

THIRD SECTOR REPORT

Stand For Your Mission: Nonprofit Boards And Advocacy

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

Ask people why they are loyal to a particular nonprofit organization and the word “passion” is guaranteed to be among the responses. When a contributor feels passionate about a particular cause, it’s a force to reckon with, and it’s a force that has mobilized nonprofits from good to great faster than most any other ingredient.

Speaking with a sense of passion about something that moves others to some sort of action is known as advocacy. Passion was the major capital source that most founders of nonprofit organizations drew from during their early days to get their causes off the ground. Speaking out in communities gave legs to “movements,” as they were known in the early days, to get the attention of diverse people and persuade their financial support and invite their direct involvement. The understanding was that movements galvanized, energized and mobilized people.

Unfortunately, the trend today is that nonprofit boards are seeing this deciding factor and visi-

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Signal Hill, CA 90755-2139
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The Creative Sector

From Graffitied Walls To Experiential Marketing, Long Beach Creative Agencies Embrace Shifting Workplace And Consumer Cultures



Employees at JLOOP, a digital creative agency located in the East Village Arts District, consult with one another in the firm’s collaborative meeting space. JLOOP boast’s an open floor plan that has become synonymous with creative agencies. (Photograph by the Business Journal’s Larry Duncan)

By **SAMANTHA MEHLINGER**
Senior Writer

When it comes to Hollywood’s interpretation of the creative sector – a loose term for agencies in a variety of artistic or creative fields such as architecture, design, marketing and even technology – often what’s depicted is a work culture for the millennial age. The creative companies we see onscreen occupy open offices with graffitied walls. Their employees are free to come and go as they please, so long as they get their work done on time. Collaboration is the name of the game. People eschew slacks for jeans, and even (gasp) wear flip-flops.

But what does the creative sector in Long Beach look like? And do we even have much of one?

To the latter, the answer is yes. Long Beach is full of creative firms in all fields and of all sizes – from experiential advertising firms with offices in Amsterdam and London, to smaller digital agencies with big brand clients, to localized design professionals focused on making their mark in the community.

Tucked away in downtown cre-
(Please Continue To Page 26)

The ‘Secret Sauce’ That Took The Designory From A Long Beach Victorian Home To Tokyo And Beyond

By **SAMANTHA MEHLINGER**
Senior Writer

In 1972, two former aerospace industry employees left their careers to pursue a passion for cars and design, founding the marketing firm Designory in an old Victorian-style home on 6th Street and Elm Avenue in Downtown Long Beach. As Chief Creative Officer Lynne Grigg – who has been with the firm for more than two decades – recalled, the company soon outgrew the space, and owners Dave Almquist and Steve Fuller acquired an apartment building next door to convert to additional office space.

Today, Designory occupies three floors of an office building on Ocean Boulevard, where 250

employees are based. The creative marketing company was originally founded in Long Beach for the city’s proximity to clients like Nissan and Toyota, which have since moved their U.S. headquar-

ters elsewhere. But rather than leaving its long time home, Designory has stayed put in Long Beach, an evolving city Grigg called “vibrant.”

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Chief Creative Officer Lynne Grigg has been with Designory since 1988, back when it was still at its original location in a Victorian house in Downtown Long Beach. (Photograph by the Business Journal’s Larry Duncan)

FOCUS ON HEALTH CARE Recognizing Mental Health Issues In Children

By **SAMANTHA MEHLINGER**
Senior Writer

According to local nonprofits, health care organizations and the Long Beach Unified School District (LBUSD), some of the most common mental health issues among local youth include depression, anxiety, attention deficit disorder (ADD), attention deficit hyperactivity disorder (ADHD) and psychosomatic illnesses caused by trauma.

The signs and symptoms of mental health issues in children of all ages are at times deceiving, according to local experts. Symptoms often appear differently in children than adults. And to complicate matters, while a child’s behavior might seem to be linked to an obvious condition – one might assume a hyperactive, distracted child has ADHD, for example – it

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‘Grand Slam’ Of Indoor Show Jumping, Longines Masters Series, Coming To Long Beach With Multi-Year Deal

■ By **SAMANTHA MEHLINGER**
Senior Writer

When you think of Long Beach’s biggest events, chances are the first images that come to mind are fast cars, rainbow flags and marathon runners. Go ahead and add horses to the mix, because starting in September, Long Beach is the new home to the American leg of the Longines Masters Series, a three-tournament indoor show jumping competition with a maximum cash prize of 4.5 million Euros, or just over 5 million U.S. dollars.

The series kicks off in Long Beach on September 29 and runs through October 2, followed by a competition in Paris in December and the final leg of the tournament in Hong Kong next February.

The Longines Masters Series is billed as the “Grand Slam” of indoor show jumping, a-la the famed tennis series of that name featuring cream of the crop athletes. Competitors at the Long Beach event are jumping at the chance to win \$1 million, according to Matthieu Gheysen, events director for the series’ creator, EEM, and vice president of EEM Asia. “It’s the highest prize money in the circuit,” he told the Business Journal. The event features as many as 130 riders and 250 horses, with an expected attendance of between 20,000 to 30,000 people.

In addition to the four-day show jumping

competition held at the Long Beach Arena, the event features a “village” experience within the Long Beach Convention & Entertainment Center. The experience in-

cludes fine dining, live music and entertainment, and booths and exhibits by high-end fashion lines and automotive companies, Gheysen said.

The event is moving to Long Beach from its former home at the Los Angeles Convention Center due in part to planned renovations in L.A., Gheysen said. EEM,



Bertram Allen competes in the Longines Masters Series, Hong Kong. (Photograph by Power Sport Images)

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Patrice Delaveau competing in the Longines Masters Series, Paris. (Photograph by Laurent Vu)

creator, organizer and owner of the series, signed a multi-year contract to keep the event in Long Beach, with “options for a very long-term” residency here, he noted. “We always have the objective to develop the relationship for long term,” Gheysen said. “Our objective is really to be in Long Beach for many years to come, and to be able to establish the event in the city and the community of Long Beach.”

Locating the event in Long Beach allows EEM to tap into equestrian audiences in Orange County and San Diego, thanks to the city’s central location, Gheysen noted.

“I think the arena is very much the perfect fit for the competition and we’re going to be creating a great atmosphere for the riders to compete in,” Gheysen said. “Of course, next to the convention center you have great access to the beach, the marina, to Shoreline Village, to The Pike. All the hotels are within walking distance. I think Long Beach has [a lot] to offer in that sense,” he reflected.

“The Longines Masters – Los Angeles is one of the most prestigious equestrian events in the world, and the City of Long

Beach is proud to host the American leg of the series,” Mayor Robert Garcia said in a prepared statement. “Long Beach offers a unique blend of urban sophistication and beach city charm. Our downtown waterfront arena is a perfect setting for both riders and spectators, with hotels, shopping, entertainment and 125 quality restaurants just steps away.”

Part of the Longines Masters Series appeal is that it allows an up-close and personal experience and interaction with the sport, according to Gheysen. “One guy one day told me, ‘You never get the opportunity to sit next to Kobe Bryant before a Lakers’ game, but you can sit next to the Olympic champion right before or right after the [Longines] compe-

tition, up close,’” he said. “It’s an event that is very unique.”

Gheysen added that EEM plans to give local schools and organizations the opportunity to connect with the event on an educational level.

This is the second international sporting event in the past two years to designate Long Beach as its American home among the likes of some of the most recognizable cities in the world. The city is also host to the American leg of the FIA Formula E Series, an all-electric street racing competition that includes events in London, Berlin, Paris, Beijing and several other internationally renowned cities.

For more information or to purchase tickets, visit: <http://longinesmasters.com>. ■

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Long Beach's HOSPITALITY & TOURISM INDUSTRY

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- Selling Long Beach: Turn-Key Venues Boost Local Convention, Tourism And Hospitality Business
- New Offerings Take Flight At Long Beach Airport
- Summer Of Fun: New And Returning Events In Long Beach
- Profile On Long Beach Convention & Visitors Bureau's Digital Communications Guru Loren Simpson

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- B – Convention Center
- C – Seaside Way
- D – Future Residential Development
- E – The Breakers
- F – Ocean Boulevard
- G – Performing Arts Center



Construction Of Seaside Way Pedestrian Bridge Underway

Construction began recently on the 605-foot-long Seaside Way Pedestrian Bridge along East Seaside Way, which will connect the Long Beach Convention Center Walkway near Pine Avenue to the Performing Arts Center. According to a statement from the city, the “bridge draws its inspiration from our city’s history as a major seaside town. It is designed as an abstract breaking wave with a deck, and will feature a canopy of LED accent lights. It will also include paving, seating and landscaping evocative of a boardwalk environment.” Vice Mayor Suja Lowenthal added, “With viewing points and cell phone charging stations, this will be more than just a bridge. It will be a community gathering place offering retreat and respite from the daily rhythms of life.” The project, which will be completed by next spring, also consists of replacing damaged curbs and gutters, driveways, alley entrances and sidewalks. Mayor Robert Garcia noted, “It will also help our economy by simulating tourism in Long Beach and by making it easier for conventioners to access the Performing Arts Center.” (Photograph at top by Caught In The Moment)



U.S. Customs Study To Be Completed By Late September

A long awaited feasibility study on the possibility of allowing international flights at the Long Beach Airport should be completed by late August or September, according to Long Beach Airport staff.

The study is being undertaken at the urging of the city council following a request early last year by JetBlue Airways that international flights be permitted at the airport. The city council contracted with Jacobs Engineering to prepare the study.

Community meetings were held in March and April to provide an opportunity for the public to weigh in on the issue. Many of the residents attending the meetings were concerned that a customs facility would challenge the city's noise ordinance and invite an increase in the daily number of flights. However, Long Beach officials have stated repeatedly that all airlines must comply with the city's noise ordinance and slot restrictions regardless if the airport offers domestic or international flights.

The city currently authorizes 50 daily commercial flights, a number that was increased from 41 earlier this year after a noise analysis audit indicated the cumulative noise levels from aircraft have decreased at the airport. Four of the nine new flights went to Southwest Airlines, which inaugurated its service to Oakland on June 4. JetBlue received three additional slots

and now holds 35 of the slots but is currently utilizing only about 25. That changes in August when it adds Reno/Tahoe as a new destination, and increases its service by one flight each to San Francisco, Oakland and Las Vegas.

Other commercial airlines serving the airport are Delta, which flies to Salt Lake City, and American, which offers service to Phoenix. UPS and FedEx each have one of the daily flight slots.

If international flights are approved, it's anticipated that service would be provided to Mexico and Central America, and possibly to South America.

– Staff Reports

City Hall News In Brief

- The Long Beach Board of Water Commissioners is allowing one additional outdoor watering day during the summer. Outdoor watering for residents and businesses is permissible on Tuesdays, Thursdays and Saturdays through September 30.
- The L.A. County Business Federation has recognized the City of Long Beach as one of the five most business friendly cities in the county. There are 88 cities in L.A. County, with Long Beach being the second largest after Los Angeles. The rating was based on an annual survey of county employers.
- The Long Beach City Council has ap-

(Please Continue To Next Page)

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Ergonomic Chairs and Products	ITB LB16-055	6/08/2016
Furnish and Deliver Atomic Absorption Instrument	WD-21-16	6/09/2016
Purchase of one (1) Motorized Ride on Path	ITB FS16-140	6/14/2016
Purchase and Development Opportunity at Pine	RFP EP16-129	6/17/2016
Purchase and Development Opportunity at LB Blvd	RFP EP16-130	6/17/2016
Fire Alarm Testing, Maintenance, & Repair Services	ITB LB16-123	6/21/2016
Environmental Health Hazmat Response Exercise	RFP HE16-146	6/22/2016
Continuing Disclosure and Dissemination Agent	RFP FM16-134	6/22/2016
Auctioneering Services	RFP FS16-125	6/22/2016
Travel Services	ITB LB16-151	6/22/2016
Rainbow Harbor Sewage EVAC Repair	R-7028	6/29/2016

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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City News In Brief

(Continued From Page 9)

proved the Downtown and Transit-Oriented Development Pedestrian Master Plan “that will create a more safe and enjoyable pedestrian-friendly downtown and enhance community options throughout the city.” For more information, visit: www.lbds.info.

- Mercedes-Benz USA has donated 350 electric vehicle chargers to the city, which will make them available at no cost to qualifying Long Beach residents and businesses early next year. An estimated 1,200 electric vehicles are in use by residents, with about 20 added monthly.

- The city was recently awarded an additional \$765,000 from the federal government to provide services to those experiencing homelessness. This brings the total annual award to \$6.9 million. According to the city, “Eleven agencies in Long Beach are sub-grantees to these funds; together they will provide a total of 21 projects consisting of transitional housing, permanent housing and supportive services to individuals and families who are experiencing homelessness.”

- The Long Beach Department of Technology & Innovation is receiving a national award “for its innovative use of technology in creating and delivering genuine business value.” Long Beach is the only city to be recognized among 100 honorees that include companies such as Dell, Hilton and Wells Fargo. “Long Beach is using technology and innovation to increase business efficiency, improve health outcomes and

safety, and help residents communicate more efficiently with city hall,” Mayor Robert Garcia said.

- The first phase of a citywide LED project has been completed, replacing about 1,750 intersection lights. The phase was funded by a \$659,000 community mitigation grant from the Port of Long Beach. Phase two is expected to begin late summer replacing 24,000 high-pressure sodium lights currently illuminating city streets with LED streetlights. When completed, the retrofit is estimated to reduce the city’s overall energy consumption by almost 10%.

- Long Beach has been named the No. 10 “Most Bike Friendly City in America.” According to a city statement, “The survey looked at the percent of commuters who bike to work, bicycle commute times, miles of protected bike lanes, and bicycle storage facilities. The survey used data from Zillow.com, and was featured on Active.com, the largest athletic event website in the United States.”

- Renovations to the Alamitos Beach Parking Lot, plus improvements to Shoreline Drive to improve traffic circulation and ADA access to the beach have been completed. The improvements on Shoreline Drive from Ocean Boulevard to Linden Avenue also facilitate pedestrian and bicyclist circulation and access to the beach.

- The city and developer Century Housing Corporation are applying for \$17.7 million in state funding for affordable housing for lower-income seniors and veterans. If approved, groundbreaking would occur in late 2017 for 160 one- and two-bedroom apartments built at 1201 to 1235 Long Beach Blvd.

In Other News . . .

- The Long Beach Public Library Foundation is celebrating its 20th anniversary with its Great Expectations fundraising gala on June 26 at the Hotel Maya. Mayor Robert Garcia is the guest speaker and, among awards to be presented, L.A. County Supervisor Don Knabe will receive the Library Leadership Award. For sponsorships and tickets, please visit: www.LB-PLfoundation.org, or call 562/628-2441 for further information about the event and the foundation.

- The Long Beach Community Hospital Foundation’s Night at the Movies raised \$100,000 to be used in support of hospital needs.

- Fisher House Southern California has exceeded by half a million dollars its \$6 million goal to build a Fisher House on the campus of the Long Beach VA Medical Center. The “house,” scheduled to open later this summer, will provide a home away from home for military families, free of charge, while their loved ones are being treated at the VA.

- Leadership Long Beach is accepting applications for its 28th Class, which begins in August. The application is available at: www.leadershiplb.org.

- June 16 marks the opening of Clark & Atherton Mercantile at 1772 Clark Ave. The shop, run by volunteers, will sell “gently use clothing, home goods, jewelry, gifts and unique vintage finds,” with proceeds going towards programs at Christian Outreach in Action. For more information, call 562/342-6487. ■

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Long Beach City Council Approves Property Sales For Residential Projects, Co-working ‘Incubator’ Space

■ By **SEAN BELK**
Staff Writer

The Long Beach City Council at its meeting on May 24 unanimously approved selling three city-owned properties to developers with plans for new residential developments and an adaptive reuse project expected to provide new co-working “incubator” space for small creative businesses and entrepreneurs downtown.

In a prepared statement, Mayor Robert Garcia applauded the residential and commercial projects proposed on properties downtown and in North Long Beach once owned by the city’s former redevelopment agency (RDA), indicating that the developments will help boost property values and bring needed tax revenue to city coffers.

“These high-quality developments will create value for our city,” he said in the statement. “They will generate jobs, increase property tax revenues and enable future investments and development opportunities that help to bolster our economy.”

The first proposal involves converting a nearly 90-year-old, vacant, two-story building at 120 E. 3rd St. in Downtown Long Beach, between Pine Avenue and The Promenade, into a “frontline business incubator and co-working space that aspires to

attract emerging small and creative companies,” according to a city staff report.

The city council unanimously agreed to sell the building to Long Beach-based William Morris Commercial Inc. for \$480,000, which city staff states is the highest price offered for the former redevelopment property.

Michael Conway, director of property and economic development, noted during the city council meeting that Dev and Janet Mavi, owners of Safe Navigation Inc., a nautical charts supplier located nearby at 236-240 Pine Ave., have protested the project, stating that the best use of the building would be to bring in new tenants, rehabilitate the structure and connect it with adjoining property.

Such a proposal, however, did not transpire and no tenants have been selected, Conway said. He added that, while there is no market data demonstrating demand for co-working space, developing such facilities would likely generate attraction.

William “Toliver” Morris, CEO of the company, a local commercial real estate broker and leasing representative for the downtown Landmark Square commercial building, said his company plans to adaptively reuse the historic 1920s building, which he called a “beautiful gem,” to create

(Please Continue To Next Page)



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Former Redevelopment Property Sale Okayed

(Continued From Page 11)

an “innovation hub” to bring together creative small businesses, similar to co-working spaces in other areas of Los Angeles County.

“Co-working is the new incubator model that’s coming and I would propose a first-class, top-rated co-working facility in this building,” he said. I think it will be a catalyst for new co-working facilities . . . and will bring together small businesses. . . . It shouldn’t be demolished and shouldn’t be part of some mega plan.”

The city council also unanimously approved a mixed-use project proposed in Downtown Long Beach on a 45,280-square-foot piece of city-owned property at the northwest corner of Broadway and The Promenade North that is currently being used as a parking lot. The city council unanimously approved selling the property to Laguna Beach-based Rain-tree-Evergreen LLC for \$8.2 million.

The buyer/developer plans to build a five-story apartment complex over a two-story parking garage and 14,000 square feet of ground-floor retail and flex co-working space. Conway said that, out of four proposals submitted to the city, Rain-tree-Evergreen’s proposal brought the best value. Once entitlements are approved, construction is expected to take nearly two years, he said.

Vice Mayor and 2nd District Councilmember Suja Lowenthal noted that the



Pictured are two conceptual elevations of the residential project planned by Irvine-based City Ventures on former redevelopment property it purchased at 5100 Long Beach Blvd. The City of Long Beach sold the 1.7-acre property for \$2.5 million. Plans call for 42 condominium units at the site.

public is expected to have a chance to discuss options for alternative parking, since the current parking lot will cease to exist, during the entitlement process in coming months.

The last project involves a residential development proposed by Irvine-based City Ventures at the corner of Sunset Street and Long Beach Boulevard in North Long Beach. The city council

agreed to sell the 1.7-acre property, which has two existing residences, for \$2.5 million. According to city staff, City Ventures plans to build 42 market-rate condominium townhome units at the site.

Eighth District Councilmember Al Austin praised the residential development moving forward in the city’s historic Virginia Village area, stating that the proposal provides

reasonable density and ample parking along the Long Beach Boulevard corridor.

“This is a project that we would actually love to see happen along Long Beach Boulevard,” Austin said. “It’s going to be a great addition and a dramatic change along the Long Beach Boulevard corridor that will really upgrade our Virginia Village area.” ■



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Bank Economists See Rebound After Slow First Quarter

The Economic Advisory Committee of the American Bankers Association (ABA) issued a statement June 3 projecting that the U.S. economy will overcome its sluggish start to 2016 and “turn in a steady full year performance.” The 16-member group of economists forecasts inflation-adjusted GDP growth of 1.9 percent this year and 2.1% in 2017.

“Ill winds from the East hindered the markets and the expansion at the outset of the year,” wrote Carl Tannenbaum, chairman of the group and chief economist of Northern Trust, in the statement. “But moderating turbulence from emerging markets and the sustained thrust of American consumers should put the U.S. economy back on course.”

The committee cited the rising dollar and reduced global trade for the reduction in GDP growth last year.

“Low oil prices, slower international sales and an elevated level of global uncertainty have led many firms to cut back on capital expenditures,” Tannenbaum wrote. “This will be a limiting factor for the economy this year, but should lead to catch-up investments that stimulate growth in 2017.”

The consensus from the group is that capital investments will increase just 0.4% in 2016, but expect a recovery to 3.1% growth next year.

“Fortunately, consumption will keep us going,” Tannenbaum said. “Spending has

proven resilient throughout the current expansion.”

Consumer spending is also expected to slow from 2.7% last year to 2.2-2.4% this year and next. “This maintains a positive contribution to GDP, mitigating an expected moderation in inventory accumulation throughout the economy,” according to the ABA statement.

Tannenbaum wrote that households are “fundamentally healthy thanks to rising income, job gains and stronger balance sheets.”

Rising income, however, is contrary to what presidential candidates have been stating on the campaign trail. Additionally, the May jobs report from the U.S. Bureau of Labor Statistics indicated only 38,000 jobs were created, the weakest one-month gain since 2010. Also The Labor Department lowered its estimate of hiring in March and April by 59,000 jobs.

Despite these numbers, the group expects that 2.2 million jobs will be added this year, pushing wages up 2.6%.

The bank economists expect the measured pace of Fed rate hikes and continued global demand for U.S. government bonds to keep long-term interest rates low. The group’s consensus is that the 10-year Treasury rate will rise from 1.8% at present to 2.1% at year-end, and that mortgage rates will increase from 3.6% to 3.9% over the same period.

While the consensus calls for sustained growth, the committee sees risks to the outlook as skewed toward the downside. “The largest threats are developments globally and the impact these could have on exports and financial markets,” Tannenbaum said. ■

— Publisher George Economides



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People In The News

Rofia Larsson Metro Cruise Services And Metro Shore Services



Rofia Larsson has been appointed to the newly created position of vice president of sales and marketing for Metro Cruise Services and Metro Shore Services, which are the cruise divisions of Long Beach-based Nautilus International Holding Corporation. Larsson, who has more than 20 years of experience in advertising and marketing, most recently served as vice president of marketing for Cox & Kings, The Americas, a luxury tour operator servicing all seven continents. She earned her bachelor's degree from CSU Northridge.

Geir-Eilif Kalhagen Metro Ports




Geir-Eilif Kalhagen has been appointed to the newly created position of director of Northern California and Pacific Northwest for Metro Ports, a division of Long Beach-based Nautilus International Holding Corp. Kalhagen has more than 30 years of experience in the maritime commerce and supply chain management. He is responsible for business development, acquisitions and growth in the region.

Thomas Jelenic Pacific Merchant Shipping Association

Thomas A. Jelenic is joining the Long Beach office of the Pacific Merchant Shipping Association (PMSA) on June 13 as a vice president. PMSA represents ocean carriers, marine terminal operators and the maritime industry. With more than two decades of industry experience, Jelenic will be working with, according to a PMSA statement, "policy makers, regulators, industry leaders and other entities to help ensure that sound science and industry issues are part of the discussion as California continues to call for the increased use of zero and near-zero emissions equipment at California's ports and throughout the goods movement industry."

Dr. James K. Bass Long Beach Camerata Singers



Dr. James K. Bass has been named artistic director of the Long Beach Camerata Singers. His appointment begins July 1, 2017. During the coming year, which is current Artistic Director Robert Istad's final season, Bass will hold the title artistic director designate. He has been appointed as professor and director of choral studies at UCLA, effective July 1, and recently held a similar post at the Uni-

versity of South Florida (Tampa). Bass is a three-time Grammy nominee and received his doctor of musical arts degree from the University of Miami in 2005.

Joan McBride Third Sector Company

Joan McBride has been named the "Interim of the Year" by the Long Beach-based Third Sector Company, which trains, supports and places transitional leadership for nonprofit organizations. She earned the recognition for her performance as interim capital campaign manager at Westerly School in Long Beach. McBride has served as an independent consulting professional since 1996, assisting a variety of non-profit organizations with their fundraising, strategic planning and marketing needs.

Leah Goold-Haws Long Beach City College



Leah Goold-Haws has been hired as the director of global trade and logistics at Long Beach City College. She most recently served with Sacramento-based Girls Gone Global, an online training and consulting program for women entrepreneurs that she co-founded. Goold-Haws has written curriculum, taught courses, produced conferences and led training seminars on international business. She holds an international trade certification for the U.S. Small Business Administration and is a certified global business professional through the National Association of Small Business International Trade Educators.

Ted Hiatt Long Beach Small Business Development Center



Ted Hiatt has been named to lead the Long Beach Small Business Development Center (SBDC), which, through a federal grant, provides training programs and workshops to assist small business owners in the region become successful. Hiatt has worked for SBDC since 2010. He oversees a staff of 16 employees and contract business advisors in two Long Beach offices. The Long Beach SBDC is headquartered at Long Beach City College. He earned a bachelor's

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People In The News

(Continued From Page 15)

from the University of Arizona and graduated from the language school Estudio Internacional Sampere in Madrid.

Wende Nichols-Julien
The California Conference
For Equality And Justice

The African American History & Culture Foundation has named Wende Nichols-Julien as one of its 2016 Community Heroes. The executive director of The California Conference for Equality and Justice (CCEJ) will be recognized June 25 during an awards ceremony at California State University, Dominguez Hills. The foundation’s mission is “to enhance the lives of urban youth, their families and communities by providing ongoing historical, educational and recreational services to meet their diverse needs.”

Vickie Sullos
Assistance League
Of Long Beach

Vickie Sullos has been installed as the 76th president of the board of directors for the Assistance League of Long Beach. The 900-member-strong group creates a community of volunteers to identify and deliver philanthropic services. Sullos has been a member volunteer since 1985, serving as a vice president of membership and chair of the Rick Rackers Auxiliary. ■



On The Rocks
Bar & Grill
Opens At
The Bixby
Village Plaza

On the Rocks Bar & Grill, which debuted in 2010 in Garden Grove, chose Long Beach for its second location, opening last month at the Bixby Village Plaza. The all-American sports bar and grill at Pacific Coast Highway and Bellflower Boulevard features more than 20 flat screens broadcasting major sporting events. According to a prepared statement, the On the Rocks menu “boasts a variety of snacks and entrees, craft beer and cocktails, plus daily specials including Taco Tuesday, Wine Down Wednesday, Weekend Brunch and more.” Owner Steve Mellilo said, “We’ve been very fortunate for the Garden Grove location’s success – it’s an honor to be able to open up a new place here in such a great community. We’re looking forward to getting to know and serving the city of Long Beach!” For more information, including a calendar featuring entertainment dates, visit: www.ontherocksllb.com. Pictured from left are: Mike Melendrez, manager; Melillo; Omar Cortez, general manager; and Christian Mayarez, chef. (Photographs by the Business Journal’s Larry Duncan)



Merger Results In New Long Beach
Wealth Management Firm

WealthSpring is a new Long Beach-based wealth management firm formed recently following the merger of Willett Financial Services and Douglas, Athans & Associates. With more than \$200 million of combined assets under management, the new company will “carry on the focus of helping individuals, families and businesses of many different income and investment levels,” according to a statement issued by the firm. “WealthSpring will also have an increased focus on financial planning and investment management from one family generation to the next.” In addition to Long Beach, the firm has offices to service clients in San Luis Obispo, Irvine, Chino Hills and Riverside. For more information, visit: www.wealthspringpartners.com. Pictured from left are: Ted Athans, partner and managing principal; Leslie Wiberg, partner and managing director; John Willett, co-founder; and Jay Douglas, partner, chief investment strategist. (Photograph provided by WealthSpring)



Keir Jones State Farm Insurance
To Celebrate New Location June 8, 6 p.m.

A ribbon cutting ceremony is scheduled tomorrow, June 8, 6 p.m., to celebrate the opening of the new location for the Keir Jones State Farm Insurance Office. The new office is at 5150 E. Colorado St., across the street from the Colorado Lagoon. “This office puts us where everyone can find us, making it easier to deliver the service and impact I’d like to have locally,” Jones said. “We were fortunate to find such a beautiful space and are confident that it will increase our abilities to meet client needs.” To reach the office, call 877/734-1313 or visit: www.keir-jones.com. Pictured from left are: Andrew Harthan, team member; Charles Clendenin, sales manager; Keir Jones, insurance agent; and Melissa Wright, Service Manager. (Photograph provided by Keir Jones State Farm)



Chipotle Opens In Bixby Knolls

Long Beach City Councilman Al Austin welcomed a new Chipotle Mexican Grill to the Knolls Shopping Center at 4240 Long Beach Blvd. last week. The new center is at the northeast corner of Long Beach Boulevard and San Antonio Drive. The eatery is open daily from 10:30 a.m. to 10 p.m. For more information, call 562/422-1742. Pictured from left are: Nathan Perez, kitchen manager; Rogelio Pelayo, apprentice; Jose Garcia, team leader and restaurateur; Carlos Chavez, general manager; Austin; Josh Romo, general manager, Lakewood Chipotle; Herman Cazares, restaurateur; and Isabel Herrera, assistant team leader. (Photograph by the Business Journal's Larry Duncan)



2016 State Of The Long Beach Community Foundation Event

The Long Beach Community Foundation (LBCF) held a special event on June 2 at the Law Offices of Keesal Young & Logan to mark the 20th anniversary of the organization, recognize founder and supporter Skip Keesal and to update attendees on the group's audited financials. The LBCF's mission is to "initiate positive change for Long Beach through charitable giving, stewardship and strategic grant-making. Its vision is to "strive to be the preeminent steward of endowments serving the needs of Long Beach in perpetuity." Pictured below, left to right, are: Los Angeles County Supervisor Don Knabe; LBCF Chair Jane Netherton, holding a proclamation from the board of supervisors recognizing LBCF's contributions to the community; LBCF President/CEO Marcelle Epley; and Nick Ippolito, assistant chief of staff to Supervisor Knabe. Pictured below are, from left, Epley; LBCF Founder Skip Keesal with his wife, Beth; and Netherton. Among the nearly 100 people attending the event were, far left top photograph, City Prosecutor Doug Halbert, left, with City Councilman Darrell Supernaw, and far left bottom, Blair Cohn, left, president and CEO of the Bixby Knolls Business Improvement Association, with City Councilman Roberto Uranga. (Photographs by the ong Beach Business Journal's Larry Duncan)



Recognizing Mental Health Issues In Children

(Continued From Page 1)
is often actually a reaction to trauma or chaos in the child's personal life.

Often, school is the first place of intervention for children displaying signs of mental health issues, according to Dr. Tiffany Brown, assistant superintendent of school-based mental health for the Long Beach Unified School District.

"Because of the way that we get to know children during the hours that they spend time with us, school is a great referral source for recognizing when a student has some social/emotional needs or

mental health problems. Participating schools are selected based on having a high percentage of students who qualify for free or reduced cost lunches, because this tends to correspond with the number of mental health referrals by school staff, Brown explained. These schools offer consultations on-site. "It just removes a lot of the barriers that would be there for families in getting to those services," she said.

"Almost across the board, it's exposure to trauma of all different types," Brown said of the most common mental health issues experienced by LBUSD students.

a student may harm him or herself, or others, she noted. "All of our school counselors, school psychologists, and school administrators are trained in conducting what's called a threat assessment or an imminent danger assessment," she said.

"There is a step-by-step process you would go through, which is basically determining the legitimacy of the threat, if they have a plan, if they have a means to act it out," Brown explained. "Sometimes we do that process and there's no risk of threat. . . . Sometimes there's a high level of threat, and that's when we work with partner agencies, both mental health and law enforcement, as needed

to access a more intense level of support for that student."

Francine Togneri, director of behavioral health services for ChildNet, said one of the biggest risk factors for children to start experiencing mental health issues is if their home environment is chaotic. This can include parental abandonment, divorce, substance abuse by a caregiver, domestic abuse and other traumas, she said.

Because ChildNet is a health provider for the Department of Mental Health, the children who are referred to them must meet a threshold of medical necessity, which means they need a higher level of care, Togneri noted. The organization annually serves 850 to 950 children through its mental health program. Common symptoms of those children include talk of suicide or wanting to kill others, having difficulty forming relationships with other children, inability to focus, and being non-compliant with directions from authority figures, she said.

Jewish Family and Children's Services (JFCS) of Long Beach & West Orange County also works with local schools to provide mental health services to students. Common problems seen by Debbie Freeman, director of clinical services and a licensed marriage and family therapist, include depression, anxiety, ADD and ADHD, and eating disorders.

"We see eating disorders – anorexia nervosa, bulimia, binge eating – and these can be really serious and even life threatening sometimes," Freeman said.

Occasionally, Freeman has seen epidemics of certain self-harm behaviors, like cutting, at local schools. "There can kind of be little epidemics at the school where a lot of the girls are cutting and it's kind of a hip thing to do," she said. "It can be attention seeking. It's behavior that can benefit from a mental health counselor."

According to Freeman, signs of mental health issues often present differently in boys and girls. "Typically, boys tend to act out and girls tend to act in. So aggression versus depression," she said.

Dr. Paul Kurkjian, medical director of the MemorialCare Center for Mental Health & Wellness at Community Hospital Long Beach and an on-call psychiatrist for Miller Children's & Women's Hospital Long Beach, is often called in when children are experiencing severe mental health-related issues.

"I tend to see the more severe cases. Post-traumatic stress disorder (PTSD) is one of the most common things we see in the hospital," Kurkjian said. "We get a lot of adolescent teenagers who have overdosed, and within a day or two they're admitting to their family that an uncle or an older man had molested or raped them when they were younger, and that's what led to the overdose. And the overdose kind of prompted them to disclose this information to the family."

These cases often occur during and after puberty, according to Kurkjian. "A lot of sexual behavior starts, substance abuse issues start. It's like a ticking time bomb waiting to happen with PTSD and substance abuse and sexual assaults and domestic violence."

Often, Kurkjian is called in to see children who are experiencing psychosomatic illnesses – issues like severe vomiting or headaches that are not caused by a physical ailment but by mental or emotional trauma. "Sometimes you have children who manifest bizarre pain disorders or vomiting . . . and they have done every sort of workup on them and can't discover anything wrong," he said. "And then you discover that there is some domestic violence going on at home or there is a lot of psychosocial chaos."

ADHD, ADD and anxiety are some of the most common mental health problems experienced by children, Kurkjian said. Autism is also increasing in frequency, he noted. While most children with an autism spectrum disorder do not require medication, he sees the more severe cases due to the nature of his hospital work. "I just tend to see the really severe cases of autism where they tend to have a lot of self-injurious behavior, aggressive behavior," he said. Typically, children begin manifesting symptoms of autism before the age of five, he noted.

Catching symptoms of mental issues early is key, mental health professionals agreed. "We want to try to catch these things not as young as possible but whenever the symptoms start appearing, because it can kind of calcify," Freeman said. "It can become a more severe way of coping with the world as the child goes into adolescence. And then it can become harder to transform."

"If they don't get the assistance they need, they aren't going to move through the developmental stages the way that someone would who doesn't have mental health issues," Togneri said.

"It's important to realize children aren't just miniature versions of adults. They have different developmental phases," Kurkjian said. "A lot of times children can't communicate their symptoms, so it's important to get a lot of information . . . from teachers and caregivers." ■



Jewish Family and Children's Services (JFCS) of Long Beach & West Orange County offers mental health clinical services for local children. The organization operates on a sliding scale to make its services available to as many people as possible, according to Debbie Freeman, director of clinical services. Freeman (right) is pictured at JFCS with Eva Kunczewicki, manager of community-based services. (Photograph by the Business Journal's Larry Duncan)

behavioral needs or corresponding mental health issues that go beyond what would be typical," Brown told the Business Journal. "Many times, a referral comes directly from a teacher to one of our counselors."

Sixty of LBUSD's 84 schools have mental health services on-site via partnerships with local nonprofits and health care organizations such as The Guidance Center and ChildNet. "We have a really wonderful partnership in Long Beach that we refer to as a school-based mental health collaborative, and that's a partnership between our school district, the Department of Mental Health and eight community-based mental health organizations," Brown explained.

Through this model, LBUSD helps about 1,500 students a year who are experiencing

"Sometimes that's not the recognized issue. Sometimes the issue looks like hyperactivity, it looks like high anxiety, it looks like extreme emotions or signs of what would typically be characterized as depression," she explained.

Brown continued, "But what we see in many ways is that the root of much of that is exposure to trauma, which could be something witnessed, something personally experienced, something experienced by a loved one, something that they've observed. We have many families who have had high exposure to traumatic events. And that affects you."

In a school district with about 80,000 students, Brown said there are teams at local schools contending with students who are suicidal on a daily basis. School employees are trained to recognize when

Music therapy was instrumental in the recovery for mental health patient, Cruz.



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Men’s Health Month

In Technological Age, Men Encouraged To Stay Mobile, Get Health Checkups And Make Lifestyle Changes

■ By **SEAN BELK**
Staff Writer

In a technological age dealing with an obesity epidemic, men are encouraged to stay active, get regular health checkups and make lifestyle changes that can help prevent major health problems later in life, according to physicians and health educators.

This year marks the 22nd anniversary of Men’s Health Month, an initiative now celebrated every June across the world with health screenings and events to raise awareness about the health of boys and men. The initiative was started in 1994 after U.S. Congress first established Men’s Health Week (celebrated this year June 13 to 19), leading up to and including Father’s Day.

While life expectancy in the United States is at an all-time high of 78.8 years of age, women today live on average about five years longer than men, according to the latest data from the U.S. Centers for Disease Control and Prevention (CDC).

The main reason males are dying younger than females is that men in general don’t take as much of an interest in preventive care or try to keep themselves as healthy as women, Ana Fadich, vice president of



Dr. Mark A. Yusin is a Diplomate American Board of Internal Medicine and Cardiovascular Disease. He is part of the Southern California Permanente Medical Group in Harbor City. He is affiliated with the Kaiser Permanente Los Angeles Medical Center. “When you’re in a restaurant,” he said, “you can order off a healthy menu. They list the calories now and they put it out there, but unfortunately, the healthy menu doesn’t include french fries. . . . It really comes down to willpower and your desire to really do something for you.”(Photograph by the Business Journal’s Larry Duncan)

Washington, D.C.-based Men’s Health Network (MHN), told the Business Journal.

According to physicians and health care experts, some of the top health issues for men are heart disease, lung cancer, prostate cancer, liver disease, diabetes and mental disorders. Doctors recommend regular exercise, health screenings and lifestyle changes, such as quitting smoking and eating healthier, as the best ways to combat such health problems.

One of the biggest threats to men’s health is that men, who often portray a “masculine” persona, pay more attention to the appearance of being healthy, rather than taking preventive care measures that can significantly reduce health risks as they age, Fadich said.

“For guys, it’s about being masculine, working out, having a good body and feeling like they’re physically okay,” Fadich explained. “We hear that a lot from men. ‘I feel fine. I’m in the best shape of my life.’ But there are underlying issues that may be lingering inside of them, a potential heart problem or potential diabetes. . . . If they’re not going to get their preventive visits every year, they’re going to have a problem in the future.”

In an op-ed piece released late last

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month, Fadich said that, in addition to being far less likely than women to see a doctor for preventive care, men are also less likely to have health insurance, adding that these factors combined can have an impact on men's "ability to be involved fathers, supportive husbands and engaged members of the community."

Still, she said "big improvements" have been made over the past several years to close the life-expectancy gender gap, noting that nearly two decades ago men died 6.6 years earlier than women. Fadich said federal, state and local initiatives, such as male outreach programs like in Oakland and other areas of the country, along with "Wear Blue" days in which people wear blue during fitness events to support men's health, have helped close the gap.

Technology And Virtual Care

Many health care professionals said they are now leveraging technology through mobile phones and social media channels to increase access to care, particularly for men.

For instance, MHN has recently partnered with the National Healthy Start Foundation, a national Kappa Alpha Psi fraternity and others to develop texting and app-based programs that deliver informative and actionable health messages designed to help young men specifically take a more active role in their own health and the health of their children.

Dr. Greg Pecchia, a family physician and health educator who runs an adult and geriatric care medical practice at the Eisenhower Argyros Health Center in La Quinta that focuses on men's health, said his practice has developed a model that now delivers about half of its care through virtual means, such as social networking tools and secure e-mail messages.

"Virtual care" or telecommunication has provided an additional way for men in particular to connect with a trusted health care resource, rather than through a typical medical office setting that can often be intimidating or uncomfortable for men, he said, adding that virtual care has also helped reduce costs of health care visits and reached men lacking health insurance coverage.

"The office setting and the need to take off of work really interfered with men to see physicians on a regular basis and to receive preventive and screening care," Pecchia said. "Our experience has been that [virtual care] has made quite a difference for many of our men who express their thanks for that type of care that they would not have had access to without these new tools."

He said virtual care and social media tools enable doctors to diagnose and treat illnesses and conditions virtually, while delivering useful medical knowledge through digital coaching and facilitating healthy lifestyles to assist patients with maintaining their health on a daily basis.

Pecchia, who participated in the first-ever White House Dialogue on Men's Health organized by MHN that took place in January, said expanding health care into the virtual realm has the ability to make care for men more accessible, reliable and less expensive than the office setting.

"We found that, for men in particular, this resonates with them and that the opportunities to leverage their smartphone environment and even their smart texting-capable devices allows us the op-

portunity to deliver some wisdom that previously was not necessarily available to them," he said.

Exercise And Staying Active

Many physicians and health educators list exercise and staying active as one of the top things men can do to reduce health risks.

Dr. John Molina, chief financial officer (CFO) of Long Beach-based Molina Healthcare, said the number one thing men can do to boost their health is to stay active and regularly exercise, which can be as simple as taking a 30-minute walk five times a week.

While fitness trends "wax and wane," society is becoming more sedentary than ever before, he said. And even though technology has helped health care profes-

sionals with communication and increasing access to care, Molina said that in some ways technology has played a part in enabling people to become more sedentary, which can lead to obesity.

"Generally, I think we're doing a worse job at taking care of our health now than 10 years ago," he said. "Big screen TVs, video games, all these things are pulling us back to the couch. . . . A 30-minute walk five times a week is all you need, and it doesn't sound like much, but it makes a huge difference."

Fadich agrees that staying active and regularly exercising is one of the top things men can do to prevent health problems later in life. She added that men are encouraged to participate in family-friendly activities, such as taking the kids to the park after dinner, to make staying active a part of everyday life.

Health Checkups And Screenings

Men are also encouraged to take preventive measures, such as getting regular health checkups and screenings, to detect diseases and health conditions early on before they manifest, according to physicians and health educators.

Dr. Jay Lee, a family physician for Long Beach Memorial Medical Center, said regular health checkups and screenings provide an opportunity for primary care physicians to create a trusting relationship with male patients, to become their coach, cheerleader or health "Sherpa," while providing a "welcoming environment."

He recommends men get health screenings for high blood pressure, diabetes, cho-

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Dr. Nikhil Kapoor, M.D., is an interventional cardiologist with the ProHealth Multi-Specialty Network. His hospital affiliations include Dignity Health/St. Mary Medical Center and Lakewood Regional Medical Center. Board certified in cardiology and internal medicine, Dr. Kapoor said, "Lifestyle is one of the key components of keeping one's heart healthy . . . "It's better to prevent and make those changes right at the start, rather than having heart disease and then making those changes." (Photograph by the Business Journal's Larry Duncan)

Men's Health Issues

(Continued From Page 21)

lesterol, chronic diseases and mental health issues, as well as consider immunization vaccines. While most screenings are administered through blood tests, Lee said screenings for some men-specific diseases,

such as colon cancer and prostate cancer, are recommended for senior years.

For colon cancer, screening is critical for men over the age of 50, even with no family history of the disease, he said. As for prostate cancer and benign prostatic hyperplasia (BPH), which is an enlarged prostate, Lee noted that the health care community is now more "judicious" about

getting regular screenings since the side effects of such tests appear to outweigh the benefits. In addition, he said it's important for men to perform self-testicular exams to check for testicular cancer.

Molina pointed out that, as the Affordable Care Act (ACA) has pushed more people to become insured, people who have signed up for health care coverage through

Covered California or Medi-Cal should take advantage of preventive care, such as health checkups and screenings that are provided without a co-pay or deductible.

"As more and more Californians are insured, they should take advantage of these things," he said.

Sunny Yu, spokesperson for Molina Healthcare, pointed out that nearly 250

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Dr. Chang performs eyelid plastic surgery, both cosmetic and reconstructive, and is an expert in facial sculpting with Botox and fillers. He was voted by his peers as one of LA Magazine's Super Doctors for seven consecutive years.

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people attended a recent event organized by the health care company to provide uninsured individuals with free health care services, including dental and vision.

Lifestyle Changes

Physicians and health experts also said it's critical for men to change unhealthy lifestyle choices early on to prevent major health problems later in life.

In fact, the most effective way to prevent coronary heart disease, which continues to be the leading cause of death for men, is to quit smoking and change to a healthier diet, according to local physicians and experts.

Dr. Nikhil Kapoor, a cardiologist who specializes in interventional cardiology for Dignity Health/St. Mary Medical Center, said that, while family history and genetics also contribute to heart disease and heart attack, unhealthy lifestyle choices, such as not getting enough exercise, eating unhealthy foods and smoking cigarettes, are major factors.

He said research has shown that outcomes for heart disease, which come with early symptoms of chest pain and shortness of breath, have improved over the past decade as more people have become knowledgeable about the detrimental effects of some unhealthy lifestyle choices.

"Lifestyle is one of the key components of keeping one's heart healthy," Kapoor said, adding that changing one's diet and exercise are key to controlling risk factors.

"It's better to prevent and make those changes right at the start, rather than having heart disease and then making those changes," he said. "It's never too late to make the changes, but it's never too early to make the changes either."

Kapoor pointed out that quitting smoking is the most important thing men can do to prevent heart disease, as smoking builds plaque in the arteries over time and can cause numerous other heart-related health problems.

"Cigarette smoking, unfortunately, has major different pathways in which it can be bad for the heart and for the arteries," he said. "It's the formation of plaque, the increase in inflammation inside the arteries and the vessel constriction that the smoking and tobacco causes. There are major pathways and all of them are damaging to our heart."

Dr. Mark Yusin, a cardiologist who is affiliated with Kaiser Permanente's Los Angeles Medical Center in Harbor City, said changing to a healthier lifestyle by eating healthy foods and staying active can greatly reduce a person's body mass index and prevent obesity, which is linked to heart disease.

While the number of people smoking overall in the United States has dropped significantly over the past few decades, more men still smoke than women, he pointed out.

In addition, Yusin pointed out that more attention needs to be paid to men getting regular exercise and maintaining a healthy diet, which includes eating more fruits and vegetables while limiting fat intake and avoiding red meat and fatty fast foods.

"When you're in a restaurant, you can order off a healthy menu," Yusin said. "They list the calories now and they put it out there, but unfortunately, the healthy menu doesn't include french fries. . . . It really comes down to willpower and your desire to really do something for you." ■

Prosthetic Breakthrough Holds Promise For Hand Amputees

■ By **SAMANTHA MEHLINGER**
Senior Writer

A major advancement in prosthetics was made recently when two surgeons from OrthoCarolina, an academic orthopedics practice serving North Carolina and the Southeastern United States, successfully completed a procedure that gave an amputee control of individual prosthetic fingers.

Drs. Glenn Gaston and Bryan Loeffler were the first to succeed in this accomplishment, which they achieved by transplanting the patient's existing finger muscle (obtained before a partial hand amputation) to the back of his hand and wrist. The amputee is now able to move his prosthetic fingers with the same muscle tissue that controlled his original fingers. A May 31 press release from OrthoCarolina declared the patient "the first person in the world to have individual digit control in a functioning myoelectric prosthesis."

"Because of the limited number of muscles available after a hand amputation, prostheses have previously allowed only control of the thumb and fingers as a group, and single finger control was never possible," Gaston said in a statement. "The severity of this patient's injury was so great

that replanting the lost fingers was not possible, so we collaborated on a new surgery that would allow him to have individual digit control."

Loeffler stated, "The muscle transfer is a breakthrough that could impact how upper extremity amputees are managed and specific amputations are done in the future."

While the amputee in this case only lost part of his hand, the doctors have already completed research on applying their procedure to total hand amputees, according to OrthoCarolina. They partnered with the OrthoCarolina Research Institute, a non-profit dedicated to advancing orthopedic medicine, on this research.

For more information about the OrthoCarolina Research Institute, visit www.orthocarolinaresearch.org. ■

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Health Care News In Brief

Memorial's Chief Medical Officer, Dr. Susan Melvin, Named Among Nation's Best



Dr. Susan Melvin, chief medical officer of Long Beach Memorial Medical Center, is included on the Becker's Healthcare Top U.S. Hospital and Health System Chief Medical Officers list. She is also recognized on the Becker's Healthcare Top Hospital & Health System Women Leaders list. Becker's Healthcare

produces print publications, webinars, whitepapers and more pertaining to business and legal topics for the health care industry. According to a hospital statement, Becker's Healthcare wrote that "Dr. Melvin is committed to improving and innovating patient quality and safety, exhibits dedication to clinical leadership and contributes to establishing standards of excellence." In her role at the hospital, Melvin acts as liaison between a staff of 2,000 and management. She has served as chief medical officer for four years, prior to which she served as associate chief medical officer, president and CEO of the Memorial Family Medicine, and director of the Family Residency Program. She also served on the board of directors for MemorialCare Health System and as chair of the MemorialCare Physician Society.

CalChamber Board Opposes Hospital Compensation Act

The CalChamber Board of Directors also voted to oppose a proposed ballot initiative that would impose a cap on total annual compensation paid to private nonprofit and for-profit hospital executives at the level of compensation received by the President of the United States – currently, \$450,000. In voting to oppose the measure, the CalChamber Board noted that the proposal would put California's healthcare system at risk for not being able to recruit top talent in a competitive environment, especially because California has a higher-than-average cost of living.

Torch Run To Benefit Kids With Cancer, June 11


The Jonathan Jacques Children's Cancer Center at Miller Children's & Women's Hospital Long Beach is holding its annual

Torch Run on June 11 to benefit pediatric cancer patients. During the event, more than 250 patients will participate in a relay race, passing a torch to fundraise for pediatric cancer research. 8:30 a.m. to 2 p.m., Shoreline Aquatic Park, 200 Aquarium Way. For more information, visit www.TorchRunOnline.org or call 562/933-8600.

Pre-Pregnancy Planning Seminar Set In August

On August 31, Miller Children's & Women's Hospital Long Beach is hosting a seminar about planning ahead for pregnancy. The event is to inform couples on how to be as healthy as possible to prepare for pregnancy. Dr. Diana Ramos, director of reproductive health for L.A. County Public Health, is hosting the free event. 5:30-7:30 p.m., the Houssels Forum at Miller Children's, 2801 Atlantic Ave. To register, call 800/MEMORIAL. ■

Technology And Innovation Engineering Better Medicine



During the last academic year, the CSULB College of Engineering revamped its curriculum for biomedical engineering. The modernized program will have new laboratories and be housed in the newly created Biomedical Engineering Department. Exciting times for our local engineering school, which prides itself for being responsive to the needs of regional industry. After all, this fast-growing sector employed over 270,000 people as of 2013. California's biomedical industry is three times larger than the runner up, and equals the total of the next four states combined. CSULB's new and improved biomedical engineering program will be a significant contributor to the thriving biotechnology and medical device industries and the supporting technology companies.

Over the past century, engineering has made numerous contributions to the field of medicine. From sewer and water sanitation to microfluidics and biomechanics, these contributions have increased human life expectancy. The discovery of penicillin is one of the best examples of how the fields of engineering and medicine complement each other. Scientist and Nobel Laureate Alexander Fleming discovered penicillin in 1928, but it wasn't until the 1940s when chemical engineers created methods to extract and stabilize the antibacterial compound, subsequently a process for mass producing the life-saving drug was engineered.

Responsible for innovations such as inexpensive diagnostic devices to monitor patients' health, biomedical engineering tackles many hard challenges. Biomedical engineers are designing sensors and chips that detect small changes in the amounts of chemicals and nanoparticles in the bloodstream. They are also developing accurate systems to quickly assess a patient's genetic profile. Such systems require collection, classification and analysis of massive amounts of data on each individual patient.

As a truly interdisciplinary field that is firmly rooted in biology and chemistry, the biomedical field relies on all branches of engineering. Mechanical engineering contributes to medical robotics, biomechanical devices and prosthetics, to name a few. Medical instruments like MRIs and other imaging devices, rely on electronics and microcomputing. Acquisition, transmission, storage and analysis of healthcare and patient data requires solutions from computer scientists and IT specialists. And challenging topics like tissue engineering require work by multiple disciplines.

One can't overlook the role of robots in modern medicine. Nowadays robots and automated devices perform delicate surgical procedures with superior precision, are used for replacement and reconstruction, deliver rehabilitation therapy like neurorehabilitation for stroke patients, and assist with learning disabilities. Besides surgery and rehab, these devices are used for medical training, prosthetics and assisting the aging population and persons with disabilities. Future likely applications of medical robots will be to perform tasks that are otherwise impossible, such as enabling new microsurgery procedures by providing high-dexterity access to small anatomical structures, and integrating high precision imaging into the operating room procedures.

A few years ago, the National Academy of Engineering (NAE) identified individualized medicine as one of the engineering community's grand challenges. Their challenge calls for quicker, more precise diagnoses that will make possible more targeted and effective remedies. The idea is to move away from general antibiotics that attack a wide range of bacteria. General antibiotics are the top choices for doctors who currently cannot be certain about the specific bacterium that caused the infection. We must innovate the precision instruments that immediately identify the real culprit, thus enabling the doctor to prescribe a more narrowly targeted drug. Not only will this reduce the risk of promoting resistance, it will avoid the adverse side effects of the extra substances in the drug which are redundant for curing this patient.

(Forouzan Golshani is the Dean of the College of Engineering at California State University, Long Beach.)

HealthWise

Two Words Men Never Want to Hear – Prostate Cancer



By NILESH VORA, M.D.

Prostate cancer is the second most common cancer found in men – the first being skin cancer. Each year, more than 220,000 cases of prostate cancer are diagnosed in the United States. About 1 in 7 men will be diagnosed with prostate cancer in their lifetime. It is more common in older men, but it is important for all men to understand the signs and symptoms.

Signs & Symptoms of Prostate Cancer

Prostate cancer occurs when prostate cancer cells live longer than normal cells and form tumors. It is often slow-growing and may take time to present itself.

It is important to understand that the symptoms associated with prostate cancer are common and often times are the result of other causes. Some men may experience symptoms while others do not notice any change in their health. Symptoms can include:

- Urinary urgency (frequently at night)
- Difficulty urinating
- Weak/interrupted flow of urine
- Burning/painful urination
- Difficulty with erections
- Painful ejaculation
- Blood in urine or semen
- Pain/stiffness in lower back, hips or thighs

If you are experiencing any of these symptoms, it is important to discuss them with your physician. Your physician will order a complete work-up to determine if these signs are related to prostate cancer or another disorder.

Risk Factors of Prostate Cancer

A cancer risk factor is something that changes your chance of getting cancer. Risk factors do not mean that you will have cancer, but are a tool for helping you understand your body's health.

Some of the risk factors for prostate cancer include:

- Age – A man's risk of developing prostate cancer increases with age. More than 65 percent of all prostate cancers are in men over the age of 65, but this does not mean that younger men cannot be diagnosed with prostate cancer.
- Family History – If a man's father or brother has had prostate cancer, their risk for prostate cancer is doubled.
- Lifestyle Choices – Smoking, lack of vegetables and obesity have all been linked to aggressive forms of prostate cancer.

Time to Get Screened

While screening may vary based on the individual's risk, men usually start getting screened for prostate cancer between the ages of 40 and 45. When speaking to your physician about prostate cancer screenings, be sure to communicate about your family history, as well as any other concerns you may have.

Prostate cancer can be detected through a digital rectal exam, where a physician can estimate the size of the prostate or feel for lumps/abnormalities. Also, a prostate specific antigen (PSA) test can be ordered. This is a blood test that tests for the amount of PSA in the blood.

Early detection saves lives. If you are experiencing any of the symptoms of prostate cancer, schedule an appointment with your physician to determine the best next steps.

(Niles Vora, M.D., is the medical director of palliative care at MemorialCare Todd Cancer Institute, Long Beach Memorial.)

DEPARTMENT OF HEALTH CARE ADMINISTRATION CALIFORNIA STATE UNIVERSITY, LONG BEACH

Why Compliance And Ethics Programs In Health Care Are Mandatory For Quality Care

■ By **GERRIE SCHIPSKE**
Guest Writer

If you ask most people how the Affordable Care Act has improved health care, those in support will usually respond that it has increased access to care. What is less known about this controversial law is that it also includes a number of tools to increase health care fraud prevention and enforcement efforts and to improve the quality of care.

Fraud and waste have been problems in federal government programs going back to the Civil War, when profiteers gouged the Union with fraudulent and inflated charges for goods sold for the war effort. Consequently, the False Claims Act was signed into law by President Lincoln. This law and numerous others have been used to prosecute and to recover billions from offenders.

The Patient Protection and Affordable Care Act provides a comprehensive anti-fraud strategy that has enabled the U.S. Departments of Justice and Health and Human Services to recover a record-breaking \$4.3 billion in taxpayer dollars in Fiscal Year (FY) 2013, up from \$4.2 billion in FY 2012, from individuals and companies who attempted to defraud federal health programs serving seniors or who sought payments from taxpayers to which they were not entitled. Over the last five years, the administration's enforcement efforts have recovered \$19.2 billion, up from \$9.4 billion over the prior five-year period.

The law also requires that health care providers put in place a compliance and ethics program.

Interestingly enough, the details of compliance programs come from the U.S. Sentencing Commission's federal sentencing guidelines, which outline what constitutes an "effective compliance and ethics program" and include seven key components:

- (1) Establish policies, procedures and controls that effectively reduce violations of law.
- (2) Exercise effective compliance and ethics oversight at the highest levels by individuals (compliance and ethics officers) who have sufficient authority and resources to carry out their responsibilities.
- (3) Exercise due diligence to exclude from authority those individuals who have a propensity to violate the law.
- (4) Communicate with and train employees on the compliance and ethics program.
- (5) Monitor and audit the compliance and ethics program for effectiveness.

(6) Ensure consistent enforcement of the program and discipline for violations.

(7) Respond appropriately to detected offenses and develop corrective action to prevent future incidents.

Federal officials are quick to point out that "no one size fits all" when it comes to developing and implementing a compliance and ethics program. What is key is that the health care provider organization promotes a culture that encourages ethical conduct and a commitment to compliance with the law.

While compliance means following the law, ethics means doing the right thing even without a law. Compliance is driven by the government. Ethics is driven by the individual. Both are necessary concepts in any successful organization.

Organizations that communicate an ethical culture benefit in several ways. They can attract and retain quality employees who appreciate working for an organization that lives up to its mission statement. These organizations also become more efficient as compliance programs audit, review and update policies and procedures on a routine basis.

Since the ultimate goal of a health care organization is to provide quality care to its patients, the connection between compliance and ethics and quality assurance are strong. The Federal Office of Inspector General (OIG) announced in its annual "work plan" that, in addition to focusing upon fraud, waste and abuse, it would focus on quality of care and patient safety. As stated in a recent report: "The provision of care that fails to meet accepted standards of care is an enforcement priority for OIG, which is actively pursuing these cases under administrative sanction authorities that explicitly address quality of care."

The Affordable Care Act also includes a number of quality assurance and performance improvement strategies that providers and health care insurers must comply with.

This requires that compliance and ethics programs integrate quality improvement activities into their organizations. Boards of directors are now responsible for requiring quality performance measures and accountability, in order to ensure that quality of care is a reality and not just a slogan of the organization.

Compliance is often viewed as a burden for corporations, which must follow countless laws and regulations and endure audits and government review. But in the broadest

and best sense, health care compliance and ethics simply promote the rights of patients and provide quality care and treatment free of financial influence.

Health care is perhaps the most regulated industry in the U.S. However, the outstanding leaders in health care recognize that compliance and ethics are not just a legal requirement but a critical component for organizational strength and quality patient care and safety.

(Since 2011, Gerrie Schipske, a health care attorney and registered nurse practitioner, has taught law, human resources management and organizational management in the Department of Health Care Administration at CSULB. She is currently developing a "Managing Compliance and Ethics in Healthcare" certificate program for the CSULB College of Continuing and Professional Education. Schipske is a contributing writer for the Long Beach Business Journal.) ■



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It's Time to Think About Heat Illness Prevention

(From the California Chamber's HRCalifornia® Extra)
With the first day of summer on June 20, employers with an outdoor workforce will want to be thinking about preventing heat illness.
California's strict heat illness standards require employers to take precise steps to protect outdoor workers from heat illness. California's standards are the most extensive in the country. The heat illness standards are enforced by Cal/OSHA, otherwise known as the Division of Occupational Safety and Health. Significant changes to the heat illness standard became effective last year on May 1, 2015.
Employers and employees both need to know the signs of heat illness so they can recognize the effects on workers and alert a supervisor if a worker needs assistance. Cal/OSHA urges employers to prepare in advance for heat waves. ■

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With specialized equipment, this RMD Group employee is able to print t-shirts for clients in a matter of minutes. (Photograph by the Business Journal's Larry Duncan)

The Creative Sector

(Continued From Page 1)

ative suites, in industrial buildings in the historic Zaferia area and even in office buildings in East Long Beach's traffic circle, these firms are informed by cultural shifts in what's valued in the workplace and an evolving American consumer.

RMD Group, a marketing and branding agency in North Long Beach focused on experiential marketing – immersing consumers in a brand via real life experiences – is such a visual representation of what many have come to expect from the creative sector that major companies have

Ralph Holguin is CEO and owner of RMD Group, a creative agency in North Long Beach specializing in experiential marketing, among its other diverse services. The company's 97,000-square-foot headquarters feature floor to ceiling art installations and artwork, massive equipment and open office space. (Photograph by the Business Journal's Larry Duncan)

used the space for promotional pieces. A day before the interview with the Business Journal, "Grace and Frankie," the Netflix comedy starring Jane Fonda and Lily Tomlin, filmed at RMD to evoke that exact environment.

The 97,000-square-foot facility located next to a Food 4 Less on South Street is relatively unassuming from the exterior, but inside the sprawling space features floor to ceiling artwork, bright colors, games and collaborative open seating arrangements. There's also a huge garage where the firm's work on specialty autos takes place and is soon to get its own TV show.

"I think Google set the bar really high in having agency employees feel that they want to be there, they want to work there, they want to spend more time there and essentially get their best creativity out of it," Ralph Holguin, owner and CEO of RMD Group, told the Business Journal in an interview at the firm's offices. "How do we do that? By creating an environment that allows them not to be pigeonholed at a central desk . . . to really escape from your traditional cubicle. And that's what we tried to do when we came here, to break away from the traditional office space."

Holguin noted that fostering a creative work environment creates an internal work culture that's appealing not only to employees but to clients. "Obviously, when our clients come here we want to transform the way they visualize not only their campaigns, but us," he explained. "If we're creative enough to create an environment we love, imagine what we do with their money. That's really what's been progressive for us."

Jonathan Glasgow, principal of Zaferia District-based architecture firm Interstices, Inc., said the work he has done designing creative office space has common elements. "We used to do a lot of tenant improvements in Downtown Los Angeles where we just lined up cubicles. We did hundreds of cubicles for the Metropolitan Water District," he recalled. "But now, a

lot of those open office environments are more large spaces with kind of a peripheral working desk and computers and a big table in the middle where everybody collaborates."

Glasgow added that, at creative offices, employees often do not have assigned desks but instead use whatever workspace is available. Desks where workers can stand at a computer are also trending in creative offices, he added. Part of the shift towards more flexible work environments has been driven by wireless technology, which allows workers more ability to roam rather than being stationed in one place, he explained.

Joel Garnica, owner of Garnica Interiors, an interior design firm located on The Promenade in Downtown Long Beach, made similar observations about creative office space. "No one necessarily is looking for a private office anymore," she said. "Many of them are moving toward being part of a bigger open space room, so it's more collaborative, [with] less walls between people," she explained. "We have that in our own office space. We do have cubicles, but it tends to be more of an open, collaborative flow."

A trending shift in work culture from a "suit and tie" style to "a bit more laid-back" attitude is also behind this shift, Garnica noted. "Even for creative offices, back in the day you'd have the suits, the ties, the panty hose. I mean, who wears panty hose now?" she said with a laugh. "We've certainly moved away from that where we're a little bit more relaxed."

Many creative sector and tech firms have been in the news in recent years for their emphasis on a more flexible work culture and work/life balance. Google's career website, for example, boasts: "Take a vacation, volunteer, or flex your



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Jonathan Glasgow is principle of Zaferia District-based architecture firm Interstices. He has worked on many historic Long Beach properties, such as the Walker Building and the Kress Building in downtown. According to Glasgow, creative companies are seeking flexibility when it comes to designing their office space.

(Photograph by the Business Journal's Larry Duncan)

workday to meet your personal and business needs – there’s no one-size-fits-all recipe for helping you to be at your best.”

At JLOOP, a digital firm focused on building websites, apps and web-based software located in downtown’s East Village Arts District, team members take an occasional break from their daily workload to have some fun together or engage in healthy activities, President and Founder Jay Dysart told the Business Journal.

“Whenever a month has a fifth Wednesday in it, we all go out as a team and do something fun,” Dysart said while lounging on a couch in the firm’s open office that’s part urban industrial, part Mad Men in its decor. “Sometimes it’s frivolous fun like lawn bowling, and sometimes it’s related to [our] industry and is something we want to explore or learn about together,” he explained.

Dysart is self-taught in his industry – he started off as a freelancer building Flash videos for websites. Prior to that, he worked in the theater industry and as a result has an appreciation for the importance of “getting up and moving your body,” he noted. “We have a yoga program that we do altogether on Wednesday mornings, trying to again look towards a long healthy life in technology. We all sit in front of our computers for the bulk of our day,” he said.

RMD Group is open-minded when it comes to work/life balance. “You have to remember that, outside of here, everybody has their personal lives,” Holguin said. “We’re flexible on opportunities, whether they have a doctors appointment

or their spouse is coming in. Some people have brought their kids,” he said. “You’re going to get the most out of your team members when you also allow [flexibility] and you integrate yourself into what their lifestyles are.”

Creative Agencies And The Evolving American Consumer

Shifts in the habits and desires of the American consumer – driven largely in part by the Millennial generation coming of age – are transforming the way creative firms do business, which in some cases is launching them into success.

This is particularly true for SET Creative, a Portland-based experiential mar-

keting firm that started up in 2009 and has since expanded with offices in New York, London and Amsterdam. In 2014, the firm opened a Downtown Long Beach office. Among the company’s clients are Google, Nike, Sprite, Jordan, BMW and others, according to Marketing Director Hyesun Ahn.

Being one of the earliest firms to specialize in experiential marketing helped the company grow quickly, Ahn said. “We really do consider ourselves the pioneers of brand experience,” she said, adding that the firm did not have overnight success. “In the last several years, brands have realized they can’t rely on traditional media or advertising any more to reach Millennials,” Ahn

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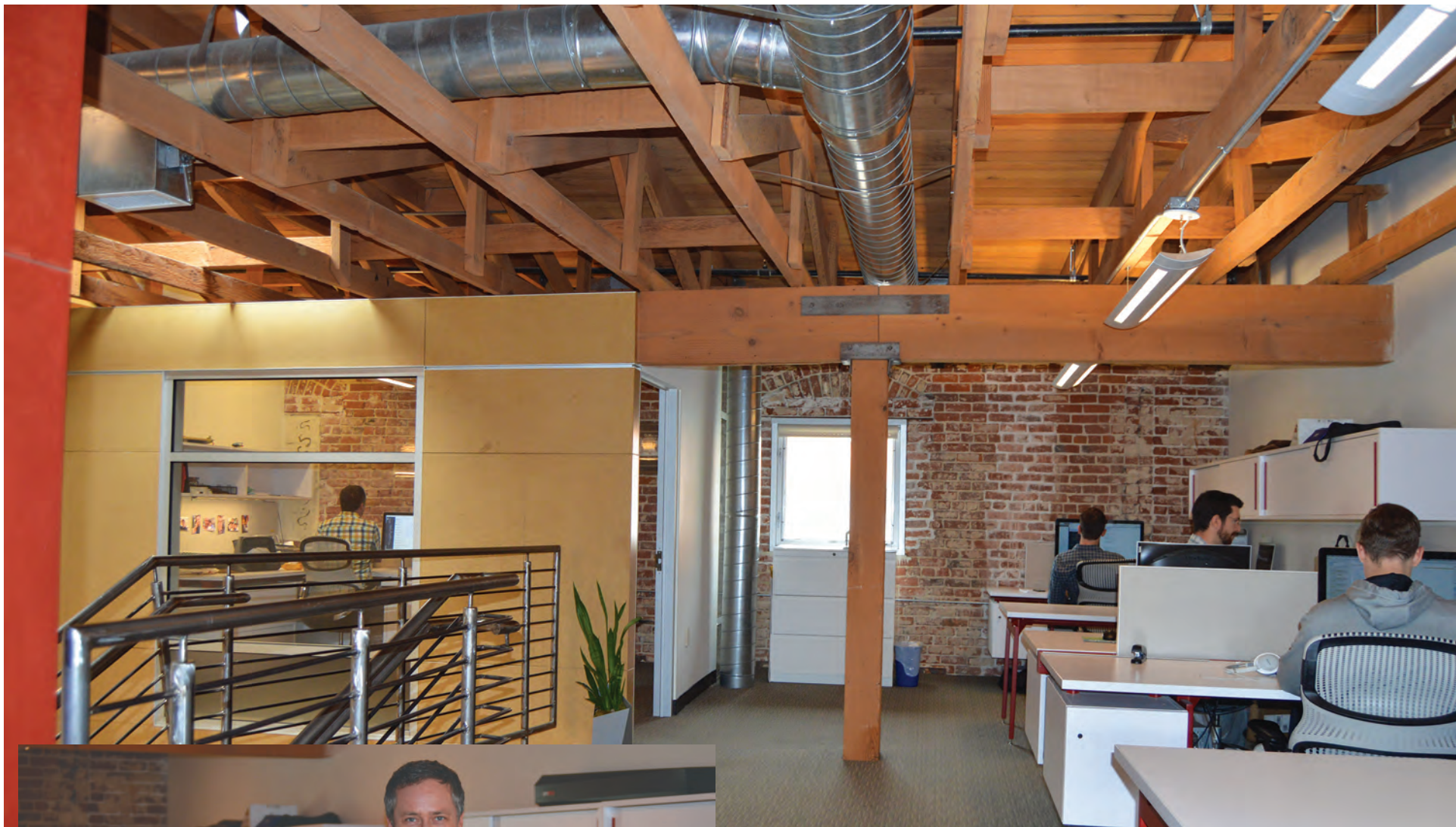


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The Creative Sector

(Continued From Page 27)

explained. “So they are understanding that brand experience is really the next biggest thing for marketers.”

Studies have shown that Millennials are craving experiences when they consider purchasing a product – a desire that’s drastically different than previous generations of consumers, according to Ahn. “It’s no longer just about a customer walking into a store and picking up a piece of merchandise and buying it,” she said. “We think of ways to help clients interact with the customer or anybody who walks into their store,” she explained.

SET Creative recently partnered with Jordan, Michael Jordan’s sports attire brand, to launch its flagship Chicago store. The store isn’t just about shopping – it’s about the experiences the brand has to offer. “If you go into that store, there’s a place where you can train athletes. There’s a place where you can shoot hoops, like a basketball court in the actual store. And then on top of that, we really encourage shoppers to try on new shoes,” Ahn said.

“Experiential marketing is literally transforming the way money’s spent, because your ad dollars are being used more on a grassroots level,” Holguin said. As experiential marketing is on the rise, so is the integration of social media in marketing, which might include sharing photos or videos on the mobile applications Instagram or Snapchat in order to convey a brand’s story, he added.

The popularity of mobile devices – a trend that began with Millennials and spread to many age groups – is also changing the way marketing agencies do business, according to Deborah Castro, president and CEO of Long Beach-based Creative Productions. “People are spend-

ing more time on their mobile devices. They are spending more time doing searches on their mobile device than they are on their desktop,” she said.

“You really need to design things that will work no matter what type of device you’re looking at,” she said. When it comes to advertising, “As much as story telling is important, it’s also important to serve up things in small bites because of the fact that it is on a mobile device,” she explained. “It’s kind of the whole emoji generation, where you have to tell it with less words in a lot of cases.”

Because many of today’s consumer trends are driven by Millennials, Holguin said he’s tapping into that generation’s knowledge. “Everybody wants to target Millennials. And who knows them better than themselves?” he said. “So the thing for us has been integrating Millennials here, bringing them into our work force and then empowering them.” Older employees with more experience bring the “how-tos” to the table, while Millennials let the firm know what’s trending, he explained.

Moving forward, many of those interviewed by the Business Journal expressed their intent to increasingly work with other local creative firms in the future, not just in business but also to promote their presence in the community.

“There are so many creative spaces in Long Beach, and we need to just bring them out so that the huge [creative] agencies and the startups find Long Beach to be their next home,” Holguin said.

“There’s a very cool environment happening, and I see that around town as people are connecting more,” Dysart said. “I’m strongly thinking about trying to advocate for some more creative collaboration in the community,” he continued. “We’ve reached critical mass of good work and good people. And I think there’s an opportunity there.” ■

Top: Employees work in an open office environment at JLOOP, a Downtown Long Beach-based creative agency specializing in digital platforms. Above: Jay Dysart, president and founder of JLOOP, said his company is made up of a tight-knit group of 10 people, plus an extended team that’s brought on for specific projects. JLOOP’s employees make time to integrate fun and exercise into their workdays on a regular basis. (Photographs by the Business Journal’s Larry Duncan)

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Designory

(Continued From Page 1)

“It’s ironic now that none of those clients are here anymore,” Grigg said. “All of our clients are remote, but what we’ve done is we’ve expanded offices to where they are. So this is like the mother ship.” Designory now has offices in Chicago, Nashville, Tokyo, London, Hong Kong and Paris.

Long Beach has changed quite a bit since Designory first opened its doors and, as Grigg views it, the changes have been for the better. In the company’s early days, people would occasionally come off the street and collapse on the steps of its Victorian house, she recalled.

“There used to be quite a bit of gang activity,” Grigg said. “It was tough. But now it’s so much safer, so much cleaner and, again, it’s vibrant.”

“There’s something great about the vibe in Long Beach. It doesn’t feel like you’re in L.A. It’s got a richness,” Grigg reflected. “I think that’s important for a creative company.” Development and improvements in the downtown area, including on Pine Avenue and at the convention center, are adding to this vibe, she noted.

Designory works closely with California State University, Long Beach, to draw from its design program’s talent pool. “I started a program with Tor Hovind, who’s one of

ready know what they want, they can open an interactive section of the mobile brochure that provides details of each model and allows users to visually experiment with color and accessory choices.

“The idea here is people don’t realize how websites are very difficult to navigate to get the information you need about cars. This is a much more linear approach to how someone would learn about a vehicle,” Grigg said while swiping through the application on an iPad. “What we’re finding is the average time spent on the tablet version of these applications is 20 to 40 minutes. And the average website is one to three minutes,” she noted. “This is a device that the dealers love, so all the sales guys are now carrying around these iPads.”

The firm also recently “won a ton of awards” for a

“If everybody is doing everything [while] holding their device, that changes how you need to get your message across. How do you optimize the experience on that platform? It’s really all about, how do you connect with people on the screens that they are taking with them everywhere?”

Lynne Grigg, Chief Creative Officer, Designory



Lynne Grigg is chief creative officer at Designory, a creative marketing agency founded in Long Beach in 1972. The first floor of the firm’s downtown office, where she’s pictured, is almost entirely devoted to one of its top clients, Nissan. (Photograph by the Business Journal’s Larry Duncan)

the design professors at Cal State, about 12 years ago,” Grigg said. “I thought, we get so many of our best creative people from that program. I wanted to find a way to not only tap into the best and the brightest but also to help demonstrate to them what a great company Designory is.”

Each year, Designory takes on a senior class from the university’s design program, and that class works on a project for one of Designory’s clients. They receive academic credit toward their coursework. “They’re young people, and we want to use them as essentially a focus group to do research, to identify what motivates them,” Grigg explained.

This is just one of the ways the firm contributes to the community, according to Grigg. “We spend a lot of money at the local restaurants as well. We’re definitely foodies around here,” she said. “And we’re always looking for good pro bono opportunities.”

One of Designory’s biggest clients from the beginning has been Nissan. Nearly the entire first floor of the firm’s offices is devoted to servicing this client by coming up with new and interactive ways to engage consumers with the product.

One of their recent accomplishments has been the creation of a mobile application for tablets that allows customers to learn about every vehicle Nissan produces. Customers can click through a detailed description of a vehicle to aid in their purchasing decision, or if they al-

video advertisement they produced for Nissan’s Juke – a somewhat “funny looking car” that’s unique for its ability to have custom color accents added to it, Grigg noted. But the firm doesn’t just win awards for its videos. At just one recent awards ceremony, the Horizon Interactive Awards, Designory and its work took home six prizes, including the “2015 Distinguished Agency” recognition.

Designory’s roots serving the auto industry are still well entrenched today. Major clients include Infiniti, Subaru and Audi, for which Designory produces a full-fledged magazine. It’s these accounts that have spurred the company’s international growth, Grigg said. But the creative agency has also expanded beyond the automotive industry, with major clients like Regal Entertainment Group, Peninsula Hotels and HP Inc.

Designory’s services are comprehensive. It offers integrated marketing online and in print, digital strategy services, content marketing, user experience and design services, technology development, point of purchase tools, social media strategy, search engine optimization and analytics. Some offices have certain specialties – the Chicago office, for example, is well known for its web design expertise, according to Grigg.

The late Dave Almquist had a vision for the company to “do things better, faster, more logically, at a fair price and never screw up,” Grigg said.

“We’ve really grown with our clients. It’s funny – we



Designory’s sprawling offices in Downtown Long Beach, which take up three floors of an Ocean Boulevard office building, include an array of in-house technology and equipment to meet client needs, including this video production room. (Photograph by the Business Journal’s Larry Duncan)

always say we’re like a virus. Once we get in, we grow – in a good way,” Grigg said. “We have really grown from being originally collateral experts to product content specialists. And there’s really nobody who does what we do.”

Designory’s name is made up of two concepts that drive the firm’s work – design and story. “Storytelling” has become a bit of a buzzword in the marketing world in recent years, with many creative firms boasting that they’re master storytellers on their websites. While its overuse has made the word “bankrupt,” as Grigg put it, she believes Designory still has a unique spin on the concept.

“Honestly, what distinguishes our storytelling is our foundation in the product. That really is our secret sauce. It is what makes us different,” Grigg said. “We look at everything from the product point of view first, and that inspires the creative solution,” she explained. “It’s that product insight that really no other companies look at. They may look at it superficially. We look at it in depth, and we uncover stories about our clients’ products that they are not often aware of. And it’s that kind of insight that our clients rely on us for.”

Grigg continued, “We love complexity. We love diving deep. We are specialists at making the complex simple, understandable and beautiful. And that has always been who we are and what we do, even today.”

Changes in consumer behavior, many of which are being driven by the Millennial generation, are altering Designory’s focus in certain areas, shifting its emphasis to digital and social media strategies. “If everybody is doing everything [while] holding their device, that changes how you need to get your message across,” Grigg said. “How do you optimize the experience on that platform? It’s really all about, how do you connect with people on the screens that they are taking with them everywhere?”

Grigg reflected, “I’m super proud of this company. And I feel that we have embodied what was truly special about the Designory back from the Victorian house days to today.”

She concluded, “We are master craftsmen and subject matter experts, and our work shows it. And our lengthy client relationships prove it.” ■

Inside City Hall

For The Record, The Records Are Missing



By **GERRIE SCHIPSKE**

Just recently, I was subpoenaed by a resident of the 5th Council District who is alleging that she slipped and fell over a raised sidewalk. Normally, former councilpersons aren't brought into cases, but this resident also alleges that I, my staff and numerous other residents walked her neighborhood as part of my "Shaping Up the 5th" program and that we filled out yellow cards that noted broken sidewalks, curbs, streets, street signs and trees in need of trimming. She is asserting, through her attorney, that the city was on notice about the bad condition of the sidewalk and that the city failed to repair it in a timely manner and that is why she was injured.

She is correct that, for over three years, we walked the 5th District and filled out large cards (which we also left at homes if we could not see a problem). These cards were brought back to my council office where I reviewed each and every one of them, made a copy of the card and entered them into e-mails sent to the director of public works and onto a spreadsheet. Copies of the card were given to the public works director and the original cards were kept in my office. If I saw a particularly serious problem, I would e-mail the director while I was walking. Data was also entered into the computer where we maintained over 44,000 records of residents and the history of their contact with us.

The data from these walks were discussed in person with the director of public works at a monthly meeting and other public works staff, particularly those involved with tree problems. This data was used by public works to map out where infrastructure repair would take place. I made certain we had tree trimming, street and curb repair and sidewalk repair done at the same time in different parts of the district so that there was always something being done to improve our neighborhoods. I also gave input on what sidewalks needed full replacement and which could be "saw cut" – which was a program I brought to Long Beach that enabled sidewalks to be fixed for as little as \$25 per panel.

So I was shocked and dismayed to learn during my deposition that, despite the extensive compilation of this data, not only is the city denying (under oath) that these records ever existed, but one city official stated that he never even knew I walked the district (despite his having accompanied me to review tree problems).

When I first took office, I found that all prior records had been destroyed. So I authored an ordinance, which the city council approved, that prohibits the destruction of outgoing city council records. When I left office, not only did we leave dozens of boxes of files that were indexed, but also infrastructure maps, notebooks on infrastructure and other projects as well as a custom contact system that contained eight years of contacts with 44,000 residents.

Apparently, when the current councilperson was asked for these files, she responded that she had sent them all to public works, who now says they don't have any records.

The point of "Shaping Up the 5th" was to document infrastructure needs in the 5th Council District in a manner that had never been done. By including residents on these walks, it gave them an opportunity to see firsthand what their neighborhood needed. It also provided a way to help public works systematically repair infrastructure by mapping out on a street-by-street basis what had been repaired and what needed to be done. I presented these maps and data during all of my public State of Fifth events.

Checking prior council agendas, I have yet to find council approval for destruction of records by public works or anyone else who had access to this eight-year history.

Next column: Does Long Beach Really Need A City Manager?

(Gerrie Schipske was elected to both the Long Beach Community College Board of Trustees and the Long Beach City Council. She is the author of several books on Long Beach history. Her blog is www.longbeachinside.blogspot.com.)

Effective Leadership

When You Say 'Leadership,' Guess What Millennials Hear?



By **MICK UKLEJA**

One of the most common complaints we hear describing today's emerging generation is Millennials don't respect authority. "They text constantly, refuse to leave a voicemail, expect everyone to adapt to their way of thinking, and call me by my first name! Hey! I'm their boss!"

This raises an important question. What if respect is a secondary issue and leadership is the real issue? Leadership is thrown around in business and academic circles as the word du jour. Pundits and presidents talk about its importance and complain

about its absence. What leadership is, and what it looks like, seems to be getting lost in translation.

In my MBA class, I teach that there are four components to leadership: it's a process; it includes influence; it involves a group; and it includes common goals. Therefore, leadership is a process where an individual influences a group of individuals to achieve a common goal.

So here's what you need to know. If you parent, manage, live with or work with a Millennial, this is what they often hear when you talk about leadership.

Leadership is more responsibility, but not necessarily the good kind.

Ninety-one percent of Millennials aspire to be leaders. They are eager for the moment when they can prove to you (and to themselves) that they deserve to be there. Be aware that some Millennials may wait for you to give them a leadership role, but don't be surprised if others enthusiastically volunteer to take on a new project. Don't misunderstand their ambition as arrogance or a lack of respect for authority. They look forward to new

challenges and are inspired by leaders that bring them higher.

Leadership is a résumé builder.

Millennials have learned that, to have a competitive edge when looking for a job, they need to have leadership experience. They didn't make this up. From an early age, this generation was trained to bolster their shallow résumés with advanced leadership experience. As a result, many have been effectively prepared to work with and lead teams. Millennials thrive when collaborating in a team setting with self-assigned roles and distinct responsibilities. Often a Millennial's leadership role does not come with a title. Help them discover that it's the experience of leadership, not the title, that is priceless. Great leaders do not become great because they or someone else calls them great. They become great because they are serving and adding value. And sometimes that service is silent or in secret.

Leadership is more than an award.

Millennials have earned a reputation for being the "Trophy Generation." This generation has been called leaders and winners since childhood. So it would be very easy

for adult Millennials to view leadership roles as either inevitable or as an award for doing a good job. You have the opportunity to teach Millennials that leadership is a responsibility to serve others and make them successful in their work. To a Millennial, an award is more than money. They grew up with prize boxes, and they can be just as satisfied with time off, flexibility to work from home or even – by our standards – a silly award. One of the best awards you can give a Millennial is your trust. Trust is everything to Millennials.

Just like respect, leadership is not given. It is earned. Being put in a leadership role is not a destination. It's the beginning of a rewarding journey of growth and discovery. Incentivizing high performing Millennials with leadership roles will engage them as they take more responsibility for organizational outcomes.

And that's very motivating.

(Mick Ukleja is an author, speaker and generational strategist. He keynotes across the country on leadership, generational diversity and personal productivity. He is co-author of the best seller, "Managing The Millennials, 2nd Edition." Check his weekly blog at www.LeadershipTraQ.com.)

Small Business Dollars & Sense

Presidential Candidates And Small Business Concerns, New Survey Reports



By **BEN ALVARADO**

A majority of small business owners say the issues most important to them are not being addressed in the presidential campaign, and business owner optimism remains in a holding pattern, according to the latest Wells Fargo/Gallup Small Business Index. While small business optimism over the past year has been higher than at any point since 2008, many business owners remain cautious about today's economy and the year ahead. In the latest results, the overall index score saw a slight decline – from 67 to 64 in the current index, the same level as one year ago.

Small business owners were also asked about the 2016 presidential election campaign in the latest index. The survey found that small business owners are significantly engaged in news about the presidential campaign. A total of 87% of business owners are following the election either very closely (56%) or somewhat closely (31%). This is a much higher percentage than the average American, according to Gallup. In a recent national survey of adults, Gallup found that only 37% of Americans were following the election very closely and 38% somewhat closely. Ninety-two percent of small business owners said they do plan to vote in the November election.

While half of business owners (50%) said the outcome of the November presidential election will have a major impact on their small businesses, there appears to be significant doubt among small business owners that the candidates are addressing their concerns. Less than three in 10 small business owners surveyed (28%) said the presidential candidates are discussing the issues most important to them as small business owners. Notably, this is much lower than the 58% of national adults surveyed by Gallup in mid-April who said that the candidates are addressing issues most important to them. Less than half (47%) of business owners surveyed said they understand the candidates' issues extremely or very well.

In a sequence of questions, small business owners rated the importance of 15 specific issues to their small business when the new president takes office. Small business owners said that the new president's actions relating to these top issues were extremely or very important to them:

- Small business implications of the tax code, tax regulations and tax rates, 83%;
- Economic policies that affect small business owners, 77%; and
- Healthcare and the current healthcare law, 73%.

Other issues that were rated as extremely or very important by two-thirds or more of business owners included, actions that would increase consumer confidence and terrorism/national security. Among issues at the low end of the importance ranking for small business owners were climate change, minimum wage and education.

When business owners were asked to identify the most important challenge facing their business, 16% cited attracting customers and finding new business as the top concern. Other top concerns included the economy (10%), government regulations (10%) and hiring and retaining quality staff (9%). These challenges have been consistently reported as top concerns of small business owners since early 2013, although the order of concerns shifts from quarter to quarter.

(Ben Alvarado, a 25-year veteran of Wells Fargo, is the president of the bank's So. Calif. Region, which stretches from Long Beach to Orange, Imperial and San Diego counties.)

Realty Views

Will The Face Of Real Estate Change With Millennials?



By TERRY ROSS

The impact of the Millennial generation (approximately ages 18 to 35) has been felt in nearly every aspect of society, from our economy to the outcome of our next presidential election. Advertisers and marketers constantly study the power and influence of this group. And of course, they are of particular interest to those in the real estate industry who seek to identify their best buyers.

More advertising is geared toward this group than any other demographic, with the rationale that this age bracket is in its prime earning and spending years. However, leaders in the housing industry are concerned that the student loan debt carried by many Millennials has become a roadblock to home ownership.

According to a new Pew Research Institute study, more than 36% of this age group are neither renting nor buying homes. Instead, they are opting to live with their parents.

Over the past decade, the Great Recession effected many changes in our economy and society, as people lost their homes and generations of families moved in together to save money. Yet most observers are at least a little surprised to see such a high rate of adult children living with their parents. In fact, this is the “... first time in more than 130 years, adults ages 18 to 34 were slightly more likely to be living in their parents’ home than they were to be living with a spouse or partner in their own household,” according to the Pew report.

Recent statistics indicate that someone is buying homes – purchases in April increased by 16.6% over March (the largest one-month increase in more than eight years). And 160,000 new private sector jobs were reportedly created in April. The real estate industry (and many others) have touted the Millen-

nials as the engine of this growth. But now we are told one-third of this engine is living with mommy and daddy.

According to online rental site Apartment List, it would take an average of a decade for a typical Millennial to come up with a 20% down payment to purchase a home in the top dozen in-demand urban areas. In San Francisco, for instance, it would take 28 years.

When the recession hit, many companies jettisoned older, more expensive workers for younger ones who would accept less money. A major contributing factor to the recession was salaries that would not support growing home prices. Once the trend started towards younger, cheaper labor, the ability of these workers to afford rising prices was even more severely limited. And the imbalance of affordability in many locations just got worse once prices began to go back toward pre-recession levels.

Another key factor in all of this is the changes in banking and lending. After massive bailouts by the government, qualifying for a mortgage under much tougher guidelines and decreased income levels is not conducive to bringing the Millennial generation into the housing market.

Numerous studies also point to a different generational mindset regarding homeownership, investments and living arrangements when it comes to Millennials. The Pew study notes that more than half of Millennials are in a “non-traditional” living arrangement as adults, meaning they may be living with friends, co-workers, parents or even grandparents.

Currently, the older generations (including Baby Boomers) are still buying things (including homes) and – in some statistical analyses – are fueling more of the economy than younger generations. Still, a report like the one published by Pew Research should cause alarm. It shows a dangerous trend, not only for home buying but for all the industries that it supports, such as home goods, construction, etc.

It won’t be long until the Millennials will take the place of the older demographic when it comes to really fueling the economy. The question is will they be ready?

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

THIRD SECTOR REPORT

Stand For Your Mission: Nonprofit Boards And Advocacy

(Continued From Page 1)



By JEFFREY WILCOX

ble display of community leadership as a spectator sport and needless “rah rah” among their fiduciary responsibilities. Non-profit boardrooms that were once campaign headquarters for ending child abuse, guaranteeing equal rights, ending poverty, cleaning up the environment and celebrating art are losing their velocities. It seems as though board meetings and boardmembers are getting stuck in the mire of organizational mundane, and the result is mediocrity.

This is a serious matter. So much so that BoardSource, the nation’s repository and think tank for nonprofit boards of directors, rewrote its “Ten Responsibilities of a Nonprofit Board” last year to emphasize mission advocacy. This recasting of a definitive set of statements about the duties of a nonprofit board-member would be our sector’s equivalent to the Second Vatican Council.

“Expanding the expectations for boards around advocacy in this seminal

publication is putting a stake in the ground,” explains BoardSource President and CEO Anne Wallestad. “We are saying that advocacy is too important to the success of our missions to be considered something ‘extra’ or ‘nice to do.’ It’s absolutely essential to the work of our organizations and to our ability to fulfill our missions and serve our communities.

“If we care enough to sit on a board, then we must care enough to stand up for our missions. It’s not one more thing. In some circumstances, it’s the one thing that will really make a difference,” she concluded.

Community forums, op-ed writing, white papers, rallies and active speakers bureaus are some of the tools of advocacy which have stirred passion, public dialogue, financial contributions, relentless volunteers and tireless employees across generations. Most any board would be hard-pressed to look at its history and not see these activities were central to their formative years.

To reinforce the importance of a board-member’s responsibility to advocate, BoardSource has launched a national initiative called the “Stand for Your Mission” campaign. (www.standforyourmission.org) The campaign provides tools and resources for boards to set advocacy expectations amongst its members.

Organizers of the campaign are clear that the estimated 20 million boardmembers who devote their lives, their money and their time to nonprofit causes are an underutilized force of citizens who must

champion community and societal advancement without having to step into the quagmire of partisan politics.

Confusing advocacy with lobbying has been an age-old excuse and scapegoat for boards to sweep their advocacy responsibilities under the table. Pound-ing podiums, leading town halls, proposing private-sector initiatives, and speaking out for citizen involvement, as opposed to government intervention, to advance healthy, safe and flourishing communities is a far cry from calling for legislative action.

The starting place to heed the advocacy responsibility is for boards and boardmembers to understand the actions their predecessors took to get their organizations off the ground. An advocacy agenda mobilizing those efforts in a contemporary way, so the organization gives voice to its mission, acts as a community campaign headquarters for a commonly-held value and cause, speaks as a subject expert whenever possible and is viewed as a “go to” resource.

There’s truth in “what goes around comes around.” The wake-up call is that history has already proven that advocating boards get things done for communities. Abdicating that board obligation doesn’t.

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

Long Beach Business Journal

Vol. XXIX No. 11
June 7-20, 2016

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

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Regular Office Hours

Monday-Friday 8:30 a.m.-5:30 p.m.

Business Journal Subscriptions

Standard Bulk Rate: \$30.00
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1st Class: \$70.00
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