular Institute, Long Beach Medical Center.)



Dr. Carlos Martinez, an ophthalmologist and a fellow with several state and national eye physician organizations, is managing partner of Eye Physicians of Long Beach. He recommends that patients over the age of 65 schedule annual exams to check for age-related macular degeneration, the most common cause of blindness in seniors. Dr. Martinez, explained that while age-related macular degeneration can cause visual loss, it is possible to slow the progression of the disease with treatment. Early detection is key. (Photograph by the Business Journal's Pat Flynn)

said. High-blood pressure, far-sightedness and obesity are also tied to the disease, according to Martinez.

"A diet rich in anti-oxidants like green, leafy vegetables, fish, and yellow or orange fruit is very important for keeping the macula healthy," Martinez said. Avoiding sun exposure and smoking are other keys to keeping your eyes healthy, he noted.

All three doctors said they see patients with the condition on a daily basis. "I probably see about 50 or 60 patients every day, and probably 10 of them will have macular degeneration of different severity levels," Hertzog said.

"Vision-threatening conditions like macular degeneration can now be treated," Khurana said. "Early detection is imperative to avoid any irreversible damage. I think hopefully if we can get that message out, that would be a really important thing to show to the public." ■

While macular degeneration is often age-related, there are other risk factors. Caucasians are at greater risk of developing the disease, Hertzog noted. "I think the genetic component is the biggest risk factor. So, if you have a family mem-

ber with it, that's when you should probably be screened earliest," he said.

Smoking is another major risk factor. "In fact, if you smoke, you're twice as likely to develop macular degeneration compared to someone who does not smoke," Khurana

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first one is the dry macular degeneration, which is a slowly progressive form and is characterized by buildup of material called drusen underneath the retina," Dr. Carlos Martinez, managing partner of Eye Physicians of Long Beach, said. "When the drusen become significant enough that it starts to interfere with the metabolism of the photo receptors, then you get visual loss."

Dr. Dieter Hertzog, a fourth-generation ophthalmologist practicing at Hertzog Eye Care in Long Beach, explained that as drusen deposits enlarge and grow more numerous, people start to notice vision loss in low light conditions. "Then, during the day the central vision starts to drop off, too," he said. If the disease is allowed to progress untreated, large swaths of central vision may be lost, he noted. Other symptoms include difficulty seeing at night and distinguishing colors, according to Martinez.

"The really bad one is really wet macular degeneration," Hertzog said. "The wet type is where people develop leaks or bleeds in their retina. There are blood vessels that grow up from a layer called the choroid, which is under the retina, into the tissue and [then] leak or bleed." Wet macular degeneration can cause rapid vision loss, he said.

"With wet macular degeneration, you can get the onset of scotomas, which are blind spots," Martinez said. "Or you can get the deformation of images, called metamorphopsia, which basically means that when you look at a straight line, instead of looking straight it starts to look wavy."

Macular degeneration is the most common cause of visual loss in patients older than 65, Martinez said. He recommended that patients 65 and older have yearly dilated eye exams to check for the disease.

"If one eye starts to lose vision, you often don't notice it because the other eye kind of compensates," Khurana said. "And that's why it's really important to get your eyes checked. You may be having signs or symptoms, and you may not even realize it because your other eye is doing well."

There are three injectable medications that are used to treat wet macular degeneration, according to Hertzog. "They reduce production of a molecule called vascular endothelial growth factor," he said. "And, basically, the gist of what they do is they prevent those blood vessel networks that have proliferated out of control from leaking and bleeding." Using these drugs, it is possible to maintain a person's vision and prevent blindness.

For dry macular degeneration, the only reliable treatment is a type of multi-vitamin called AREDS-2, Hertzog said. "It doesn't help prevent development of the disease, but it does help prevent progression," he explained.

Women In Business

(Continued From Page 1)

skyrocketed. The report found that these enterprises expanded by 467%, four times more than the overall rate of women opening businesses in the same time frame. As of 2017, ethnic minorities comprised 46% of all women-owned businesses. They totaled around 5.4 million businesses and generated approximately \$361 billion in revenue.

The Guidant Financial survey found that the biggest reasons women started their own business was to pursue their passion, become their own boss or because the opportunity simply presented itself. This echoes the motivations of four Long Beach female entrepreneurs, all representing diverse backgrounds and fields. These women all hope to expand their enterprises, and each expressed a desire to fulfill an unmet need in their community. The owners of Khmer Bridal Boutique, DeadRockers, Sklar Center for Restorative Medicine and Global Transloading, LLC, have begun the new year with optimism.



Lindsay Shaver
DeadRockers

1023 E. 4th St., Long Beach • 424/777-3228

When Lindsay Shaver was 18 years old, she started her own business dedicated to punk rock music culture. She was having trouble finding a place to buy alternative music and clothes in the South Bay area.

"I took matters into my own hands and started sourcing brands and finding cool stuff to sell," she said. "I used to have booths at punk rock and roller derby shows – any place that let me set up."

Shaver promoted her products through the social networking website MySpace before launching her own website one year later. Her efforts have grown into DeadRockers, a shop that sells vinyl records and patches from bands as well as novelties like coffin-shaped shelves and a teacup emblazoned with the word 'poison.'

"It's like teenage me's dream," Shaver said. "There are so many kids who come in that I've made friends with. There's one girl who's 15 now who has been coming in since she was in the seventh grade. We showed her how to add studs to her jacket."

Shaver, whose favorite bands are The Clash and the Ramones, decided to set up shop in Long Beach because of its thriving music scene and acceptance of alternative culture. She mentioned that Fern's Cocktails and Alex's Bar, both located near 4th Street, were hot spots for punk rockers. Flyers from shows line the ceiling at DeadRockers; many of these shows took place at Fender's Ballroom, an iconic rock music venue in Long Beach in the 1980s.

"A lot of times older people who went to these shows will come in," Shaver said. "I think it's really cool that it [DeadRockers] appeals to all ages. We'll see kids who are 12 who want to buy their first punk rock record and then people in their 60s who remember the bands."

As a female in the punk rock community, Shaver has faced the misconception that her husband owns the store. In fact, he is a carpenter who built the coffin shelves.

"I think it's hilarious, but kind of flattering that people assume that only a man could do it," Shaver said of owning her business. "I take it as a compliment."

Even with competition from online retailers, Shaver has found that having her own shop has built up trust among her customers. She said she hopes to open a second location. ■



Shannon Griego
Global Transloading, LLC

1842 E. 29th St., Signal Hill
562/495-9600 • www.globaltransloading.com

Shannon Griego, the owner of construction waste-hauling company Global Transloading, LLC, learned her trade during a 17-year stint in the army.

"I was a transportation manager," she said. "When I came to California I saw there was a big need for it here. I worked for other waste and construction companies and they always struggled when it came to how to dispose of and transport large volumes of waste."

Griego also observed these companies missing opportunities to win some contracts, since the owners did not qualify as disadvantaged. The United States Department of Transportation (DOT) reserves 10% of its contracts for minority and women-owned businesses under its Disadvantaged Business Enterprise (DBE) program, according to the DOT website. The California Department of Transportation has also committed to awarding 12.5% of its federally funded projects to DBEs.

"The people I worked for in the past didn't fit that criteria," she explained. "Women don't go into construction. I fit everything: disadvantaged, woman, minority, so I just decided to try and do it." She started the business 15 years ago.

Griego, who is half Hispanic and half Native American, said that now only a small portion of her business is made up of these federal contracts. In the South Bay, Global Transloading has contracts with Environmental Construction Group, Inc., the Port of Los Angeles, the Port of Long Beach, the Long Beach Airport and the City of Long Beach.

"My favorite part is the challenge," Griego said. "There's a lot of challenge in going out and forming relationships with people who might be out of my comfort zone."

Sustaining the workflow and earning enough money to maintain her employees is a trying aspect for Griego. "Traditionally, construction is very cheap," she said. "We have to be very selective in the jobs we do."

As a female business owner in the construction industry, Griego has found that she faces a stereotype that women do not understand logistics. "We're working with a trucking company where the owner calls and asks to speak to a male employee because the men know what's going on. A lot of people will ask me if this is my father's business," she said, laughing.

Griego's goal is to expand her company, which has 15 employees and 545 independent truck drivers who work with her as needed.

"We're one of the largest waste haulers in Southern California," she said. "Hopefully, we'll grow into a large company and keep everybody happy at the same time." ■

Who's Who

WOMEN IN BUSINESS

Rhiannon E. Acree, R.N., President and CEO *Cambrian Homecare*

Rhiannon is the founder of Cambrian Homecare, a successful in-home caregiving company that serves the senior population and provides help to families of special needs individuals. Rhiannon believes her accomplishments are in innovation and finding solutions. Since 1996, caring and capable home caregivers and office staff have helped Cambrian clients remain independent by offering options. Services such as Skills4Care – hands-on training and support for family – and GoCare – medical transportation services – address the needs of individuals in all phases of life. Rhiannon, a 37-year resident of the city, is a proud recipient of the Long Beach Chamber of Commerce 2015 Entrepreneur of the Year and active in many community organizations.



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Zulma Alejo, Customer Service Representative *Minuteman Press of Long Beach*

Zulma Alejo is a Customer Service Representative at Minuteman Press of Long Beach. Minuteman Press designs and prints for local businesses and organizations. The company produces flyers, brochures, postcards, forms, letterhead, envelopes, promotional products, logo apparel, direct mail and more. The company has received numerous awards in recognition of its quality, customer service, graphic design and community involvement. Zulma was a major factor in qualifying for the Customer Service Award. Her focus on the customer's needs, wants, deadlines, and budgets elicits regular compliments from her happy customers. She is a Senior at CSULB where she studies Public Administration.



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Tracy Ames, Proprietor *The Red Leprechaun-Irish Gastropub*

Tracy has an extensive Hotel and Hospitality Management background, including international projects in Europe, South America and Asia. She evolved as Director of Hospitality and Operations for Commercial and Military Support overseeing North America. As a Culinary Manager for a resort in Santa Fe, NM, Tracy developed her cooking style and experience. In 2012, being passionate about Long Beach, her Irish heritage and culture, Tracy opened "The Red Leprechaun", an Irish American GastroPub in the Zaferia District. Featuring a warm inviting interior, a 1901 Mahogany wood Bar, Snug booths, Community seating. The foods are Chef inspired, rotating Craft Beer. Kids are welcome and a Dog Friendly Paddy's O.



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Veronica Anile, Certified Dermal Artist/Owner, aka Microbalding Queen *NAPLES PERMANENT BEAUTY*

Veronica's career stops include Legislative Assistant for Long Beach Mayor Beverly O'Neill; Community Engagement Director for the American University of Health Sciences, she has owned and operated two restaurants in the downtown area, and in 2015 she graduated from the Huntington Academy of Permanent Cosmetics. Veronica's passion to help people feel better about themselves drove her to open the first permanent cosmetics only salon in Long Beach. Naples Permanent Beauty offers permanent cosmetics, medical tattooing, and non-laser tattoo removal for female and male clients with low cost services to cancer survivors, the armed forces, Long Beach Police and Fire Departments, and LBUSD.



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Vicki Arreguin, Director of Sales & Catering *Best Western Golden Sails*

Vicki Arreguin, Director of Sales & Catering at the Best Western Golden Sails in Long Beach is excited to represent this charming full-service resort hotel, featuring 17,000 square feet of meeting space and guest rooms. I'm pleased to welcome my clients to this scenic location overlooking the Bahia Marina in beautiful Long Beach. Vicki formerly with Hotel Current and the Long Beach Airport Holiday Inn is pleased work with the new owners and management in showcasing all the Golden Sails has to offer. You can reach Vicki directly at 562-596-1631 or e-mail her at: dos@goldensailshotel.com. You may also visit our website www.goldensailshotel.com.



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Tania Bambridge, Design Professional *elle B see – for people, pets, + ecoists*

An alumna of F.I.D.M., Tania Bambridge is a third-generation Long Beach native and 20+ year fashion industry veteran. Since her departure from the corporate world, she's been a one-woman force of nature, offering design, consulting, and personal wardrobe styling and shopping services, on both a personal and corporate level. "My style typically includes elements of playfulness, utmost functionality, and structural ease." She is highly professional and strives to give each client her utmost attention to detail. Her design studio is in the Zaferia District and she works in the field as needed.



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Kari Barba, Owner *Outer Limits Tattoo*

Kari Barba has been Tattooing since 1979. She is a world renowned artist who has won over five hundred awards including a "Lifetime Achievement" award and "Best Tattoo Artist" - twice nationally and once internationally. She has owned and operated tattoo studios since 1983. Currently, she owns two shops under the name, "Outer Limits Tattoo". One in Long Beach - the oldest continuously running shop in the USA. The second location is at the CAMP in Costa Mesa. Kari also attends Mondial du Tatouage each year as a judge alongside fellow tattoo legends, Filip Leu, Luke Atkinson, Bill Salmon, and Mark Mahoney.



22 S. Chestnut Pl. • Long Beach, CA 90802
(562) 437-9121 • www.outerlimitstattoo.com

Angela C. Battle, Owner *AC Battle Consulting Services*

Angela is excited to open a financial services boutique focused on an inclusive customer experience by providing individuals and corporations with a broad understanding of their unique situations. "ACBC started with my love for numbers, and for helping friends and family reach their financial goals. I've always been interested in how money works in our lives, and realized that money in your hand or your bank account, does not necessarily spell out comfort or security to every person." Angela holds an MBA in Finance, a CFP, and a BA in Public Administration and has specialized in Taxes for more than 15 years.



5413 Long Beach Blvd. • Long Beach, CA 90805
(310) 660-7292 • www.acbattle.com

Connie Battle, Marketing Director/Partner *CCN Wellness Center*

CCN Wellness Center is excited to announce their new Community Marketing Director/Partner, Connie Battle. She has been a school teacher for 36 years and decades as a wellness educator. Connie is a Minister of Divine Health and Healing. She is certified in AromaTouch with Doterra Essential Oils. Connie educates and utilizes essential oils with her client to achieve healing and relaxation before, during and after a health/trauma challenge. She is a Cancer survivor and specializes in assisting Cancer Patients as a post-treatment aftercare. Connie is a super advocate in wellness counseling to achieve wellness spiritually and holistically.



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(562) 317-5520, (424) 427-2168 • www.ccnwellnesscenter.org

Linda Dyer Bellehumeur, Broker Associate/CFP CalBRE# 00786835 *Coldwell Banker Coastal Alliance*

Linda has been a Real Estate Broker since 1980, a Certified Financial Planner since 1986 and has a business degree from CSULB. After graduation from college she had a successful career in computer sales with IBM, and was in the top 1% in the nation. Linda also owned a private real estate investment company for many years. The combination of her expertise in real estate, sales, and financial planning has been an enormous benefit to her real estate clients in both residential and commercial transactions. Linda has lived in Long Beach most of her life, and has been an avid supporter of many charities, including Steel Magnolias, the Scleroderma Foundation, Miller Children's Hospital, and Long Beach Memorial Medical Center.



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(Continued From Page 22)



Kaylene Men
Khmer Bridal Boutique
 2434 E. Pacific Coast Hwy., Long Beach
 562/607-3130

Kaylene Men, the owner and founder of Khmer Bridal Boutique, moved to the United States as a Cambodian refugee when she was eight years old. Her family relocated during the country's civil war, which took place between 1967 to 1975.

"The Cambodian government sent my father to Kansas for military training," she said. "He was supposed to go back, but then the country fell and there weren't any planes that went back to Cambodia."

Upon finishing high school in Kansas, Men visited her sister who had moved to Long Beach. She fell in love with the city and decided to get a summer job at United Cambodian Community, a social services agency established to assist refugees. From there, she went on to become a gang counselor.

To combat the lack of identity she saw among the young people she mentored, Men started collecting Khmer artifacts to encourage a more positive image of her native country. Khmer is an ethnic group native to Cambodia. Their language, Mon-Khmer, is the country's official language.

"There are a lot of stories to be told about Cambodia," she said. "A lot of people only know about the negative things, like the gangs and the war. We brought a 2,000-year history, culture and food [to the U.S.] I started collecting things people gave me, like clothes and costumes. Through word of mouth, I became the person to go to for the Khmer collection."

Men turned her collection into a gift shop, which she transitioned into a bridal boutique about two years ago. "A wedding has so many elements tied in like the institution of family, the music and the food," she said. "It's all connected to Cambodia. It ties the family and the social network together."

Men said her favorite part of managing the shop is meeting people who are interested in Khmer culture. She has found that Cambodia has become more open to the world.

The most challenging aspect of operating her business, according to Men, is working in a niche market that is also seasonal.

"I volunteer in the community to get my services out there," she said. "I work with people from Laos and Thailand because we share similar beliefs. I also have to keep up to date with the latest trends from Cambodia and bring them over here."

In the future, Men said she'd like to start a gallery featuring Cambodian artists. ■



Dr. Susan Sklar
Sklar Center for Restorative Medicine

5000 E. Spring St., Ste. 402, Long Beach
 Appointments: 562/294-4856.
 Information: 562/596-5196 • www.sklarcenter.com

Dr. Susan Sklar, the founder and medical director of the Sklar Center for Restorative Medicine, started out as an obstetrician-gynecologist (OB-GYN), but decided to start practicing restorative medicine in 2007 when conventional health care failed to successfully treat some of her own health problems.

"We look for the underlying causes of disease rather than looking at the obvious symptoms," Sklar explained. "A lot of factors interfere with our body's ability to function in a healthy way, like our diets or toxins in the environment." According to Sklar, restorative medicine approaches health from a more holistic standpoint. For example, she said she would examine the root causes of a patient's depression or anxiety rather than prescribing an anti-depressant. Sklar often sees patients for gastrointestinal problems, hormone-related issues and autoimmune disorders such as rheumatoid arthritis and multiple sclerosis.

Another reason Sklar decided to change her specialization was because she grew tired of working with insurance companies. "I got burned out by all the regulations and paperwork," she said. "Dealing with insurance companies takes a lot of attention away from patients." She now operates a cash-based practice.

When Sklar was trying to launch her OB-GYN practice in 1984, she found it challenging to open a bank account. "I wasn't made to feel welcome at the bank," she reported. "We were two young women. I was 35 and my partner was the same age. They just did not take women seriously." Another challenge was the process of maintaining her own practice. "You go to medical school and you learn about medicine but you don't learn how to run a business," she said.

Sklar said engaging with the public is one of her favorite parts of operating her practice. This summer, she plans to teach a six-week course, "Maintain Your Brain: The Five Pillars of Alzheimer's Prevention," through the City of Lakewood Recreation & Community Services Department. "I'm always trying to be creative and think of ways to get my message out," Sklar said. "People aren't familiar with this kind of medicine. I won't be listed in someone's insurance book or online plan."

Sklar currently employs three practitioners and said she hopes to bring in more. "We combine the best in conventional medicine with the emerging technologies in restorative medicine," she said. "We don't just put a label on somebody, we just let the story unfold and based on that we find the clues that will help us get to the root of the problem." ■

Who's Who

WOMEN IN BUSINESS

Marta L. Callotta, DC, CCSP

Long Beach Spine & Rehabilitation

Dr. Marta Callotta has been serving Long Beach communities for 23 years. When treating a patient, she considers the whole person. She is a Certified Chiropractic Sports Practitioner. Honored with the CA Chiropractic Association's 2007-08 "Doctor of the Year" award, she is a medical provider for our Olympic USA Beach Volleyball team and was the Official Chiropractor for the Orange County Roller Girls from 2009-2011. Emphasizing biomechanical health and fitness, customized nutritional requirements and exercise programs, focusing on individual needs and goals, helping you to be the best you can be, naturally.

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Cassidy Castro, Contract Administrator

Global Transloading, LLC

Cassidy Castro is the brain and science behind Global Transloading's ability to Manage and Administer multi-million dollar schedule of Public Works projects in restricted time frames. She doesn't really need an introduction but we enjoy talking about her, so we are going to. She has the brilliant ability to smile everyday while navigating tedious reporting details required by detailed contracts. She is also super clever and leads the way in contract management. She also has a heart of pure sunshiny gold. Our only complaint is she is so busy doing good, she can't stop to shoot the breeze.

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Connie Chick, Realtor

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Kristi Cirtwill, Hoarder Home Specialist and Buyer

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Kristi purchases hoarded and distressed homes "as-is" with no cleaning or repairs needed. She works on improving neighborhoods and helping families in the Southern California area. With over 10 years of experience she is truly an expert in the field. Kristi creates win-win situations for all parties by being fair, transparent and discreet with all of her transactions. Kristi is originally from Canada but has fallen in love with the Long Beach area. She also enjoys music, food and wine when she is not running her business. Visit www.HoarderHomes.com to learn more about the hoarding disorder.

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Karen Codman

Karen Codman/FSC Securities Corp.

Karen Codman is an Investment Advisor Representative with FSC Securities Corp. and an Accredited Investment Fiduciary. She has been a financial planner for 22 years. Karen specializes in providing her clients with distinctive strategies that are inspired by your unique situations. Karen guides you in defining your vision for the future, and nurtures your portfolio to help you fulfill that vision. If you are an entrepreneur, Karen will help you integrate your personal financial goals and your business benefits and retirement solutions to achieve the best results. Karen's motto is "Distinctive Financial Strategies designed for your life."

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Carina Cristiano Account Executive

American Home Shield (AHS) Home Warranty

AHS is pleased to introduce Carina Cristiano as the Account Executive for Long Beach/South Bay. As a Long Beach native, she grew up in her family's local restaurant business – Nino's Italian Restaurant. For the last 10+ years Carina has been mobilizing thousands of business owners and community members through public speaking, teaching entrepreneurship and social media utilization as well as general business consulting. Now Carina loves adding to her AHS presentation portfolio: real estate marketing, home warranty and New Agent training. Carina is customer experience driven and a valued member of any business development team.

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Dr. Heather Desh, Orthodontist

HD Orthodontics

Dr. Desh completed her dental studies at the University of Pennsylvania and received her Orthodontics and Masters in Oral Biology degrees from Temple University. She is a Diplomate of the American Board of Orthodontics. In 2012, Dr. Desh moved to Long Beach with her husband, and she opened HD Orthodontics in 2015. "Our vision is to create amazingly beautiful smiles in a comfortable, caring and enjoyable environment. We aim to provide the best orthodontic experience by delivering excellent quality care through state of the art technology and wholehearted concern for the patient's desires." Dr. Desh values her patients as part of the HD Orthodontics' family and wants everyone to embrace the power of a beautiful smile!

4714 Los Coyotes Diag. • Long Beach, CA 90815
(562) 283-6590 • www.hdorthodontics.com



Gail Desilets

Marriage & Family Therapist

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LMFT # 53879

Vali DeVries, Agent

State Farm Insurance

Vali is observing her 33rd year as a State Farm Agent, serving the needs of friends and neighbors with their homeowners, auto, life and commercial insurance coverages. A Long Beach native, Vali attended local schools, is a 1981 CSULB graduate and resides in the Los Altos area with her husband, Dave, and their two daughters. "I enjoy helping people, providing protection at a good price and solving their problems so they can sleep better at night," Vali states. Like a good neighbor, State Farm (and Vali DeVries) is there. * CA License #0667954

1777 Bellflower Blvd. • Long Beach, CA 90815
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Charlene Ferry, Owner

Salon Indah

Salon Indah is a full-service salon with a unique style that accompanies our friendly and down-to-earth atmosphere. Our highly trained stylists are committed to their clients' cuts, colors and styles while maintaining beautiful healthy hair. Being mindful that our clientele wants natural options, we incorporated SudzzFx all natural shampoos, conditioners and styling products. Other natural products include anti-aging, anti-oxidant rich skincare all for purchase. Stop by or call Salon Indah to schedule a Free Consultation. First time clients receive a complementary haircut with purchase of color service. Like Salon Indah on Facebook to check out other specials.

189 Argonne Ave. • Long Beach, CA 90803
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Local Initiatives Aim To Draw Women Into STEM Careers

■ By **ANNE ARTLEY**
STAFF WRITER

As women still represent a minority in the fields of science, technology, engineering and mathematics (STEM), organizations such as the American Association of University Women (AAUW), software company Laserfiche and California State University, Long Beach (CSULB), continue reworking the equation to ensure these careers are accessible to young women.

The Long Beach branch of AAUW hosted its 15th annual STEM conference for seventh- and eighth-grade girls on February 23 at Long Beach City College. The organization partnered with seven Long Beach middle schools: Franklin Classical Middle School, Hamilton Middle School, Jackie Robinson Academy, John Muir Academy, Colin Powell Academy, Stephens Middle School and Washington Middle School to transport and supervise 250 of their students.

“We want to expose girls to STEM in middle school so, by the time they pick a college major, STEM will be within their grasp,” Conference Co-chair Frances Rozner said. Rozner, along with her Co-chair Mary Lamo, planned the event in February since students select their ninth-grade classes in March.

At the conference, the girls participated in two workshops of their choice to learn about specific careers through hands-on activities. Some of this year’s activities included excavating bones from packages of dirt with a paleontologist and learning the type of energy needed to burn off certain calories from a dietitian.

“We contact organizations and ask if they have younger women to attend, if possible,” Rozner said. “We also try to get women of color. Our [students] are almost all Hispanic and black. They’ve told us they want to have women who look like them so they have a role model. Our girls are all from Title I schools. We wanted girls who wouldn’t normally have the opportunity to find out about these careers.” Title I schools are categorized under the United States Department of Education as those with a high number of students from low-income families.

Charlie Dodson, a history teacher at Long Beach Polytechnic High School, helped coordinate the transport of students to the conference when he taught at Hill Classical Middle School, which the Long Beach Unified School District (LBUSD) closed in 2013. He said he has witnessed the positive impact of the conference on students during his years in education.

“It’s a pretty amazing thing,” he said. “It’s one thing to tell them, ‘I think you should go to college and become an engineer.’ That doesn’t really resonate with a 13-year-old. But I remember going to this one presentation [at the conference] by a civil engineer. She had the girls working with partners to create a suspension bridge out of string. You could see the lightbulbs going off and the gears moving in these girls’ heads.”

AAUW partnered with LBUSD in 2015 to determine the outcomes of the conference. Rozner said she obtains permission from the attendees’ parents to contact the girls four years later to find out how it influenced their educational choices. The school district also started tracking the high school classes the girls decided to take. At the end of the conference, attendees complete an evaluation with their impressions of the event.

“I think more women are getting degrees in STEM fields. Whether they stay in it or find work is still of doubt,” Rozner said. “Many of the companies tend to have a huge number of males, so it’s the culture. Research has shown that the culture needs to change within certain companies. That’s been one of our challenges when we try to find speakers. But I’ve been very impressed with the number of engineering firms in Long Beach that have young women.”

Long Beach-based software company Laserfiche has committed to creating an environment that fosters female success. Employees at the company said that this is due in part to the influence of its female founder, Nien-Ling Wacker, who started the company in 1987. Laserfiche specializes in content management solutions.

According to Human Resources Director Laura Victoria, women make up about half of Laserfiche’s employees and about 37 percent of its engineering team. A 2016 study by the Massachusetts Institute of Technology found that women represent only 13% of the country’s engineering workforce.

Victoria also reported that about half of the directors at Laserfiche and half of its summer interns are female. “All of the women in leadership roles in the company are very nurturing and supportive, and offer their time and mentorship to younger women at the company,” Victoria said. “It’s great to have a founder who was a woman because she wasn’t afraid of putting women in leadership roles.”

Two Laserfiche employees, Cloud Product Manager Katie Gaston and Senior Vice President of Sales Hedy Belttary, spoke to

the company’s flexible environment, which encourages its employees to take on different roles.

“If you have an idea, you can make it happen. I feel that’s something that not all companies support and I think Laserfiche is really good about,” Gaston said. “Even though we’re an established company, I still feel like we have the ability to be agile and grassroots. We make sure we can move our product and technology forward in the best way possible by supporting innovative ideas internally.”

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Frances Rozner, left, and Mary Lamo are co-chairs of the American Association of University Women (AAUW) STEM conference for middle-school girls in Long Beach. The conference took place February 23 at the Long Beach City College campus. (Photograph by the Business Journal's Anne Artley)

Who's Who

WOMEN IN BUSINESS

Teresa Figueroa, General Manager/Partner/CMT *CCN Wellness Center*

CCN Wellness Center is excited to announce their new General Manager/Partner, Teresa Figueroa. She has decades of experience in the Holistic Healthcare and corporate field. The intensity of the corporate world led Teresa on a personal journey of health and balance via education in the Naturopathic and Allopathic areas of medicine. Teresa's lifestyle and faith foundation exemplifies the health, nutrition, and the body/mind/spirit/prosperity connection. Teresa is trained in Thai Yoga, Shiatsu Anma, Therapeutic massage, and Hypnosis. She teaches massage, yoga, meditation, and proper nutrition. Teresa shares her knowledge and experience during speaking engagements, workshops and published articles.

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Paige Fingerhut Charnick Realtor+Probate Specialist *Beach Equities: A Fingerhut Co Since 1972*

A Long Beach native, Paige maintains expertise in probate, trust, and conservatorship sales, working closely with attorneys, CPA's, trustees, administrators, and conservators. Her company, Beach Equities, is celebrating their 45th anniversary this year. Paige treats each client with the utmost respect, and serves the community with distinction. "We serve our clients through unparalleled levels of expertise, experience, and dedication. They know every detail of their transaction will be handled smoothly, and with the highest level of integrity." Paige is involved in many local charities and resides in Bixby Knolls with her husband Jason, their dog Teddy and their cat, Floyd.

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Joan Garnica, President/Principal Designer *Garnica Interiors Inc*

Joan Garnica is a visionary whose determined spirit and work ethic helped her create an award-winning interior design firm that has been in business for 15 years in Long Beach's revitalized downtown. Garnica Interiors is a full service interior design firm providing comprehensive solutions for residential & commercial clients. Projects for her highly satisfied clients include residential, professional offices, healthcare facilities & restaurants. Her desire to help clients create beautiful, functional interiors is also what drives Joan to help her community as a community leader, and a member of several non-profit boards throughout the city of Long Beach.

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Melissa Glatman, Owner/Operator *Family Floors, Inc.*

Melissa Glatman is the owner and operator of Family Floors Inc. We are a 3rd Generation Flooring Store. Family Floors is based upon good old honest handshake tradition. Straightforward open and honest pricing is the core value behind Family Floors. At Family Floors our pricing is clearly marked with no hidden extras. We don't run specials, we don't need to. Our everyday pricing is usually better than the other guys' special price. We specialize in carpet, hardwood, vinyl, laminate, and area rugs. Come in and talk to any of our Family members about your new flooring purchase.

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Barbara Irvine-Parker, Realtor Associate *Coldwell Banker Coastal Alliance*

Barbara obtained her California Real Estate License in 1977. As a seasoned agent, she continues to receive ongoing training and has developed tried and true marketing strategies. Her accomplishments have hinged on two points: providing the highest degree of professionalism and expertise, and providing quality service and communication. Barbara has called Long Beach/Signal Hill her home for more than 25 years. "My professional networking through National Association of REALTORS®, California Association of REALTORS®, and the Women's Council of REALTORS® has proven to be invaluable in maintaining a powerful connection between my business and community."

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Shannon Jones Real Estate Consultant Lic# 01247705

The Shannon Jones Team, Keller Williams Realty #01443822

Shannon Jones has been selling real estate since 1998 and specializes in listing and marketing homes. She has consistently been one of the top Realtors in the Long Beach area. Prior to her award-winning career in real estate with the Shannon Jones Team, she had successful careers in journalism and public relations. Shannon holds a bachelors from UC Irvine and a masters from UC Berkeley, as well as E-Pro, CDPE (Certified Distressed Property Expert), and PSC (Pre-Foreclosure Specialist) certifications. She is very personable and maintains a very strong moral compass, always putting the best interest of home buyers/sellers above monetary goals. A California native, Shannon enjoys gardening, travel, reading, cooking and poker when she's not selling homes.

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Michelle (Shelley) Mann, Sr. Operations Manager *Encore Welding Supply*

Raised in the small town of Estacada, OR, Shelley has a professional background in manufacturing and distribution. As Sr. Operations Manager, she is responsible for the operations and processes of all administrative functions at Encore. The company, a full-service welding, industrial and safety supply distributor offering specialty and industrial gases as well as a comprehensive selection of welding, industrial and safety products and equipment, opened its second location in Signal Hill last year. "At Encore, more than anywhere else I've worked," she says, "our customers truly feel like friends."

Corporate Headquarters / Branch Store: 2675 Temple Ave.
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Heidi Nye, Publisher *Alamitos Bay Neighbors*

Heidi Nye publishes *Alamitos Bay Neighbors*, the monthly magazine that she founded in 2014 for Naples, the Peninsula, Bay Harbour, La Rochelle, Spinnaker Bay, and Spinnaker Coves. Mailed to homeowners in these affluent neighborhoods, *Alamitos Bay Neighbors* is beloved for its hyper-local content and the featured residents on every cover. Business owners appreciate the magazine's targeted approach and Heidi's personalized service. The April deadline is fast approaching. Please call to schedule an appointment today.

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Sandy Riddle, Global Real Estate Advisor *Engel & Völkers Long Beach*

Sandy's passion and appreciation for the coastal communities of Southern California began at a young age when her father, a professional real estate broker, taught her the value of land and real estate. Her diverse professional background ranges from sales and marketing in the fashion industry to an athletic career as a champion figure skater, fitness coach, and lifelong health and wellness advocate. A longtime resident of Belmont Shore, Sandy has been an award-winning Realtor in the area for over 15 years. Today, clients locally and throughout the Engel & Völkers global network benefit from her remarkable experiences and competence. Her charming personality guarantees that each transaction is not only successful but enjoyable as well.

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Eileen Rivera, Partner BRE #02001757

The Rivera Group – GE Dean & Associates

Eileen, a founding partner of The Rivera Group, a Real Estate Team in the City of Long Beach, a 20-year real estate industry veteran. Eileen has built her business on the foundation of professionalism, integrity, in-depth community market knowledge, marketing savviness, and most importantly her effective negotiation skills. Her "client first" approach is her day to day philosophy. Her team defines her as integral to their success. Eileen and her family live in the community she serves. If you are interested in knowing the value of your home, contact her today.

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(Continued From Page 26)

As the cloud product manager, Gaston's primary responsibility is moving Laserfiche's software onto a cloud-based system. The cloud is a network of servers that stores data without taking up space on a phone or computer.

Belttary said her favorite part of working at Laserfiche is the opportunity for advancement. "We're a very merit-based company. We give people the opportunity to grow, and we don't necessarily look at how long they've been here."

In the past, representatives from Laserfiche have attended the AAUW conference. They have also taken part in both local and national initiatives to encourage women's participation in STEM. Some of these include The Grace Hopper Celebration, which provides a networking forum for women in STEM careers, and the Young Women's Empowerment Conference, held through Rep. Alan Lowenthal's office.

Gaston said she thinks self-doubt can preclude women from pursuing these careers. "I still think there's some stigma being female and saying, 'Is it okay if I go into this career? Am I going to experience challenges because of my gender?' The culture is changing to empower women to have that confidence, but I think it's definitely an internal struggle of knowing you can do anything."

Dr. Tracy Bradley Maples, the associate dean for academic programs at CSULB's College of Engineering, also said she thinks stereotypes play a role in turning women away from STEM. She found that there was a higher number of women in her college computer science classes in the 1980s.

"When I started out, computer science was a new field, and considered an equally good career for men or women. Now we have the stereotype that people who use computers are mostly males, stay up all night, and are socially awkward and nerdy," she said. "That doesn't appeal to a lot of women."

Laserfiche



Pictured from left: Senior Vice President of Sales Hedy Belttary, Senior Cloud Product Manager Katie Gaston and Human Resources Director Laura Victoria are all employees at the Long Beach-based software company Laserfiche. The women spoke to the inclusive environment at Laserfiche, which helps foster female success. "All of the women in leadership roles in the company are very nurturing and supportive, and offer their time and mentorship to younger women at the company," Victoria said. (Photograph by the Business Journal's Anne Artley)

That's unfortunate because it wouldn't represent what they'd be doing [in a STEM career]."

Females make up about 17% to 19% of CSULB's engineering school, which is around the national average, according to Maples. The school conducts outreach efforts at local high schools and middle schools to encourage women and underrepresented minorities, such as African Americans, to study STEM. One of these initiatives is a mentorship program that pairs high school students with female engineering majors from CSULB's chapter of the Society of Women Engineers.

"I think there's some misunderstanding by women that [STEM] careers don't offer enough flexibility," Maples said. "Often women are looking for the whole package in a career. They want something that helps people and offers flexibility if they decide to have kids. They don't normally think of engineering. But I just had a meeting with the owner of a very large construction company who allows his female employees to take a year off, and create a schedule that fits their childcare needs." ■



Girls conduct experiments during workshops to learn about different STEM careers at one of the AAUW's annual conferences. The attendees are all from Title I schools, which are classified by the United States Department of Education as those with a high number of students from low-income families.

Students from seven Long Beach middle schools had the opportunity on February 23 to explore careers they might not have known about at the annual American Association of University Women STEM conference. "We want to expose girls to STEM in middle school so, by the time they pick a college major, it will be within their grasp," Conference co-chair Frances Rozner said. (Photographs courtesy of AAUW.)



Who's Who

WOMEN IN BUSINESS

Baeleigh Rodriguez, Stylist *Stars Salon*

Baeleigh Lane Artistry at Stars Salon is an accomplished hair and make-up artist, having her work published in magazines, bridal and runway shows, and beauty websites. She studied at the Aveda Institute, giving her superior training in makeup artistry, brow waxing, and hair coloring/styling. Inspired to start her business by her passion to make people feel happy, Baeleigh always exceeds her clients expectations by utilizing the most modern techniques, looks, and products. She loves to get to know each client by more than just their service request. Whether it's a dramatic transformation or a routine haircut, she thrives on her ability to see beyond the aesthetic. Baeleigh Lane Artistry brings the ultimate cosmetic pampering to Long Beach and is looking forward to your next appointment!

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Terry Rogers, REALTOR® CalRE# 01037853 *Coldwell Banker Residential Brokerage*

Terry Rogers is a dedicated, award winning, top producing real estate professional. As a referral-based agent, she specializes in client satisfaction. Terry is a representative of all aspects of real estate with a broad diversity from the first time homebuyer, to investor or developer, particularly specializing in luxury homes, RELO, short sales, foreclosures, probate, and commercial properties. She ranks in the top 50 Agents for 2017. How may I be of service?



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Phyllis Schmidt, REALTOR® *Boardwalk Properties*

A long-time Long Beach local, Phyllis Schmidt is a licensed REALTOR® on Boardwalk Properties' elite team. She satisfies all parties low-stress closes of residential units. As a former landscape designer, Phyllis has a flair for staging and boosting curb appeal and a keen understanding of local markets. The City of Long Beach named her a Woman of Distinction and she works with several local non-profit organizations. The owner and resident of a triplex in Belmont Shores, Phyllis raised three children in Long Beach. Email plants29@gmail.com or call 562-882-8395 to sell or buy a property!

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Renee Shaffar, E.J.D., Certified Divorce Mediator *Alternative Divorce Solutions*

A Native Californian, Renee completed her BS degree in Business Management at Pepperdine University and her Executive Juris Doctorate at Concord Law School. Thereafter, Renee's own experiences going through a divorce prompted her to become a Certified Divorce Mediator.

Renee is proud to now be a part of the team that once guided her through her own divorce. As the owner and operator of her own firm, she is honored to make a positive impact on the lives of families in Long Beach, California and the surrounding areas. Call us today for a complimentary one-hour consultation.



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Leslie A.M. Smith, Consultant & Owner *McCormick L.A. Public Relations*

As a public relations consultant since 1994, Leslie A.M. Smith has developed and implemented numerous marketing and public relations strategies that meet her clients' objectives. She has worked with businesses large and small in several industries including: nonprofit organizations, business associations, aerospace, healthcare, finance, law, real estate, retail products, restaurants, departments of transportation and water districts. Call for a consultation today.

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Julia Sylva, Attorney-at-Law

Law Offices of Julia Sylva, Medical Cannabis Attorneys

Ms. Sylva is an experienced attorney, expert in real estate, land use, business and corporate formation (including nonprofits). She is a leader in drafting and interpreting local regulations related to commercial cannabis activities including ordinances, resolutions, initiatives, policies, procedures and permit applications. She also represents private clients seeking cannabis business licensing (state and local), and conditional use permits; she represents testing, cultivators, dispensaries, manufacturing, transportation, and research and development start-ups. She is a former Mayor, City of Hawaiian Gardens; CSULB (1978); Loyola Law School (1983).

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Bridget Taylor REALTOR® CalBRE Lic #00921523 *Coldwell Banker Coastal Alliance*

Bridget Taylor has been selling real estate in Long Beach, Huntington Beach and surrounding cities for over 30 years. Her experience and extensive knowledge is unparalleled. She has earned the respect of her colleagues and clients for her dedication, integrity, professionalism and negotiation skills. Bridget's ability to truly understand her client's needs, combined with her personalized "clients come first" attitude, is paramount in every transaction. She is a member of the National Association of REALTORS®, California Association of REALTORS® and the Pacific West Association of REALTORS®. She is also an active member of The Assistance League of Long Beach, volunteering her time with Operation School Bell and the Orthodontic Center. Contact Bridget Taylor for all your real estate needs.

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Summer Vance Real Estate Consultant Lic# 01901639 *The Shannon Jones Team, Keller Williams Realty #01443822*

Summer Vance joined the Shannon Jones Team in 2016 and has been working in the real estate industry for seven years. Prior to Keller Williams, Summer was with Main Street Realtors in Long Beach, CA. She also spent seven years at Wachovia Securities, where she helped provide investment planning and management services for high net worth individuals. As a Realtor, Summer enjoys helping people embark on new stages of their lives and believes in putting clients' needs first. She lives in Rossmore with her husband and two children and enjoys gardening and surfing in her spare time.

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Mary Whirlledge, Realtor CalRE# 01180489 *Coldwell Banker Star Realty*

From 1st time buyers to experienced corporate level clients and investors, I'm very good at educating my clients and negotiating the best terms for every transaction. Selling Real Estate locally for nearly 25 years, I keep your best interests at heart for all of your Real Estate goals. I am a Luxury Property Specialist for high end listings and I am an accredited Buyers Agent. I also have designations in distressed properties, short sales and foreclosures.

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Tracey Wiltse "The Redhead Realtor to Remember" *Coldwell Banker Coastal Alliance*

Tracey is a So Cal native. She's lived in Long Beach since 1984. Before becoming a Realtor in 2000, Tracey worked in the Restaurant, Jewelry and Human Resources fields. "I've worked in customer service all my life," she says. "Through listening, I discover my client's needs and fill them." It is critical that her clients know they are important and their feelings are valid. Her passions are helping people buy and sell homes, animals, exercising and her husband and family. Check out Tracey's Facebook page, The Redhead Realtor to Remember, and watch her ongoing video series "Tracey's Tidbits."

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(Continued From Page 1)

my first reaction is deep-seated frustration. I was 11 when Columbine took place. A freshman in college during Virginia Tech. A graduate student when Sandy Hook occurred. Notice, by the way, how the names of so many schools have become nouns used to denote an event of mass killing, rather than of a place of learning.

In between all these events were countless other shootings of varying degrees of fatality, interspersed among the benchmarks of my childhood and the years I and all Millennials came of age, like guideposts on a timeline, both pre- and post- 9/11, the new version of B.C. and A.D.

As a student at Lakewood High School, every morning I would get out of the car with fingers crossed, hoping the security guard with the metal detector wand wouldn't be at my entrance that day. I didn't know why, but having this stranger wave a wand over my person made me feel incredibly anxious. I know now that I felt that way because it was a totally unnatural circumstance. Being screened for guns every day is a constant reminder that entering your school, a place of learning, is dangerous. It's like saying, "Good morning, Samantha. We're worried that you could be shot today." And that was the reality. It still is.

Millennials have not been taken seriously by older generations. They have cast us as frivolous, lazy and self-absorbed in an attempt to undermine any valid opinions we might have, particularly when those opinions involve hot button issues. Sadly, it has worked. Any time I tell someone my age I write a column about Millennials, they laugh and ask me if I write about selfies, brunch and avocado toast. Because people in my age group have so thoroughly bought in to the stereotypes that they don't even realize they're Millennials. And when I tell them that is indeed what they are, they almost always say, "But I'm not like them." And I have to do my best not to chuck my avocado toast in their face.

Millennials have endured years of mass shootings, many at our schools. But now, after a disturbed young man murdered 17 children and educators at a school in Parkland, Florida, suddenly it's time to be serious about keeping our kids safe in schools. And, while I'm incensed that it took so long for consensus that gun regulations at least need to be reexamined, I have to put a stopper in my exasperation and acknowledge that the sudden call to action is not because all the events that preceded it were unworthy. Rather, it is because of the perspicacity of Generation Z.

Change takes time. Millennials grew up in the dawn of widespread Internet use, and we adapted to it. We took ownership of it. But Generation Z? They grew up with the refined product. They were born into and understand the full power and fury of Facebook and Twitter just as well as any Russian operative trying to thwart an election. And as a result, they're now making their voices heard en masse, as we have seen survivors of the shooting in Parkland do over the past few weeks. They're mad. And they know how to go viral.

And guess what, Millennials? We don't have to agree with them on everything, but we need to support them.

Older gens have propagated stereotypes to silence Millennials as soon as we came of age, and they're pulling the same thing on Gen Z. Internet trolls and far right activists have claimed that survivors of the Parkland shooting are paid actors. One conservative commentator, Dinesh D'Souza, even implied that they were entitled whiners, tweeting, "Worst news since their parents told them to get summer jobs" in response to a Buzzfeed reporter's tweet of an Associated Press photo that he captioned, "AP photo of school shooting survivors watching Florida lawmakers vote down a bill to ban assault weapons." The children pictured were in tears.

The idea is the same method that has been employed against Millennials for years – to disarm the power of their voices via belittlement. As the adults closest in age to these children, we must refuse to follow this lead. We must uplift them. Carry them on our shoulders if we have to. In solidarity, outnumber those screaming to drown out young voices.

It doesn't matter if we fully agree with them or not. The point is, they should not be silenced simply because of their age. And when there is a problem in this country, we should hold the first amendment near and dear to our hearts and support those who choose to use it – including if we also hold the second amendment there as well.

These children are, as all children always have been, our future – whether you like it or not. And right now, our future is standing up to say, "Help us. We're dying."

I think that's worth listening to. ■

Arts & Entertainment Calendar

■ By **ANNE ARTLEY**

STAFF WRITER

The following arts and entertainment events are taking place in Long Beach:

Performing Arts

- Held2gether, Improv for Life, is presenting "Grass-Fed, Free-Range Sketch Show," from March 1 to 3 at 8 p.m. at Long Beach Playhouse Studio Theatre, 5021 E. Anaheim St. Tickets: <http://bit.ly/2BxfBSE>
- The musical "Guys and Dolls" is running through March 4 at The Carpenter Performing Arts Center, 6200 E. Atherton: www.musical.org
- "Pirates of Penzance" is showing on March 10, at 8 p.m. at the Richard and Karen Carpenter Performing Arts Center, 6200 Atherton St. <http://www.carpenterarts.org/>
- The Eagle Rock Gospel Singers are performing March 11 at 3 p.m. at Grace First Presbyterian Church, 3955 Studebaker Rd. <http://www.gracefirst.org/concert-series/>
- The musical "Daddy Long Legs" is running through March 11 at International City Theatre, 330 E. Seaside Way: <http://ictlongbeach.org>
- On Stage Music Academy is presenting two free pop and rock shows on March 11, from 4 p.m. to 10 p.m. at DiPiazza's Grill and Bar, 5205 E. Pacific Coast Hwy. and March 16 from 6 p.m. to 9 p.m. at Viento y Agua Coffee House, 4007 E. 4th St. www.onstagemusicacademy.com
- "Beyond the Pale: MFA Thesis Concert" is taking place March 15 to 17 at the Martha B. Knoebel Dance Theatre, 6200 E. Atherton St. www.csulb.edu/dance
- Shakespeare's "King John" is showing through March 17 at the Richard Goad Theatre, 4250 Atlantic Ave. Tickets: <http://bit.ly/2FzByi9>
- The Long Beach Opera presents "The Invention of Morel" on March 17 at 7:30 p.m., March 24 at 7:30 p.m. and March 25 at 2:30 p.m. at the Beverly O'Neill Theater, 300 E. Ocean Blvd. <http://www.longbeachopera.org/>
- "Pack of Lies" is showing at the Long Beach Playhouse, 5021 E. Anaheim St. through March 24. www.lbplayhouse.org
- The Art Theatre, 2025 E. 4th St., is presenting the Rocky Horror Picture Show with live Long Beach original shadowcast every Saturday night at midnight through May 5. 562/438-5435; www.arttheatrelongbeach.org

Visual Arts

- New exhibits are open at The Long Beach Museum of Art, 2300 E. Ocean Blvd. "Christy Matson: Rock, Paper, Scissors" and "Time and Space: Abstractions from the Permanent Collection" opened February 16. "Cartomancy: The Seni-Horoscope Re-Imagined by Shay Bredimus" opened February 24. lbma.org/
- "Robert Irwin: Site Determined," is showing until April 15 at the California State University, Long Beach University Art Museum, 1250 Bellflower Blvd. The exhibit's curator, Art History Professor Dr. Matthew Simms, is giving a talk February 21 at the museum. <http://bit.ly/2CaW9qU>

Festivals And Galas

- California State University, Long Beach, 1250 N Bellflower Blvd., presents Pow Wow 2018 – an American Indian social celebration – on March 10 and 11, featuring American Indian dancing, arts, crafts and food. March 10 from 11 a.m. to 10 p.m., and March 11 from 11 a.m. to 7 p.m. http://web.csulb.edu/divisions/students/sld/american_indian_services/pow_wow/
- The Aquarium of the Pacific, 100 Aquarium Way, presents the International Children's Festival on March 17 and 18 from 9 a.m. to 5 p.m. The festival celebrates the talents of children of many cultures. http://www.aquariumofpacific.org/events/info/international_childrens_festival/
- MemorialCare Miller Children's & Women's Hospital Long Beach presents a "Dancing for Our Stars" gala March 24 in the Long Beach Convention & Entertainment Center's grand ballroom, 300 E. Ocean Blvd. memorialcare.org/dfos2018

Lectures

- The Aquarium of the Pacific, 100 Aquarium Way, presents Envisioning An Agricultural Renaissance: Resilient Food Systems by A.G. Kawamura, former secretary of the California Department of Food and Agriculture. 7-8:30 p.m. http://www.aquariumofpacific.org/events/info/envisioning_an_agricultural_renaissance_resilient_food_systems/
- The Aquarium of the Pacific, 100 Aquarium Way, presents Tsunami Science and Preparedness Panel, 7-9 p.m. http://www.aquariumofpacific.org/events/info/tsunami_science_and_preparedness_panel_discussion/
- Rancho Los Cerritos, 4600 Virginia Rd., has two remaining free panel discussions and community conversations about labor issues: Immigrant Labor on March 24, and Workplace Conditions And Safety on April 28. Both run from 10 a.m. to noon. 562/206-2040; www.rancholoscerritos.org

Dining And Delicacies

- The Sky Room, 40 S. Locust Ave., is hosting an afternoon wine tasting fundraising event on March 10 from 1 to 3 p.m. www.DineLBC.com

Sports And Fitness

- Registration is open for The Wrigley River Run & Tadpole Trot, which takes place on June 2. The race starts and finishes in the parking lot of Holy Innocents School, 2500 Pacific Ave. Register here: <http://bit.ly/2EvBbWI> ■

Festival Honors Both Established And Emerging Female Authors, March 10, Convention Center

■ By **ANNE ARTLEY**
STAFF WRITER

The Literary Women of Long Beach is holding its annual Festival of Women Authors on March 10, at 9 a.m. at the Long Beach Convention & Entertainment Center, 110 S. Pine Ave. Seven authors are slated to speak: Lesley Nneka Arimah, “What It Means When A Man Falls From The Sky;” Emily Fridlund, “History of Wolves;” Elsa Hart, “The White Mirror;” Nathalia Holt, “Rise of the Rocket Girls: The Women Who Propelled Us, from Missiles to the Moon to Mars;” Eowyn Ivy, “To the Bright Edge Of The World;” Tilar J. Mazzeo, “Irena’s Children” and Pamela Paul, “My Life With Bob: Flawed Heroine Keeps Book of Books, Plot Ensues.” In 2016, The Literary Women of Long Beach established the Harriet Williams Emerging Writer program, which sponsors seven emerging writers from California State University, Long Beach (CSULB), Long Beach City College and PEN Center USA to attend the festival. The program is named after one of the organization’s founders, who started it in 1982 when she discovered the lack of female authors on local high school reading lists. This year, three of the writers are enrolled in programs at CSULB and one at Long Beach City College. “It’s important to nourish writers who want to write,” Emerging Writers Program Chair Margaret Durnin said. “Each [emerging] writer will be seated at a table with one of the authors. It’s a way for them to connect with an established author and be encouraged to continue writing.” ■

Grand Prix Foundation Of Long Beach presents “Charity Days”

The inaugural Grand Prix 5K Run/Walk on April 8

thegrandprix5k.com

Monte Carlo Night on April 13

gplb.com/grand-prix-foundation



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Free Saturday Family Theatre

March 3
11 AM

“Let Them Eat Books!”
Stories & poems by Sandburg
Carroll, and Twain!

**Reservations
Required!**

Join Us

50th Annual YMCA Good Friday Breakfast

A Gift to the Community from
Dr. Mike & Arline Walter

Register by March 15th

Online: LBymca.org Call: 562.279.1663

**Friday, March 30, 2018
7:15 a.m. – 9:00 a.m.**

Long Beach Convention Center
Grand Ballroom

Keynote Speaker

Pastor Miles McPherson

Rock Church Founding Pastor
Former NFL Player, Author





On Track for Tomorrow

As part of building the Green Port of the Future, the Port of Long Beach is investing over \$1 billion in rail infrastructure.

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