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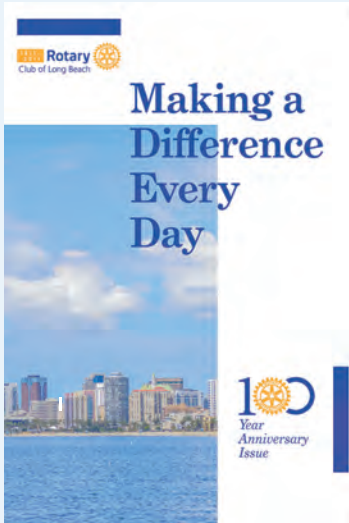
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## City Attorney Charles Parkin Provides A Glimpse Into His Department's Workings

By **SAMANTHA MEHLINGER**  
Assistant Editor

In a city that spans 51 square miles with a population of more than 470,000, more than 5,000 municipal employees, its own police and fire departments, a massive port complex, miles of beach and waterways, acres upon acres of parks, city-run oil operations and a dizzying array of other infrastructure, one thing is certain: there will be lawsuits.

That's where City Attorney Charles Parkin and his department come in.

Parkin was appointed in 2013 when then-city

attorney Robert Shannon retired before the end of his last term. Parkin was elected by the people of Long Beach to continue serving in the position in 2014 and is coming up on the end of his four-year term next year.

Long Beach is a city in the minority – in most cities in the state, the position of city attorney is an appointed one.

As city attorney, Parkin serves as the legal advisor to the City of Long Beach, providing legal counsel and support to the city council, city departments and municipal employees “relating to

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Charles Parkin was appointed to the position of city attorney in 2013, and subsequently elected by the people of Long Beach to a full four-year term in 2014. He oversees 70 staff members, of whom 23 are attorneys. Long Beach is one of few cities in California with an elected city attorney. (Photograph by the Business Journal's Larry Duncan)

## Incoming Chamber Chair Kent Peterson's Priorities: Small Business, Membership, Board Involvement

By **SAMANTHA MEHLINGER**  
Assistant Editor

Although Kent Peterson does not officially take over as chair of the board for the Long Beach Area Chamber of Commerce until July 1, he is already making moves to grow the organization's membership, put a heavier emphasis on small business, and create a more engaged and active board.

Peterson is a longtime Long Beach area local and businessman. His family moved from Wichita, Kansas, to Cypress in 1969 after his father snagged a job at McDonnell Douglas in Long Beach. He

and his family still live in the area. “I have three sons. . . . And my wife I met when she was still in high school. I had just graduated high school,” Peterson said. “We got married as soon as I graduated from Cal State Long Beach.”

Peterson noted that he and his identical twin, Kevin, whom he co-founded Long Beach-based P2S Engineering with, grew up with an entrepreneurial spirit.

“We started our first business at 14 [years old] painting houses because our mom said, ‘Get out of the house and go do something. Why don't you go paint houses in the neighborhood, and you guys can just start up your own busi-

ness,’” Peterson recalled during an interview at the Business Journal's offices. That was his first venture with Kevin. “Always had it in our blood,” he said.

Both Kent and Kevin attended California State University, Long Beach (CSULB), where they studied engineering. At age 17, Kent went to work for a local engineering firm run by John Sosoka. Kevin went to work for Sparvan, another local engineering company. The firms eventually merged, bringing the brothers together in the workplace.

It wasn't long before the twins put together their own business

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## Airport Passenger Numbers Expected To Set Records

By **BRANDON RICHARDSON**  
Senior Writer

In 2016, approximately 2.8 million passengers traveled through Long Beach Airport. Director Jess Romo and airport staff project 3.5 million passengers will pass through the airport's terminal this year, which will be the most annual passengers in the airport's 94-year history.

“We still have half of the year to go, so we have to wait and see how that might actually materialize,” Romo said. “But based on our look-ahead schedule – we require all our carriers to supply their six-

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## Recognizing Their Legacy

Historic Long Beach Businesses And Organizations

By **GEORGE ECONOMIDES**  
Publisher

Too often, a city's roots are lost in time, as most city leaders and successful businesspeople prefer to look to the future rather than the past.

When the Business Journal staff brainstormed editorial focus ideas for the new year, we kept returning to words like “history” and “legacy.” We rattled off the names of several businesses we knew had

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## MILLENNIAL PULSE

### Love And Marriage-Futile Online Dating

By Assistant Editor Samantha Mehlinger

I'm almost 29. Everyone I know over the age of 50 wants to marry me off.

A certain relative who shall remain unidentified likes to tell me, rather woefully at this point I think, that I'm unlikely to find a match here in California

amongst the surfer bums. At least, not the kind of serious match that will result in marriage and the much-desired mythical “grandbabies” that my mom keeps requesting.

It has been sug-

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Members of the community joined Starbucks partners to celebrate the opening of a unique new store at 281 E. Willow St. The store is designed to support economic development through local hiring, partnerships with local woman and minority owned businesses, and in-store training programs for opportunity youth. It is part of Starbucks' national initiative to invest in underserved communities across the U.S. Pictured in the front from left are: Daritzta Gonzalez from the office of L.A. County Supervisor Janice Hahn; Suely Saro, field representative for State Sen. Ricardo Lara; Starbucks' employees Margaret Wehrly, district manager, Jenny Ponce, partner, and Nadine Doremus, store manager; Justin Ramirez, legislative director for the Office of Mayor Robert Garcia; 6th District Councilmember Dee Andrews; Vice Mayor and 9th District Councilmember Rex Richardson; and Rodney Hines, Starbucks director of U.S. Social Impact. Inset: Recent hires Sherry Zapata and Jenny Ponce lead a coffee tasting to kick off the store grand opening celebration. Both Sherry and Jenny were placed at Starbucks with the help of Pacific Gateway. Starbucks is partnering locally with Pacific Gateway to reach out to opportunity youth – young people between the ages of 16 and 24 who face systemic barriers to meaningful jobs and education. The company hopes to reach a collective goal of hiring 100,000 opportunity youths by 2018. (Photographs by the Business Journal's Larry Duncan) (Photograph by the Business Journal's Larry Duncan)



The Aquarium of the Pacific held its official public opening ceremony on June 20, 1998. Since that day, more than 26 million visitors have journeyed through the Aquarium's galleries, viewing over 11,000 animal inhabitants of the Pacific Ocean and learning about ocean and environmental issues.

As the Aquarium approaches its twentieth anniversary in 2018, its staff invites the community to share their favorite memories and stories of what the Aquarium has meant to them over the years. Did you visit the Aquarium as a kid and later pursue a career path related to animals, the environment, or the ocean? Have you celebrated a special day at the Aquarium? How does the Aquarium inspire you? Please submit your stories and photos at <http://pacific.to/shareaop>.

In future issues, we will be sharing highlights of Aquarium history, stories of our staff members, volunteers, and animals who have been here from the beginning, and what's next for the institution in coming years.



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#1 Dermatologist

Dr. Bryna Kane has once again been chosen Best Dermatologist, and Laser Skin Care Center was chosen Favorite Dermatologist, in the Press-Telegram Readers' Choice Awards. The award covers the area from Seal Beach to Carson and includes Los Alamitos, Long Beach, Lakewood, Cerritos and Downey.

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(Continued From Page 1)

gested to me that golf lessons are an ideal place to meet more serious types, but I quite conveniently have a pinched nerve that would make swinging the club out of the question. (Sorry, Tigers.)

Would I like to be set up with one of the military officer acquaintances of a family friend?

Or, it has been hinted, might I wish to join a professional organization where I could perhaps give out business cards as date bait?

I have just one close friend who is married. Perhaps that's not the norm, I don't know. But frankly, my friends and I are typically far more concerned with figuring out what our next brunch stop will be than when we'll get hitched. And kids? Quite a few aren't even sure if they want them.

Research shows that marriage rates among Millennials are lower than in previous generations. But why? Is it that Millennials aren't interested in marriage at all? Do we just want to live out selfish existences taking selfies with our furbabies (that's slang for "pets," for you non-Millennials) and spending all our spare cash on brunch instead of college tuition for future human children?

Or is it something else? Perhaps some less unflattering reason, preferably?

Search "Millennials and marriage" on the web and you'll come back with some

these quandaries, dating and marriage have taken a backseat.

After all, it's kind of hard for us to figure out whether we want to get hitched when we just moved out of our parents' houses, and many into a place with up to three roommates.

These issues coincided with the development of technology that pretty much encourages total and utter laziness when it comes to romance: dating applications. And as a result, if you ask me, dating has become like a video game where no one advances to the next level.

I once texted someone I had been on a couple of dates with the simple query, "Drinks tonight?" In response, I received two long-winded, apologetic paragraphs explaining that I clearly had much higher expectations than he could live up to, that he was not in fact in a place for anything serious, and that it was best if we move along.

As a friend put it to me when I relayed the tale later that evening: "So you asked the bare minimum possible expectation — seeing you in a social setting — and that freaked him out?"

This was a dating application match. The fact that we went out at all is quite impressive, given that most people are so lazy on these applications that conversations typically fizzle out after an introduction. And honestly, I'm just as guilty of that myself.

This is not just my experience. One-



rather pointed titles:

- "For Many Millennials, Marriage Can Wait," a December Huffington Post piece proclaimed.

- "Why are millennials putting off marriage? Let me count the ways," The Washington Post quipped in October.

- The real doozy is courtesy of Bustle, also from October: "Millennials Aren't Just Getting Married Later In Life — More Than A Third Will Never Marry."

Stateline, a Pew Charitable Trusts project, analyzed U.S. Census data and, in an article released in February, found that in 2016, Utah was the only state where more than half of people aged 20 to 34 had been married at some point. "In 2000, 39 states were in that category," the article noted.

In California, 69% of Millennials in that age range have never been married, according to the report. In 2000, it was 50/50.

The national median ages for marriage were 29 for men and 27 for women in 2016, according to the report's analysis of census data. Those are two-year age increases from 2000.

At a time when people my age are delaying adulthood longer and longer as they cope with burdensome student debt and the high cost of living coupled with wages that don't meet the requirements of

third of online daters have not actually met up with the people they have corresponded with online, according to Pew Research Center.

Dating applications are the worst. Anyone who has used them for a length of time will tell you this. I blame the early 2000s MTV series "Next," where a contestant would sit on a bus and would-be dates would enter to see if they could hit it off and go to a date location. But the contestant could at any time unilaterally declare "Next!" and the potential match would be whisked away by MTV goons.

This is the essence of online dating, except all you have to do is swipe right on your smartphone for "like" and left for the new version of "next."

Will online dating lead to more marriages? Only 5% of married adults in America have met online, so maybe that should tell us all something.

I'm leaning towards no.

My last interaction with an online dater was with someone who let a conversation fizzle only to text me a month later. After I ribbed him for it, he replied: "Sometimes things need to marinate. Dry aged steaks can sit for months on end."

"Congratulations," I replied, "you literally just compared a woman to a piece of meat."

Next. ■





Overlooking LA and Orange County, the city of Signal Hill is an enclave completely surrounded by the city of Long Beach. The Signal Hill Chamber of Commerce was founded on the principle to make our community a better place to live, work, and do business in and around the city of Signal Hill.

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The Alamos – 136 Apartments  
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The Pacific – 163 Apartments  
3rd Street and Pacific Avenue



The Linden – 49 Apartments  
434 E. 4th St.

■ By **BRANDON RICHARDSON**  
Senior Writer

## Development News

### Sares-Regis Group Breaks Ground On Three Developments

Property management company Sares-Regis Group, the mastermind behind Douglas Park, broke ground on three multi-family residential projects in the downtown area on June 1.

“We’ve seen the early signs of what a renaissance looks like in an urban core, and we’ve been convinced for several years that it is happening here in Downtown Long Beach,” Chris Payne, managing director for Sares-Regis, said during the event. “We are happy to be here early, and we hope we’re a good part of what continues the progress the city has really made in changing the dynamic of downtown.”

One project, The Alamos, located on the northwest corner of 1st Street and Alamos Avenue, began construction last month and is estimated for completion in spring 2019. The seven-story development consists of 136 market-rate apartments and 2,500 square feet of retail and restaurant space along 1st Street. Amenities include a rooftop deck and clubroom, a luxury fitness center, an outdoor kitchen, multiple indoor and outdoor community living rooms, and a bike workshop and storage room.

The next project to begin is The Linden, which is slated to start construction this month, with completion estimated for spring 2019. Located at 434 E. 4th St.,



Irvine-based property management company Sares-Regis Group (SRG) celebrated the groundbreaking of three projects in the Downtown Long Beach area: The Alamos, located on the northwest corner of 1st Street and Alamos Avenue, includes 136 market-rate apartments; The Pacific, located on the southwest corner of 3rd Street and Pacific Avenue, includes 163 apartments, 17 of which are affordable units; and The Linden, located at 434 E. 4th St., includes 49 market rate apartments. Pictured from left: Dave Powers, senior vice president of SRG Residential; Mayor Robert Garcia; Chris Payne, managing director of SRG; John Pinnell, development manager of SRG Residential; and Kelly Peart, president of SRG Contractors LP. (Photograph by the Business Journal’s Larry Duncan, Renderings at top of page courtesy of the City of Long Beach)

between Linden Avenue and Long Beach Boulevard, the six-story building consists of 49 market-rate apartments and 2,550 square feet of retail and restaurant space. The project includes a rooftop deck, a luxury fitness center, an outdoor kitchen, outdoor community living rooms, and a bike workshop and storage room.

The last project to begin construction is The Pacific, located on the southwest corner of 3rd Street and Pacific Avenue. The seven-story development is scheduled to begin construction in July, with an estimated completion in summer 2019. The

largest of the projects, The Pacific consists of 163 apartments, including 17 affordable units. There is no retail or restaurant space, rather ground-floor townhomes will line all street frontages. The building will also feature a rooftop deck and clubroom with kitchen, a luxury pool deck with spa and cabanas, a luxury fitness center, an outdoor kitchen, multiple indoor and outdoor community living rooms, and a bike workshop and storage room.

“We need to build all types of housing. So anytime we build a unit in the downtown and are creating more folks that are

paying their taxes and supporting the businesses down here is good for the city,” Mayor Robert Garcia said. “[The projects] are going to invigorate lots that have been empty for decades. They’re going to bring in new neighbors. They’re going to support the small businesses that are here. And most importantly, I think, is they are going to continue to create a vibrancy of the community.”

All three projects are being built on what are now surface parking lots and include two levels of underground parking. Michael Bohn, senior principal at architecture firm Studio One Eleven, said that replacing parking lots with nearly 350 residential units is a positive step away from the previous suburban-thinking, car-centric era.

“There is no question that Downtown Long Beach is booming. This is an incredible community,” Garcia said. “I’ve always said that we would measure our success in the downtown by the amount of cranes and jobs and construction and people working on developments, and it’s happening.”

### City Venture Breaks Ground On Townhome Development

On May 24, City Ventures Inc. celebrated the groundbreaking of Huxton, a development project consisting of 40 three-story townhome condominiums located at 227 Elm Ave.

“Huxton will be a unique addition to the East Village and will enhance the vitality of the downtown,” Mayor Robert Garcia said in a press release. “This new community will bring more high-quality housing to the area and increase the diversity of housing options in Long Beach.”

## Realty Views

### Young Buyers Blamed For Home Building Decline



By **TERRY ROSS**

In some real estate industry corners, the overall decline in home building – even as the economy has rebounded in recent years – is not so much tied to the usual culprits (lack of land, financing or good jobs for buyers) as it is the result of changing preferences by younger purchasers who have different wants and needs than their parents did.

Much of this discussion has centered around the Millennial generation – the 22- to 37-year-old age group that economists and advertisers love to ogle over as the current engine of the economy.

But a recent analysis by BuildZoom, a

website for construction contractors, calls out younger buyers as having a different mindset than their predecessors when it comes to making a home purchase.

During the final decades of the 20th century and even into the current millennium, the so-called American dream was to own a home in the suburbs with a lawn and a single-family detached home in a quiet neighborhood with this kind of quality of life as the priority – even if it meant a long commute to work.

According to the BuildZoom report, young buyers want to live closer to mass transit, restaurants and where they work. They want more of a communal living environment where they can socialize, be entertained and even walk to these kinds of “experiences,” as opposed to a big home and yard miles away in the suburbs.

This change in preferences has started a new trend of less housing being produced, since land to build in urban areas is at a premium and those that are being built near the city centers are higher-end. Suburban neighborhoods are cheaper to build, and there is more available land on the outer edges of metropolitan areas. But with the demo-

graphic shifting away from these areas, builders are not producing as much housing in these outlying locations. Cheaper homes in the suburbs are giving way to more expensive urban projects that keep many first-time buyers out of the market.

The study pointed out that new homes within five miles of the centers of the country’s most expensive and densely populated metro areas have surpassed the levels of the year 2000 – the last benchmark year for a normal market – but are 50% below that year when you count housing being built more than 10 miles out from the civic centers. So, the overall production is down, and the shift has been to pricier housing that has taken many buyers out of the market.

It was also pointed out that rental housing production is popular near city centers, since the cost to purchase in these areas can be prohibitive to many young buyers who would rather be in those locations than buy a suburban home and face a longer drive to many things.

“The expensive cities tend to be shifting toward a paradigm that says having a better location is better than having a fresher, greener, newer place,” said Issi Romem,

chief economist at BuildZoom. He also noted that for civic center locations in the nation’s metropolitan areas to be able to accommodate this changing demographic and encourage more building of entry-level and affordable housing, land-use restrictions need to be eased so that higher-density can be utilized to build high-rise condos.

“Do you care about preserving things the way they are so that only wealthy people can continue buying in, or do you want to [encourage more density] so that housing is more affordable for everyone?” he added.

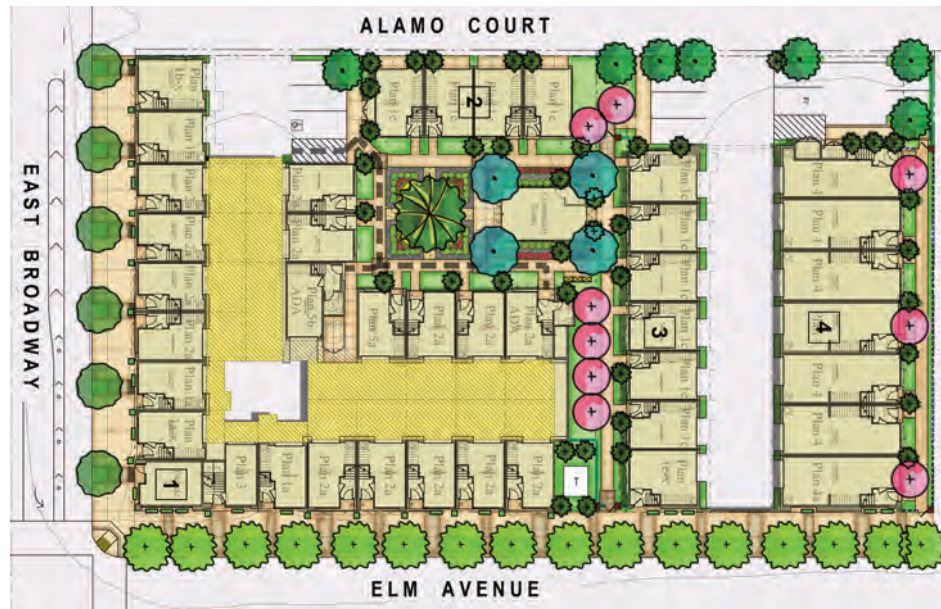
In the last century, there was a time when urban centers were popular, but increasing crime, poor schools and general decay led to suburban flight and the popularity of outlying areas in major cities. Now, those central city areas have made a comeback and revitalized in many places – and the appropriate housing for all income levels needs to be addressed for the increasing popularity of these desired areas.

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





A rendering and site map (below) of the City Venture townhome development located at 227 Elm Ave. (Renderings courtesy of the City of Long Beach)



The solar-powered, all-electric units will be situated above a garage, and the project will feature a community building room, outdoor courtyards and an integrated pedestrian paseo. The advanced technology and the energy- and water-efficient features "promote a healthy, active and earth-friendly lifestyle." The project is one of the first single-family condominium housing developments to be built in Downtown Long Beach in nearly a decade.

"We are excited to take part in the revitalization of the Downtown and work with the City to help create something really meaningful to the residents of Long Beach," Phil Kerr, chief executive officer of City Ventures, said. "We are not only a leader in the development of infill communities, but as an eco-friendly home-builder, we pride ourselves on offering solar-powered, all-electric new homes such as here at Huxton."

## Early Childhood Education School Breaks Ground

On May 24, community leaders gathered for the groundbreaking of a new Educare learning facility on the Clara Barton Elementary School campus, located at 1100 E. Del Amo Blvd. The new Educare Los Angeles at Long Beach is the first Southern California facility in the company's network of 22 schools. Construction is expected to carry through 2018 on the \$18 million project. Once completed, the site would serve up to 200 students per year by providing learning spaces for children of underprivileged families in the area. Academic features include low student-to-teacher ratios, family-oriented ac-

tivities and a dual-language program. Operating costs are estimated at up to \$3.4 million per year. Prospective students must meet state preschool and Head Start eligibility to enroll. For more information, visit [www.educareschools.org](http://www.educareschools.org).

## Southeast Area Specific Plan Going To City Council

At its June 1 meeting, the Long Beach Planning Commission voted unanimously to approve the Southeast Area Specific Plan (SEASP) for the city council's consideration. The proposed plan includes amendments to height restrictions, the general plan, the Local Coastal Program and zoning codes, as well as three zone changes. The

(Please Continue To Page 8)



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(Rendering courtesy of Stars Behavioral Health Group)

(Continued From Page 7)

SEASP would replace the current Southeast Area Development and Improvement Plan (SEADIP), which was adopted in 1977. In 2006, the city council directed staff to update SEADIP regulations to better meet the needs of residents and property owners in the area. In June 2013, the city council accepted a \$929,000 grant from the California Department of Conservation to update SEADIP, of which the current proposed plan is a result. The plan is meant to “bring regulations in the southeast part of the city into conformity with today’s vision for the area, to comply with state requirements for more compact mixed-use development and to provide the range of mobility options the public has expressed a desire for and are mandated under the city’s Mobility Element as well as state law,” according to city documents. The plan is also meant to rectify current environmental shortcomings, including adding protections to the surrounding wetlands. If approved by the city council, the plan would still require the approval of the California Coastal Commission.

**Broadway Bike Lanes**

In an effort to continue Long Beach’s bike and walkability improvements, it is

proposed that the 1.5-mile stretch of Broadway between Temple and Alamitos avenues be next to be placed on a road diet. The proposed plan would reduce the street from four lanes down to two and include the addition of bicycle lanes featuring high-visibility green pylons seen in other parts of the city. Though the environmental impact report has yet to be certified, City Engineer Sean Crumby said the Public Works Department could begin work as early as this fall.

**Real Estate News**  
**24-Hour Mental Health Facility Approved**

At its May 23 meeting, the Long Beach City Council voted unanimously to reject four appeals and approve the city’s first ever 24-hour mental health urgent care facility, developed by Stars Behavioral Health Group.

Located at 3200-3220 Long Beach Blvd., the 24-hour facility would be capable of admitting up to 12 adults and six adolescents. The building would also house a crisis walk-in center, which would be open from 8 a.m. to 8 p.m. daily.

Stars Behavioral Health Group is headquartered in Long Beach and will run the



**Stepp Commercial Completes \$10.55 Million Sale**

Stepp Commercial principal Robert Stepp represented a private investor from Signal Hill in the \$10.55 million sale of a 56-unit

apartment portfolio consisting of three Long Beach properties (one of which is pictured at upper left). The three properties include a 20-unit property at 765 Cerritos Ave., a 24-unit property at 731 Orange Ave. and a 12-unit property at 933 Alamitos Ave. “This portfolio offered the buyer a solid mix of one- and two-units with rental upside and ample parking,” said Stepp. “Additionally, this is the downleg for the seller in a 1031 exchange who wanted to sell its smaller assets and trade up into a larger, single, turnkey apartment community for easier property management functions. Overall, this increased the seller’s cash flow and provided the buyer with a value-add opportunity in a non-rent controlled market.” Robert Stepp also represented the buyer, Corona Del Mar-based Mandek 10 Property Partners LLC. ■

operation on contract with the Los Angeles County Department of Mental Health. Advocates for the center claim such facilities ease the burden on law enforcement and reduce rates of incarceration and hospitalization, while connecting patients with appropriate treatment.

Appellants were not opposed to a mental health facility but had safety concerns for residents in the surrounding neighborhood. However, the conditional use permit approved by the city council includes a requirement for security guards to be present at the facility at all times.

The project is a reuse of a 14,409-square-foot medical office building already located at the site. Improvements to the site include parking lot repaving and restriping, security lighting and cameras, a 6 1/2-foot block wall along Elm Avenue and 32nd Street, landscaping, and improvements to surrounding sidewalks, curbs and gutters.

**United Pacific Moves Into New Headquarters**



On May 30, Joe Juliano, president of United Pacific, operator of 375 gas stations and convenience stores, and his 125 employees moved into the company’s new headquarters located on the southeast corner of Cover Street and Worsham Avenue in Douglas Park. (Photograph by the Business Journal’s Larry Duncan)

As of May 30, United Pacific, operator of 375 gas stations and convenience stores in California, Oregon, Washington, Colorado and Nevada, is fully moved into and operational at the company’s new 41,000-square-foot headquarters located on the southeast corner of Cover Street at Worsham Avenue in Douglas Park.

“We’re thrilled to be in Douglas Park. It’s a great area,” United Pacific President Joe Juliano said. “Our employees are just ecstatic to be here, excited to be in a new space – walking around with smiles and a little bit of a bounce in their step. We’re just really excited to be in Long Beach.”

The company relocated from Gardena and chose Long Beach due to its central location to its 125 employees. Juliano explained that the company chose Douglas Park specifically for its proximity to Long Beach Airport and the 405 Freeway.

The company currently occupies about 36,000 square feet of the new space, with plans to lease the remaining 4,000 square feet. Juliano said that ultimately the space will be for company expansion in the future.

Juliano describes the facility as state of the art and ultramodern, with Google-esque type amenities. The lobby of the building is a mock gas station and convenience store – car and gas pumps included. The workspace is an open-air environment with areas for employees to collaborate. The facility also includes a gym, game tables, an outdoor patio area, a terrace, vibrant colors and outdoor water features.

“We have been doing business here for a long time, and now it’s the place we call home,” Juliano said. “We see the city as being progressive and going through a bit of a transformation for the better, and we wanted to be a part of it.” ■

# CITY OF LONG BEACH

## BID OPPORTUNITIES

TITLE	BID NUMBER	DATE
Parking Guidance & Wayfinding Systems	R-7090	06/07/2017
Improvements to Runway 7R-25L	R-7085	06/07/2017
Automotive Glass Replacement and Repair	ITB FS17-080	06/07/2017
Chevrolet Suburban, 4WD	ITB FS17-076	06/07/2017
Homeland Security Grant Administration Support	RFP DC17-082	06/07/2017
Patrol Boat Engine Replacement-Cummins Engines	ITB FS17-087	06/08/2017
On-Call Pro Engineering &Arch Svcs for LB-MUST	RFQ PW17-085	06/09/2017
Hydraulic Hoses and Fittings	ITB FS17-088	06/14/2017
Cisco Network parts of LBGO & LGB Projects	ITB TI17-090	06/14/2017
EMC VNX5300&VNX5500 Prem Hard/Software Sprrt	ITB TI17-091	06/14/2017
Cummins & Detroit Engine Parts & Repair Services	ITB FS17-094	06/15/2017
Traffic Signal Equipment	ITB PW17-084	06/15/2017
Hitachi VSP Hardware/Software Maintenc. Renewal	ITB TI17-103	06/19/2017
Leeway Pier, Gandola Dock & Shed Struct Rebuild	R-7031	06/20/2017
S-1 Sewer Lift Station Rehab Project (SC-0275)	WD-23-15	06/22/2017
Rainbow Lagoon Recirculation Pump Repl Project	R-7065	06/22/2017
Allison Transmission Parts & Services	ITB FS17-086	06/22/2017
Daisy-Myrtle Bicycle Boulevards	R-7080	06/28/2017
Whaley Park Concession Building Improvements	R-7025	06/29/2017
CC&B/MWM/Integration Managed Services	RFP TI17-095	06/29/2017
Employee Healthcare Benefits Consultant/Actuary	RFP HR17-104	06/30/2017
Develop & Implement Traffic Calming Measures for Traffic Exiting the I-710 into Long Beach	R-7053/R-7056	07/05/2017

**\*\*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/](http://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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# Business, Environmental Interests Push For Renewable Natural Gas As Near-term Solution For Cleaner Air

■ By **SAMANTHA MEHLINGER**  
 Assistant Editor

What if we could capture the gases naturally produced by landfills, water treatment plants, dairy farms and other sources of organic waste, strip out the majority of associated greenhouse gases and toxins, and convert the gases into a renewable, clean fuel?

What if we could use that fuel source to power the infrastructure and vehicles that cause pollution at local ports years before zero-emission electric technology will be required?

And what if doing all this would create more than 100,000 high-paying jobs in the state and generate an estimated \$14 billion in economic impact?

This is the vision championed by the Coalition for Renewable Natural Gas, an organization representing 90% of all renewable natural gas (RNG) producers in the United States and Canada. As the San Pedro Bay ports work together to revise the emissions requirements of infrastructure and vehicles operating within their scope under a new version of their joint Clean Air Action Plan (CAAP), the coalition is pushing to see this vision incorporated.

"The ports for many years have had the admirable goal to get zero emissions in operations around the port," Greg Roche, vice president overseeing sustainable



Four members of the Coalition for Renewable Natural Gas recently stopped by the Business Journal to discuss how expanding the use renewable natural gas through policy making would not only have environmental benefits, but also act as an economic stimulus. Pictured, from left are: Greg Roche, vice president, sustainable trucking, of Clean Energy; Jason Johnston, corporate communications manager of Clean Energy; Robert Viers, vice president of SCS Energy; and Raymond Huff, vice president of SCS Engineers. (Photograph by the Business Journal's Larry Duncan)

trucking for RNG Coalition member Clean Energy, a leading provider of natural gas fuels and fueling stations, told the Business Journal.

According to Roche, the discussion of zero-emission technologies in relation to port operations typically revolves around electric-powered equipment and vehicles. When it comes to heavy-duty trucks, however, that technology is not yet available and may not be for some time.

"And that means you have got to kind of look out and push things off into the future because it doesn't really exist yet," Roche said. "We can't get ahead of ourselves from

a technology standpoint, so we can just kind of talk about very long-term goals."

The CAAP draft discussion document proposed a 2035 goal of converting all trucks at the port to zero-emission technology. The document also proposed requiring all cargo-handling equipment to be zero-emission by 2030. "But from an actionable document of what happens between now and 2035, it lacks detail," Roche said.

The RNG Coalition, in addition to other groups like the California Natural Gas Vehicle Coalition and the Coalition for Clean Air, are advocating that the ports include a 2023 benchmark in CAAP that would re-

quire trucks and perhaps terminal equipment to operate at zero-emissions equivalent, or near zero-emissions.

The previous iteration of CAAP required all trucks operating within the port area to be 2007 or newer models by 2012. However, Roche and other members of the RNG Coalition, who joined him in a meeting at the Business Journal's office on May 10, argue that requiring use of newer RNG-fueled trucks could help the ports further reduce air pollutants and greenhouse gas emissions.

A 2017 report by the University of Riverside's College of Engineering-Center for Environmental Research and Technology found that 2010 diesel trucks equipped with emission control systems (the cleanest available diesel trucks today) that operate in the ports emit up to five times more nitrogen oxide (NOx) emissions than the Environmental Protection Agency's (EPA) certification standard. When these trucks were operating at slower speeds, such as while idling or in stop-and-go traffic, NOx emissions increased.

Emissions of NOx cause particulate matter and ozone and are associated with various health conditions such as asthma and heart disease.

In contrast, the university found that the cleanest heavy-duty natural gas engine available produces emissions that are 90% cleaner than the EPA standard and also fall

(Please Continue To Page 11)

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A photograph of two men in safety gear at a port. The man on the left, wearing a black cap, sunglasses, an orange safety vest, and white gloves, is pointing at a control panel on a large metal structure. The man on the right, also in a black cap and sunglasses, wears a yellow and orange safety vest and has a tattoo on his left arm. The background shows industrial equipment and a yellow safety railing.

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## A Clean Air Solution

(Continued From Page 9)

below the more stringent California Air Resources Board standard for NOx emissions. In fact, they operate at near-zero emissions.

“This is a little bit of guess work because commercial fuel cell and electric battery trucks don’t exist yet. But people have looked at them, and the ratio is four times the cost of the natural gas truck,” Roche said. “So from an emissions standpoint [and] cost effectiveness, the renewable natural gas technology is by far the lowest cost way to get to where we want to go.”

RNG is a non-fossil fuel-based natural gas that is derived from organic material. According to Robert Viers, vice president of SCS Energy, the fuel is usable not just for transportation but also across a variety of industries. SCS Energy, a division of Long Beach-based SCS Engineers, specializes in designing and operating bio-gas-fueled power plants.

“SCS designed and built, and we currently operate, the only digester gas-to-pipeline quality natural gas plant in California,” Viers said. RNG is created by capturing and cleaning the natural gas given off by the decomposition of organic material. SCS’s anaerobic digester at the Point Loma Wastewater Treatment Plant captures gas from the raw activated sludge filtered out by the plant and converts it to fuel for delivery into the natural gas supply pipeline.

“So the fossil fuel-based natural gas actually has more contaminants than what we produce because we have gone through a very extensive cleaning process,” Viers said. “It goes through a membrane process or pressure string absorption process where all those contaminants are removed. So all that’s in our gas is methane, carbon dioxide and, depending upon the source gas, maybe a little bit of oxygen. That’s it. There’s nothing else.”

RNG produced by anaerobic digesters removes all volatile organic compounds, water and sulfurs and removes all but 2% to 3% of carbon dioxide, according to Viers. “So what you have is basically a pipeline natural gas equivalent. It’s actually cleaner than pipeline gas,” he said.

Creating more renewable natural gas facilities at landfills, waste water treatment sites and even dairy farms would not only help produce clean-burning RNG, it would also help reduce contaminants and greenhouse gases entering the air, proponents argue.

“What’s happening right now at most every landfill and all the waste water treatment plants . . . [is] those gases are being created. There is nothing you can do about it, because it is part of the process,” Viers explained. “Most of the time up until probably the last 10 or 15 years, they were just flared off. They didn’t do anything with them at all. . . . And then they got the bright idea, well, let’s use that fuel.”

There are 36 plants in the United States that convert landfill gas to RNG, but none of these are in California, according to Viers. Requiring port truckers and operators to convert their equipment to RNG power would create the demand to change that, he noted.

“UC Davis did a study that said statewide, what are the available sources that could be used for renewable natural gas production? And they came up with

about two billion gallons equivalent a year of fuel,” Roche noted.

“We have companies that are outside of California that are using renewable natural gas throughout the U.S. because we can deliver it to them at the same price as conventional natural gas, but they have all the benefits of the carbon reductions,” Roche said. While the process to clean up RNG is expensive, state and federal programs offset the cost, he explained.

The State of California has also passed requirements mandating that businesses recycle their organic waste, holding local jurisdictions responsible for creating programs to do so. One option would be through the creation of anaerobic digester facilities to manufacture RNG. “It’s all part of the zero waste endeavor,” Raymond Huff, vice president of SCS Engineers, noted.

Bill Magavern, policy director for the Coalition for Clean Air, pointed out that creating a 2023 implementation date to eliminate diesel trucks at the ports would help reduce harmful air emissions before the proposed 2035 mandate for zero-emissions operations. The organization dates back to 1971 and strives to improve air quality in California.

“We see a role for renewable natural gas in fueling natural gas vehicles in the heaviest sectors,” Magavern said. Using the low NOx natural gas engines that are currently available in tandem with RNG would create “huge air quality improvements,” he argued.

“You can look at the evidence that shows that the [Southern California coastal] area has the worst smog in the country,” Magavern continued. “The American Lung Association

recently released its State of the Air report, which confirms that in fact the Los Angeles area has the very worst smog in the United States, as it has for many years. In addition, the region is out of attainment for particulate matter. So in both those cases, cleaning up trucks and other freight equipment is an essential part of getting to clean air.”

A report commissioned by the California Natural Gas Vehicle Coalition and the Coalition for Renewable Natural Gas found that requiring low NOx-emitting trucks fueled by RNG would create positive associated economic impacts in California.

“What’s the economic impact? So it’s 130,000 new jobs between 2018 and 2030,” Viers said. “And those jobs will be high paying. You know, over \$68,000 a year, which is twice the median average.” The overall estimated economic impact to the state would be \$14 billion, he said.

“And one of the fascinating things I thought was for every job created in this particular sector, two additional jobs get created from indirect sources,” Jason Johnston, corporate communications manager for Clean Energy, noted.

The CAAP draft discussion document contained one mention of renewable natural gas, noting that the South Coast Air Quality Management District and Cummins Westport, Inc. are working to develop and demonstrate a larger low NOx-emitting truck engine than is currently available. That may be available as soon as 2018, according to the document.

The Coalition for RNG and the California Natural Gas Vehicle Coalition both submitted comments on the CAAP requesting

a 2023 conversion from diesel trucks to low NOx-emitting RNG-fueled trucks be considered.

“We are pushing very hard. As hard as we can to make sure that our solution is part of their solution,” Roche said.

Magavern pointed out that his coalition is not advocating for one fuel source alone as a solution to clean up the air. “We think that the ports need to move further, faster to reduce the pollution that comes from their operations, which includes the ships, the equipment at the terminals, the trucks, the trains,” he said. “And we need to quickly move to the cleanest available technology in all of those sectors to reduce the pollution.”

Magavern continued, “What we want to do is to see implementation of a guiding principle that is in the state’s Sustainable Freight Action Plan, which we worked on for years. And the governor published it last July. The principle that I am talking about says that we should deploy zero-emission technology wherever it’s feasible. And in those areas where zero-emission technology is not yet feasible, we should use near-zero emission technology combined with renewable fuels.”

Port of Long Beach spokesperson Lee Peterson said that the ports are evaluating all comments and input on the CAAP and have not yet determined which recommendations to include in the CAAP update.

“The two ports are continuing to accept the community’s input as we move to release the draft document this summer and bring the final CAAP to our joint board of harbor commissioners for consideration in the fall,” Peterson said. ■



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## Single-Payer Health Insurance Passes California Senate; Cost Analyses For State And Federal Proposals Released

■ By **SAMANTHA MEHLINGER**  
Assistant Editor

A week and a half after the Senate Committee on Appropriations (COA) released a fiscal analysis that determined the proposed Healthy California Act would generate annual costs of \$400 billion per year, the state Senate passed the legislation. SB 562 now moves to the State Assembly.

Conceived and authored by Sens. Ricardo Lara, who represents Long Beach and Signal Hill, and Toni Atkins, the bill, Senate Bill 562, would totally overhaul the state's health care insurance system

with a government-run, single-payer, fee-for-service system that would replace Medicare and Medicaid. It contains no specific plans for funding.

The COA analysis contended that \$200 billion in existing federal, state and local funding could contribute to the annual cost to run the new health care system.

"About \$200 billion in additional tax revenues would be needed to pay for the remainder of the total program cost," the report states. "Assuming that this cost was raised through a new payroll tax (with no cap on wages subject to the tax), the additional payroll tax rate would be about 15% of earned income."

By comparison, the total state budget is currently about \$180 billion per year.

Following the vote, the National Federation of Independent Business swiftly released a statement of condemnation from Executive Director Tom Scott: "For the last several years, small business owners have consistently ranked the rising cost of health care, regulations, and high taxes as their top concerns. SB 562 creates an enormous bureaucracy which would add unbearable costs on struggling small business owners, at a time when the state is already burdening them with higher minimum wage costs and drastic gas tax increases."

In a May 23 article on proposed health care legislation in the Business Journal, Lara stated: "California has made huge progress under the Affordable Care Act and brought our uninsured rate to a historic low. But too many Californians still pay too much for health care that doesn't cover enough. Healthy California will create one high standard of care for all."

A cost and revenue analysis of the proposed federal American Health Care Act

was also released in recent weeks. That bill was passed by the U.S. House of Representatives in early May and is now in the hands of the Senate.

The Congressional Budget Office (CBO) found that, if implemented, the bill would "reduce the cumulative federal deficit over the 2017-2026 period by \$119 billion." The largest of these reductions would come from significant cuts to Medicaid.

There would be far fewer people with health insurance under the bill, the CBO found. "The increase in the number of uninsured people relative to the number projected under current law would reach 19 million in 2020 and 23 million in 2026," a summary of the report stated. "In 2026, an estimated 51 million people under age 65 would be uninsured, compared with 28 million who would lack insurance that year under current law. Under the legislation, a few million of those people would use tax credits to purchase policies that would not cover major medical risks."

To read the CBO's analysis, visit [www.cbo.gov/publication/52752](http://www.cbo.gov/publication/52752). ■

## HealthWise

### Stroke Doesn't Discriminate – Know Your Signs



By **ANGIE WEST**

**A** stroke occurs when a vessel in the brain is blocked by a clot or ruptures. During a stroke, blood flow is cut off, brain tissue is starved for oxygen and part of the brain dies. The more times that passes between when a stroke starts and when a person receives treatment increases the chances for brain function to be permanently lost. This is why when a stroke strikes, it's critical that the person experiencing symptoms receives medical attention and an accurate diagnosis as quickly as possible.

It's a common belief that a stroke occurs only in older age groups, but the truth is that stroke doesn't discriminate – anyone of any age, gender, race or ethnicity can be at risk for stroke.

#### Know the Signs

Even though strokes are the leading cause of long-term adult disability, and the No. 5 killer in America, many people aren't able to recognize the signs and symptoms when stroke does strikes. When every minute counts, make sure you can recognize the signs of stroke with B.E. F.A.S.T.:

- **B:** Balance Lost – Sudden loss of balance or coordination
- **E:** Eyes Blur – Sudden trouble seeing or blurred vision in one or both eyes
- **F:** Face Drooping – One side of the face droops or is numb
- **A:** Arm Weakness – Sudden weakness or numbness of an arm or leg, especially on one side of the body
- **S:** Speech Difficulty – Sudden confusion, trouble speaking or understanding speech
- **T:** Time to Call 9-1-1 – Call 9-1-1 immediately \*Note the time the symptoms started

#### Ways to Reduce Your Risk for Stroke

Knowing your stroke risk factors, following your doctors recommendations and living a healthy lifestyle are the best steps you can take to prevent a stroke.

- **Exercise regularly** – Exercise helps reduce blood pressure by making your heart strong. And the stronger your heart is, the less effort it takes to pump blood around your body. The lower your blood pressure, the lower your risk for stroke.
- **Weight control** – Being overweight puts you at a higher risk of developing high cholesterol, high blood pressure and diabetes – all of which can increase risk for stroke. Maintaining a healthy weight through diet and physical activity is important for stroke prevention.
- **Eat healthy** – Diets high in saturated fat and cholesterol can raise blood-cholesterol levels. Adding fruits, vegetables and drink options to your diet can improve your overall health and decreases your risk of stroke.
- **Stop smoking** – Smoking double your risk for a stroke when compared to a non-smoker. It reduces the amount of oxygen in the blood, causing the heart to work harder and allowing blood clots to form more easily. Smoking also increases the amount of build-up in the arteries, which may block the flow of blood to the brain, causing a stroke. When you quit smoking, your overall stroke risk will be greatly reduced.

Every 40 seconds, someone in the U.S. has a stroke. By knowing the signs, symptoms and ways to prevent stroke, you can help save not only your life, but that of someone else. Remember, with stroke time is brain. If you or someone you know begins experiencing the signs and symptoms of stroke, call 9-1-1 immediately. For more information on stroke, visit [MemorialCare.org/LBStroke](http://MemorialCare.org/LBStroke).

(Angie West, MSN, RN, CCRN-K, SCRN, ANVP, is the program director for the Comprehensive Stroke Center at MemorialCare Neuroscience Institute, Long Beach Memorial.)

### Medical Marijuana Ordinance Requested As Dispensary Application Process Continues

■ By **BRANDON RICHARDSON**  
Senior Writer

At its May 2 meeting, the Long Beach City Council voted unanimously for a draft ordinance to be brought back to council within 30 days that would allow the city to apply penalties on property owners and shut off utility services to unlicensed and illegally operating marijuana businesses.

"There's an opportunity for us as a council to ensure that patients, businesses and impacted communities are protected from unlicensed and illegally operating marijuana businesses," 3rd District Councilmember Suzie Price said during the meeting. "This council and many other cities in the region have had problems with illegal dispensaries that have really drained the cities of millions of dollars."

Price explained that in order to avoid the pitfalls of the city's previous attempt to allow medical marijuana facilities, the local government needs enforceable tools to reduce the likelihood of bad actors. She suggested that fines be substantial – in the thousands of dollars range – and that best practices in surrounding cities be examined when drafting the ordinance. Price added that she does not want the ordinance to focus on individuals growing marijuana plants on their private properties but rather commercial businesses.

During public comment, union representatives and legal dispensary owners praised the ordinance. They claimed that illegal dispensaries could be detrimental to the health of patients due to noncompliance with health regulations and would create an unfair playing field by being able to offer products at lower cost because they are not paying the taxes and fees. Additionally, commenters said legal dispensaries are high-paying union jobs that offer benefits, which are good

jobs for the community, while illegal dispensaries do not adhere to any such practices.

"This is a no-brainer. I'm happy to support it," Vice Mayor Rex Richardson said. "Being around for the last round when there were so many illegal operations and seeing the challenges that folks had dealt with, we need every tool that we can get to make sure that we protect quality of life for our neighborhoods."

The council decision comes three weeks after the deadline for finalized non-priority medical marijuana dispensary business license applications.

Because Measure MM on last November's ballot was a voter-driven initiative, city officials did not have any say in the number of businesses allowed in the city. The ordinance allows for up to 32 medical marijuana dispensaries to operate in the city, which can only be changed through another ballot initiative. There is no cap on other medical marijuana business types, which include cultivators, manufacturers, lab testers, distributors and transporters.

The city also cannot restrict the number of dispensaries or other marijuana businesses per district or neighborhood. The location restrictions for dispensaries are as follows: areas zoned exclusively for residential use; within a 1,000-foot radius of public or private schools, public beaches or another dispensary; or a 600-foot radius of public parks or libraries.

Dispensary applicants are broken down into two groups: priority, which are those who were previously awarded a business license to operate a medical marijuana dispensary in 2012, prior to the ban, and non-priority. The city received 179 non-priority business license applications and 16 priority applications as of June 2. An additional 8 priority applications can be submitted until July 24.

(Please Continue To Page 14)



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# Marijuana Ordinance

(Continued From Page 12)

Once a priority application has been deemed complete and meets ordinance requirements, the applicant can immediately move on to the planning review phase and then plan check, according to Ajay Kolluri, assistant to the city manager. Of the priority applicants submitted, 14 have been approved to enter the planning phase and could begin construction within a couple of months. Five of these 14 dispensaries are located at 1957 Pacific Ave., 1735 E. 7th St., 5227 E. 2nd St., 2512 E. Anaheim St. and 1501 Santa Fe Ave.

The city cannot begin to approve non-priority licenses until all 24 applications

are turned in or the deadline is reached. In the meantime, city staff is scoring each non-priority application on a 23-point system that examines multiple points relating to suitability of the proposed property, suitability of the security plan, suitability of the business plan and financial record keeping, criminal history, regulatory compliance history, community service, and labor relations. The point system criteria were taken verbatim from the ballot initiative.

“Then once the priority window closes, we’re going to move forward with posting the priority point ranking results,” Kolluri said. “If there’s a tie in the number of points that applications receive and the number of ties exceeds the number of licenses that we have remaining, then it goes to a public lottery.”

Kolluri explained that with no marijuana businesses legally operating in Long Beach, the city is not seeing any revenue. However, with city staff processing nearly 200 applications, some costs are being accrued, though he could not say how much.

As per the ballot initiative, dispensaries, manufacturing facilities, laboratory testing facilities and distributors will pay 6% of gross receipts, while cultivators pay an annual tax of \$12 per square foot of maximum cultivation canopy. These rates may increase to 8% and \$15 per square foot, respectively, by vote of the city council.

Initial projections of revenue from the medical marijuana industry in the city were approximately \$8 million, which will be used to offset the additional cost

of enforcement and education, according Kolluri. This estimate has not been updated because it is unclear how many medical marijuana businesses will begin operations in the city.

The application process for cultivation and testing began on May 1, while applications for manufacturing will not be accepted until August 1. Kolluri explained that the city must stagger the application process for different sectors to be able to complete each in a timely manner.

Once the application processes for each sector are complete, city staff will have a better idea of the actual revenue stream. However, until then, Kolluri said there is no way to give an accurate prediction. Additionally, he explained that even the initial \$8 million estimate is a long-term figure and will take time to achieve. Revenue generated will go into the city’s general fund.

“The budget process will address a lot of this,” Kolluri said. “The costs of marijuana enforcement and marijuana regulation and administration will be called out more as we move forward through the budget cycle. As businesses start to open, it will start to trickle in.” ■

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## Council Moves Forward With Exploring Commercial Waste Hauling Options

■ By **BRANDON RICHARDSON**  
Senior Writer

At its May 23 meeting, the Long Beach City Council voted unanimously to issue a five-year notification to city-permitted private waste haulers with the goal of exploring options to improve the private commercial waste hauling system by shifting to an exclusive franchise system.

Second District Councilmember Jeanine Pearce recused herself from the agenda item due to past affiliations with the labor groups involved, which bars her from participating in votes associated with the groups.

“Over the past year, community members from all across our city have stepped up and brought this issue to our attention, demanding that we give it a closer look,” Vice Mayor Rex Richardson said during the meeting. “As a major California city, it’s our responsibility to do our due diligence to make sure that we are setting a standard for the region and driving a dialogue on good jobs, a clean environment and a sustainable community.”

Richardson brought the agenda item forward with the support of councilmembers Dee Andrews, Lena Gonzalez and Roberto Uranga. Don’t Waste Long Beach, which is a coalition of environmental, community and workers’ rights organizations and is an affiliate of the Los Angeles Alliance for a New Economy, also played a major role in advocating for an exclusive franchise system.

Among Richardson’s major concerns are commercial waste haulers impacts

(Please Continue To Next Page)



on quality of life, safety and the environment. Abundant, overlapping and poorly coordinated truck routes account for much of his concerns, including air and noise pollution produced consistently. Additionally, Richardson argues that the constant presence of trash trucks makes dense areas, such as those lined with apartment complexes, unsafe for families who might have children playing along sidewalks, near streets and in alleys.

Richardson also cites the fact that Long Beach is without a zero waste plan and that commercial haulers' recycling rate was a dismal 20%, according to reports submitted in 2013. When compared to the city's trash program, which boasts a 74% diversion rate, Richardson said an exclusive franchise system would help increase diversion on the commercial side. Robert Nothoff, director of Don't Waste Long Beach, agrees with this sentiment.

"We're happy that our city leaders are working to establish region-wide standards in the commercial and multi-family sector," Nothoff said in a statement following the decision. "In order to be the green city we aspire to be, we need to transform our system here in Long Beach by increasing access to recycling for all city residents and businesses, and establishing efficient truck routing, which will reduce air and noise pollution."

A number of trash haulers and property owners have voiced concerns over the plan, stating increased prices will be inevitable due to the lack of competition an

exclusive franchise system offers. Opposition claims that increased waste hauling rates would be passed off to residents and small business owners, increasing rents and operation costs.

To determine the best course of action to reshape the commercial waste hauling system, Richardson asked city staff to evaluate other cities' plans, such as the soon-to-be-implemented exclusive franchise system in Los Angeles, evaluate successes and challenges and bring recommendations back to the council.

Additionally, councilmembers agreed that all stakeholders should be part of the process, including businesses, residents, food providers, business associations, commercial waste haulers and other experts. Fifth District Councilmember Stacy Mungo requested that any future system retain some sense of competition to ensure businesses and property owners the best service and price.

A study will also be conducted, which will require council approval if the contract exceeds \$100,000. Regardless of the timeframe and findings of the study and staff recommendations, no new plan can be implemented in the city until the five-year notice period expires.

"Some of the systems that were created early on do have some flaws," Mayor Robert Garcia said during the meeting. "I think we can improve on what other cities have done and ensure that we come up with what I think could be the model system in the country. I'm really hopeful that we can all work together and come up with a really great system." ■

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**City Attorney  
Charles Parkin**

(Continued From Page 1)

acts which are within the course and scope of their employment or official duties,” as phrased on his department’s website.

At council meetings, Parkin is on hand to answer legal questions from the council related to the policies they seek to implement. In the office, he preps for these meetings, runs a staff of 70 – including 23 lawyers – and steers the city through a myriad of legal matters. There are workers’ compensation claims, police force cases, personal injury litigation, contract disputes (many related to the port’s capital improvement projects), liability claims for damages, and cases the city is pursuing itself.

Parkin recently stopped by the Business Journal’s office for an interview about all of the above.

“My client is the City of Long Beach,” Parkin said. “Being elected certainly provides me with independence from the city council. And independence, I think to me, gives me some freedom to tell them exactly how I think [about] a case or what my recommendation would be without worrying about how I am going to offend them.”

He added, “We still may not go the direction I say, because they have the vote at the end of the day for the policy. But it certainly gives me that additional freedom to not worry about having to give them the right answer that they want to hear.” Parkin noted that his role is simply to determine how their proposals would work in a real-world capacity and how to apply them.

Working under Parkin, who has been a city employee for 33 years, are 70 employees. These include 23 lawyers: two assistant city attorneys, three principal deputy city attorneys, departmental counsel, harbor department counsel, litigation attorneys and workers’ compensation attorneys. Remaining staff include an investigator, claims adjusters, claims assistants, and administrative and support staff.

That may seem like a lot of people, but considering the size of the city and the workload, Parkin said he could use additional staffing. “We think we are certainly understaffed comparable to cities of our size: Sacramento, Oakland, etc.,” he said. “And so it leaves us vulnerable when somebody is gone . . . on vacations or, say, we have a couple of folks out on maternity leave.” He added, “You’ve got to plan for



City Attorney Charles Parkin has a view of the new civic center under construction as well as the Long Beach Police Department headquarters and the Governor George Deukmejian Courthouse to the right. (Photograph by the Business Journal’s Larry Duncan)

it and you deal with it, but it just creates a little more work for the other folks.”

In the future, Parkin believes it will be necessary to bring on a few more litigation attorneys and a couple more for departmental counsel.

Recently, Parkin requested four additional attorneys to help cope with a mounting workload related to the legalization of medical marijuana dispensaries and growing facilities within the city, and was granted one new position by the city council.

“We asked for and now are hiring that attorney that is going to be handling the issues with medical marijuana. It just sucked up so much of our resources,” Parkin said.

Typically, attorneys that apply to work at the city end up taking a pay cut if they were previously working within the private sector, according to Parkin. “And I can honestly say that several of the attorneys that we have recently hired, I don’t think anybody has come and gotten a raise when they came to work for the city. Everybody has taken a pay cut,” he said.

“But I think some of those issues are personal issues for those attorneys,” he noted, citing a desire for work-life balance,

shorter commutes, and the security of working for the city as opposed to a private firm. For example, a recent addition to the department was a partner in a private law firm and one of the top 50 women lawyers in California. But her work necessitated frequent travel to Sacramento away from her home and family in Long Beach, so working at the city ultimately proved to be more desirable, he explained.

Parkin has the authority to hire and make employment-related decisions within his department, but he often consults the city’s human resources department in doing so. “I always like to get HR’s input even though they aren’t making the call,” he said.

In some instances, Parkin requests that the city council hire outside counsel to provide legal services, a move he admitted tends to draw criticism. “We try and, to the extent we can, limit the use of outside counsel,” Parkin said.

Typically, these instances arise when Parkin cannot spare the resources or when the department does not have the expertise to tackle a certain matter.

The city’s lawsuit against BNSF Railway Co.’s proposed Southern California

International Gateway (SCIG) rail yard project, for example, would have eaten up far too many of the department’s resources, so outside counsel was hired.

There are many other parties involved in the SCIG case, including the Long Beach Unified School District and a handful of trucking companies, among others. Last year, a judge ruled against BNSF’s project, declaring its environmental impact report to be insufficient. BNSF is currently appealing that decision, so the city is still involved in litigation.

“It’s very difficult to budget, especially for a case like the SCIG litigation,” Parkin said. “So we charge the insurance fund for some of those cases. And the insurance fund really is an allocation to all of the departments based upon previous years’ liabilities. Everybody pays into the insurance fund to defend the city.”

In the case of the SCIG suit, the city has spent about \$1 million over about four years on outside counsel, but Parkin anticipates being able to recoup those costs.

The city might spend as much as \$4 million to \$5 million per year on outside counsel, Parkin said. “We have some big contracts, especially in the port, with out-

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side counsel that are significant dollar amounts," he explained. "And maybe we have spent \$3 million or \$4 million on a firm . . . for the Gerald Desmond Bridge, but that has been over a number of years."

Much of the work of the city attorney's office is devoted to handling personal injury or damage claims. The department has handled between 700 to 900 claims per year over the past few years, Parkin estimated. "You could have a lot of small cases that don't take a lot of your time, and then you could have one case that just could overwhelm you. So sheer numbers probably isn't the best way to look at it," he noted.

"So under the claims statute, we have 45 days to investigate those," Parkin said. The department uses a retired police officer as its investigator and former AAA insurance claims adjusters to assess damages, he noted.

The department also handles a sizable load of workers' compensation claims. "I think last year we spent about \$15 million to \$16 million on workers' comp. It's a huge number," Parkin said. "I think the claims have been down year to year overall, but the cost per claim has gone up. I would say the majority of claims involve our safety officers, both fire and police. And sometimes their injuries can be significant."

Parkin estimated that the number of employees gaming the workers' comp system is quite low. "You have maybe the one-half of 1% of the employees who are taking advantage of the system, who maybe don't want to come back to work or are not being truthful on what their injuries are," he said.

In his years as city attorney, Parkin said the most difficult cases have been related to the use of force by the police department. "Those types of cases are always difficult because the videos are never ever going to look pretty when force is used," he reflected. "And I think it's difficult because sometimes you will have cases where the officers followed their training [and] did everything appropriately, but the video just doesn't look good, and it's very difficult to convince the jury that we did everything right here. And we need to stand behind and support the officers that are involved in that."

Parkin added, "I think the world has changed. An officer used to go into a courtroom in uniform, and they commanded a certain amount of respect. And I think sometimes today we are fighting an uphill battle from the minute we walk into the courtroom."

Use of force cases are typically tried by a jury in a federal court, Parkin said. "Sometimes we try and settle these cases," he noted. "I think our officers are all sophisticated and understand that in some cases it's a business decision to settle the case and to cap exposure and to move on. And it's not a reflection that they did something wrong."

Asked if he has tried any cases himself since being elected, Parkin said no. "It's intentional. Just from a time standpoint, I don't think I could do it and do what I think I'm supposed to be doing on Tuesday [council meeting] nights and then have a trial and say I am out of pocket for four or five days," he explained.

Plus, if a case goes to the State Supreme Court, Parkin feels it is best to let the attorney who has been handling the case from the get-go gain that high-level experience. "I think it's kind of neat that they are able to do that. And you know, I am not going to try and pull the light from them," he said.

The toughest aspect of Parkin's job is his role as a manager. "You try and make sure that everybody is busy and everybody has got a fair workload and you're not overloading, and [that] staff has the resources they need to get the job done. And sometimes that is challenging with budget restraints or constraints," he said.

Parkin tries to create a work environment conducive to motivating employees. "I

think it's a great place to work. I love it because you have so many different things. I could be talking about a First Amendment protest issue one minute and the next minute you're doing a contract or something else," he said.

Asked if he has had any major disappointments on the job, Parkin said he has not. "I think I went in kind of knowing what the job was and knowing the ups and downs of it. I think I have gotten better at not getting so down on the downs or so up on the ups," he said. "But I get frustrated sometimes when people criticize either the city or our office and, clearly, they don't know and understand all of the facts. And that's frustrating. And I am sure it is frustrating for them. That's life in general." ■



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# Focus On The Long Beach Airport

## Airport Director Romo Provides Update On Projects, Priorities

(Continued From Page 1)

month schedule in advance — we see through November a continuation of full utilization of those slots.”

The slots referenced by Romo are, of course, those permitted by Long Beach’s strict noise ordinance, which limits the number of flights and flight times to maintain the quality of life for surrounding residents. Under the ordinance, 50 commercial flights are permitted daily, flown by six operators. JetBlue Airways holds 35 slots, Delta five, and FedEx and UPS one each.

Until recently, American Airlines held four slots but in February announced that it was giving up two slots, which were then allocated to Southwest. When Southwest takes over the flight slots in August, it will operate six daily flights out of Long Beach, including two to Sacramento, its latest addition.

According to Romo, prior to Southwest beginning operations at Long Beach Airport early last year, carriers — JetBlue in particular, as the largest carrier in the city — had a tendency to not utilize flight slots fully. However, with a new competitor chomping at the bit to utilize as many slots as possible, Romo said slot utilization has been between 95% and 98%.

After the Long Beach City Council’s January decision to not approve the addi-



Long Beach Airport Director Jess Romo said staff projects 3.5 million passengers will travel through the airport this year, a record for the 94-year-old facility. (Photograph by the Business Journal’s Larry Duncan)

tion of a federal inspection station at the airport to allow for international flights, some speculated a reduction in service from JetBlue, which initially requested the facility. Based on scheduling for the remainder of the year, this does not seem to be the case; however, Southwest has stated it would take over as many flight slots as it can at the airport.

“That helps us as the airport operator,” Romo said. “If an airline decides to make some adjustments, perhaps pull down their schedule partly or sizably, it’s good to know that there’s at least one carrier that has expressed interest in growing here.”

Romo noted that the airport respects the council’s decision on international flights and will continue to work with carriers and

other airport partners to grow business opportunities within current regulations and be proper stewards of the airport.

The airport and its tenants generate more than \$10 billion and 45,000 jobs in the Long Beach region, with an estimated \$1.1 billion in tax revenue at the federal, state and local levels. During the first quarter of this year, the airport itself generated \$11.3 million, a 35% increase compared to the first quarter of 2016. Last year, the airport generated \$38 million in operating revenue.

No General Fund monies go toward operating and maintaining the airport. Instead, operating revenue is put into the Airport Fund, which “remains in a strong financial position with no major con-

cerns,” according to airport staff. “In fact, Moody’s Ratings Agency has expectations that Long Beach Airport ‘will produce financial metrics in-line or above current level’ and that ‘enplanements will continue to experience positive growth.’”

In addition to paying for operations and general maintenance of the airport, the fund also pays for capital improvement projects, such as the \$13.5 million runway 25L improvements, set to begin in September and be completed in August 2018.

“[We’re] soliciting bids for that rehabilitation and reconstruction project, which must be received by early June,” Romo said. “Everything will be built to at least a 20-year life — that’s required of the FAA so we can be eligible for the grant money that has been set aside to do that project. That’s probably our single largest capital project that we have going on right now.”

Romo explained that the project requires rebuilding the foundation of the runway at either end, due to added stress of takeoffs and landings, as well as the repaving of the entire runway with special FAA approved asphalt. He said he expects to request city council approval for the project as early as July.

The airport is currently under construction on \$4 million in improvements to Lot A, a project that began in January and is scheduled to be completed by the end of October. This project includes new elevators and staircases, vehicle entry and exit point modifications, lighting and interior paint, and parking space restriping.

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## Long Beach Aviation And Aerospace Industries Have A Positive Trajectory

■ By **BRANDON RICHARDSON**  
Senior Writer

The City of Long Beach has a long tradition of being a hub for the aviation and aerospace industries. In 1923, Long Beach Airport was formed. The 1940s saw the opening of the Douglas Aircraft Company manufacturing plant on Lakewood Boulevard – known as McDonnell Douglas after merging with McDonnell aircraft in 1967 – which would go on to produce more than 15,000 aircraft in Long Beach. In the 1990s, McDonnell Douglas merged with Boeing.

Today, though the large aircraft manufacturing by Boeing ceased with the reduction of its presence to just office space, the city is still host to companies such as Virgin Orbit, a branch of Richard Branson's Virgin Galactic; Rubbercraft; Gulfstream Aerospace Corporation; and countless general aviation companies operating out of the still-thriving Long Beach Airport, which is projecting a record number of passengers this year.

“On a regional basis, I think Long Beach continues to play a vital role, with the fact

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is another improvement being discussed for the concourse, which would include double doors, a glass wall at both restaurants and nets to keep birds from entering the open area.

“We’ve got this great indoor-outdoor feel, and I think people are really, really attracted to that. Because of our indoor-outdoor feel, it’s also an opportunity for birds to be attracted,” Romo said. “Our engineering group is currently looking at things we can do in the open ceiling area and also ways to make sure that they don’t get in in the first place. We want travelers in there, not birds.”

Other improvement projects include Keystone Building repositioning and entry beautification. Construction has already begun on the Keystone Building, located at 4401 Donald Douglas Dr., just before visitors reach the airport’s valet parking facility. Once renovations to the existing building are complete, at least 30 security, engineering and accounting staff members will be relocated to the central location, some currently working from trailers. The first floor will consist of office space and a conference room, while the second will have additional office space, men’s and women’s locker rooms, and a storage area.

The estimated \$570,000 entry beautification project includes an airport monument sign, which is currently in the design phase and could be completed as early as fall, and improved lighting. The project also includes entry wall improvements, which include replacing fencing with a 10-foot-tall concrete wall. Wall im-

provements are scheduled to begin in August and be completed in October.

An operational change coming to the airport is an update to the minimum standards for companies, which were last adopted in 2008. Romo explained that typically these guidelines are updated every five years and that open-house sessions will be held to get operator feedback. He said minimum standards are a way to address any imbalance or lack of a level playing field among the various companies operating at the airport.

Prior to becoming director of Long Beach Airport, Romo oversaw Ontario and Van Nuys airports and was interim deputy executive director for operations and emergency management at Los Angeles International Airport. Romo is now eight months into his leadership at Long Beach, having started the position last September.

“I’m hoping that what [staff] is seeing is that what I wanted to do, number one, was to make sure I was really sensitive to making myself available to learn everything I could about the airport, the staff and the airport’s relationship to the city, the community and the leaders downtown,” Romo said.

Romo explained that his vision for the airport is to build a team that is fully engaged and excited about what is being done at the airport. He said that, for him, an airport is the most fun place to work because of the variety, challenges to overcome and relationships to be made, especially with a staff as small as the one at Long Beach Airport.

Additionally, Romo said he hopes to continue to diversify revenue streams, thereby making the airport rely less on aeronautical revenue streams. He said staff is looking at all opportunities to maximize returns on assets.

“You want the investment portfolio to be as varied as you can so that when one part of the market is not performing as strong as another part, you’ve got some other aspects that will help shore up during times that might be a little difficult,” Romo said.

One aspect of the job that Romo said was not completely unexpected – but he had to experience firsthand to fully appreciate – is how important an issue the airport is to the community. He said whether it’s those on the side of supporting operations and growth or those making sure it stays within its prescribed limits, people care and voice their concerns often.

Romo explained that he has come to respect residents on both sides of the issue because he recognizes the airport’s role as a member of the community. He said the airport exists to provide safe and efficient air travel, while supporting business and obeying regulations that have been set forth. This includes addressing the concerns of a large number of residents.

“The future of Long Beach Airport is good. I think folks want to have airports that are accessible, that are easy to get through, that are friendly – which we are,” Romo said. “I think we are in that enviable position where we’ve got this great small hub airport but still provide really nice service, and you can get to a lot of places from Long Beach.” ■



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## Positive Outlook For Airport Businesses

(Continued From Page 19)

that we are centrally located,” Curt Castagna, president and CEO of Aeroplex Aerolease Group, said. “I think that as you see the commercial activity increase in Orange County and Los Angeles, the role that Long Beach will play as a viable destination will continue.”

Castagna said activity level is up for business at the airport and its surrounding property, with increasing interest from aircraft operations. He attributes the appointment and leadership of Jess Romo as the director of the airport to the growing success. According to Castagna, Romo has been instrumental in building relationships around the airport and realizing the value of its diversity, not focusing only on commercial aviation.

Marketing for the city and the airport could stand to be refined to link the economic development potential as a corporate headquarters location with the airport, according to Castagna. He explained that that there is still some vacant hangar and office space at and around the airport but that companies are currently working to fill the gaps, such as the 40,000 square feet available in the former Abbey Company Building located at 4403 Donald Douglas Dr.

Castagna said he would also be remiss if he did not voice his disappointment regarding the city council’s January decision to deny the addition of a federal inspection service facility to allow for international flights in and out of Long Beach. He maintains that the facility would not have jeopardized the current airport restrictions and instead would have simply enhanced existing services.

“What continues to be unique about Long Beach over the other airports in the basin is that we are so diverse. We have from the smallest private aircraft owner to the airlines and everything in between,” Castagna said. “We’re really hoping to continue to work with the city to maintain those balances because we think those balances are good not only for the airport inside the fence but also that’s what best supports the community outside too.”

Kevin McCachren, president of Airserv, an aircraft ground support and ground equipment leasing company at Long Beach Airport, said his company is having a good year, up over last. One major factor is an increase in charter flights, aided by the Anaheim Ducks National Hockey League playoff appearance.

Sports will continue to play a role in charter flights and overall economic impact in Long Beach, according to McCachren. He said that with the National Football League’s former San Diego Chargers move to Los Angeles, the team is taking up residence at Carson’s StubHub Center, minutes from Long Beach Airport, until a new stadium is complete in Inglewood for the Chargers and Rams teams to share.

“We’re on the right trajectory right now. I think the flight schools are really one of the bright spots,” McCachren said. “There are probably fewer aircraft and fewer pilots, but we are training them here. I think the flight schools are a real significant part of the airport’s economy on the general aviation side.”

Long Beach Flying Club and Flight Academy, a flight school operating at Long



Curt Castagna, president and CEO of Aeroplex Aerolease Group at Long Beach Airport, is pictured next to an F/A-18 Hornet. Castagna noted that activity levels at the airport are up thanks to Director Jess Romo’s leadership. (Photograph by the Business Journal’s Larry Duncan)



Candy Robinson (left), owner of Long Beach Flying Club & Flight Academy, is pictured with operations manager Susan Baker and one of the company’s aircraft. Robinson said a pilot shortage has created a hiring boom. (Photograph by the Business Journal’s Larry Duncan)

Beach Airport, has had about 10 pilots hired in the region in the last year, which is a lot, according to owner Candy Robinson. She explained that Federal Aviation Administration regulations require pilots to retire at age 65, which is causing the current shortage.

“The last hiring boom was in the ’80s, then now is the time for a lot of those guys to be retiring. There really is a pilot shortage,” Robinson said. “So there are a lot of openings. It’s a very exciting time in the industry right now.”

Robinson said her business is down slightly from last year due to weather conditions earlier this year. However, she said that she lost about 20 days of operations last year due to political campaigning in Southern California leading up to the elections, which resulted in temporary flight restrictions – an issue that will not be seen again for several years.

The flight academy has seen a decrease in the percentage of international students, Robinson said. She explained that she views teaching international students as an export – “exporting education,” as she says. One issue Robinson said her school is having is with the airport’s new badge system, which she said is backed up and delaying some of her students from proceeding with lessons until a badge is acquired. However, she is still optimistic about Long Beach.

“I’m just excited to still be here. It’s 37 years for me on the airport,” Robinson said. “I’ve seen a lot of changes, and you just kind of have to keep up with it.”

Late last year, aircraft manufacturing company Boeing announced plans to reshuffle Southern California employees, moving some from Huntington Beach to its



Kevin McCachren, president of Airserv, an aircraft ground support and ground equipment leasing company at Long Beach Airport, said professional hockey caused an increase in charter flight activity and that he hopes two Los Angeles football teams will have a similar effect. (Photograph by the Business Journal’s Larry Duncan)

Long Beach office. The transition has not begun, and the exact number of employees has not been determined, but Boeing staff said the move would begin this year.

Also announced last year by Boeing was the establishment of Boeing Global Services, a new business unit equal to Boeing Defense, Space & Security and Boeing Commercial Airplanes, both of which have a presence at the Long Beach site.

“Eventually, all three of these Boeing businesses will have employees in Long Beach, making it a microcosm of Boeing as a whole,” Rudy Duran, director of the Boeing SoCal Design Center and Long Beach site, said. “While it may not be visible to our community neighbors, . . . it’s an exciting time to be at Boeing Long Beach, and we are looking forward to welcoming teammates from Huntington Beach.”

Just up the street from Boeing, Gulfstream Aerospace Corporation employs approximately 775 people. The facility at Long Beach Airport is the company’s anchor for its West Coast operations and han-

dles a service center for all Gulfstream business aircraft, as well as an interior outfitting center for the company’s larger-cabin models, including the flagship G650ER, G650 and G550. The facility also features a sales and design center, which opened in 2014.

According to a spokesperson, in 2016, Gulfstream Long Beach completed more than 1,200 aircraft visits, including on-site maintenance, repair and overhaul activities, an increase from previous years. Overall, the company outfitted and delivered 115 aircraft last year, many of which were completed in Long Beach.

“We have expanded and enhanced our site here in the past few years, and that has brought us more and more customers,” Thomas Anderson, vice president and gen-

eral manager of the Long Beach facility, said. “We have been busy so far in 2017 and expect that to continue.”

One of the latest additions to Long Beach’s aerospace portfolio came at the start of 2015 when Richard Branson’s Virgin Galactic opened a 180,000-square-foot design and manufacturing facility at Douglas Park, a newly developed commercial real estate park near Long Beach Airport. In March, Virgin announced the rebranding of the Long Beach site to be the headquarters of newly formed Virgin Orbit.

More than 300 employees work at the Long Beach facility, according to a spokesperson. Virgin Orbit focuses on the manufacturing of the LauncherOne small satellite launch system and the 747-400 flying launch pad, dubbed Cosmic Girl. According to the company, increased investment in commercial space startups has resulted in greater demand for launch vehicles.

“Opening access to space is a central mission of Virgin’s space companies, and nowhere is that more urgent than in the need to launch the increasingly smaller and more powerful satellites that can help us access valuable data from space,” a spokesperson said.

Long Beach-based Rubbercraft, a rubber products supplier for a range of commercial aerospace and defense applications, is hoping President Donald Trump’s increased defense budget will have a positive impact on the company’s bottom line, according to Larry O’Toole, chief executive officer of Integrated Polymer Solutions, parent company of Rubbercraft. The company focuses on applications for land, sea and military aerospace, including space and launch vehicles.

“For us, the announcement is great at the macro level, but it ultimately depends on which aspects of the defense budget will see increases,” O’Toole said. “So for now it sounds great, but as the expression goes, ‘The devil is in the details.’” ■





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## Catalina Flying Boats

Long Beach-based airfreight service company Catalina Flying Boats began operations in 1982, flying cargo from Long Beach to Catalina Island. Jad Davy, director of operations, started with the company in 1984. He explained that his father ran a seaplane service to Catalina in the 1970s and 1980s and that he was raised on Catalina, which gave him all the reason he needed to start with the company. “We’ve had contracts with UPS and FedEx for over 30 years,” Davy said. “We fly it over and deliver it to the house. We’re a one-stop shop.” However, Davy explained that much of the company’s business comes from the transportation of island restaurant goods, namely food. Located at 3215 E. Spring St., the company flies between eight to 12 trips per day, six days per week. Davy said the company has been flying the Douglas DC-3 aircraft since 1992 but has recently upgraded to newer aircraft. “We evolved with the seaplanes then got out of the seaplane business and went to land-based airplanes. We got out of seaplanes and went to BE-18s, then we got into the DC-3 world. And now we are getting out of the DC-3 world and into the Cessna Caravan.” For more information, call 562/595-5026.

## Aeroport Deli

Holly Yu purchased the Aeroport Deli 12 years ago after deciding to leave her former position as an accounting manager for a manufacturer. “I was looking for my own business, but I had limited money,” Yu said. “I was looking at the newspaper and saw a ‘for sale by owner,’ and it was a pretty good project. So I came and had an interview with the landlord, and then I took it.” Aside from her love of cooking, Yu explained that she was interested in a food-centric business because there is never a risk of overordering inventory – anything extra she takes home and cooks for herself. Monday through Friday, Yu arrives at her deli, located at 3333 E. Spring St., at 5:30 a.m. to prep for a 7 a.m. open. She operates the eatery with the help of only one employee. One of her best-selling dishes is her chicken cutlet, made fresh daily along with all her other menu items. “I like the City of Long Beach. It’s pretty big. At the airport especially, it’s secure for a woman-owned business,” Yu said. “Also, I like the people of Long Beach. I really appreciate my customers. They are always friendly to me and trust me and encourage me.” For more information, call 562/981-9903.



## Ads That Fly

In May 1984, 29-year-old Long Beach native Bob Dobry opened Ads That Fly for business in Chino. Three years later, he relocated to 3275 Airflite Way in Long Beach, where the company has operated ever since. “I’ve been flying since I was 18 and just stumbled on it purely by accident,” Dobry said. “Here we are 33 years later – we have nine banner-towing aircraft, a wonderful clientele base, great employees. We’ve been very fortunate.” Dobry said as a child he would build model airplanes and as a teen began taking flying lessons after a co-worker – a keeping-up-with-the-Joneses scenario. After being a sales rep for more than a decade, Dobry decided to venture out on his own. Today, Ads That Fly has eight part-time employees, with 90% of business coming from large companies such as radio stations and beer companies, flying banners past beaches all summer long. However, Dobry said his favorite jobs are the personal messages – marriage proposals, birthday greetings and graduation banners. “The people just go crazy when they see their name in the sky. We just get a lot of joy, a lot of satisfaction out of seeing these people full of joy – that person becomes the star of the show.” For more information, visit [www.adsthatfly.com](http://www.adsthatfly.com).

## Advanced Detail

After working as a fueler for a fixed-base operator at Long Beach Airport for a decade, Rick Morales decided to go into business for himself. The Salvadoran immigrant, who moved to Long Beach at age 5, opened Advanced Detail 17-1/2 years ago. “I was just intrigued by aviation,” Morales said. “We do everything that has to do with the cosmetics of the airplane. We don’t do anything mechanically.” Located at 4310 E. Donald Douglas Dr., Advanced Detail provides cosmetic upkeep for aircraft, including high-end fabric cleaning, wood polishing, exterior and interior paint touch-ups, exterior washing and more. Morales said he currently has six employees and that the company is mobile, with crews that take vans to various operators to maintain aircraft. He explained that 90% of the company’s business is local to Long Beach and that the rest is at other airports, such as Los Angeles International, John Wayne and Van Nuys airports. “What I love about owning the business is the flexibility that I have and the people that I meet,” Morales said. “Aviation is such a large community, yet it is so small and everybody knows everybody. I meet a lot of great people.” For more information, visit [www.facebook.com/advanceddetail](http://www.facebook.com/advanceddetail).





# Support Local Small Businesses

## Anthelion Helicopters

Co-owners Alex Chaunt and Nina Keefer recently celebrated the three-year anniversary of Anthelion Helicopters, a tour agency and flight school located at 3200 Airflite Way. The pair met while working for a different company and decided to open a facility, keeping in mind and rectifying issues they encountered in their own experiences. "We're not going to sacrifice, and we're not going to be chasing that bottom dollar at the expense of the customer, which we found quite prevalent in aviation," Chaunt said. The company offers helicopter flight training, pre-routed and custom tours, aerial photography and cinematography flights (including an aerial photography workshop for beginners), and charter flights, the company's most recent addition. Anthelion has grown to employ more than 10 people and operate nine helicopters. "Whenever I go up with someone . . . that has never done it before, I see that wonderment on their face. I find that fantastic. You've really done something with them that's going to last a lifetime," Chaunt said. "We offer the flight demos at \$99. It's accessible. You can wake up and say 'I want to fly a helicopter today,' come and do it, and off your bucket list it goes." For more information, visit [www.anthelionhelicopters.com](http://www.anthelionhelicopters.com).



## The Pilot Shop.

For the last 25 years, Fernando Molina has owned and operated The Pilot Shop at Long Beach Airport. Located at 2601 E. Spring St., Molina operates the store with the help of his son, Fernando Jr. (pictured with his dad). After purchasing the shop from a friend, Molina said he expanded the store and began offering more items. "I used to be the only guy that had charts and maps, but now with [technology], I don't sell much [of those]. But it used to be the bread and butter for the business because every pilot needs them," Molina said. "Now it's general. I sell a lot of Bose headsets now. They are the most expensive headsets." The store carries everything a pilot needs – from books to apparel to software to parts and everything in between. One of the latest additions to the business is plane rentals, with the planes still owned by a former flight school operator. "It's been a great time – all 25 years – seeing all the big changes the airport has been through," Molina said. "I have had the chance to meet a lot of people, not only at Long Beach Airport, but the shop is well-known everywhere." For more information, visit [www.longbeachpilotshop.com](http://www.longbeachpilotshop.com).

## Small Business Dollars & Sense

### Five Financial Travel Tips For The Small Business Owner



By BEN  
ALVARADO

**M**any small business owners save all year for that great vacation. I want you to enjoy what you have saved for and I hope these tips will help you get some well-deserved rest and relaxation.

**1. Plan Ahead** – Before you go out of town, take a minute to organize your business and personal finances, including any payments that might be due while you're away. Set-up account alerts to remind you of when a credit card payment is due or when a deposit is made.

**2. Give a Heads-up** – Give your bank a heads-up that you're traveling and what credit card you're planning to use. This way, you can help avoid having your charges viewed as suspicious by your credit card company.

Some banks will soon offer new features that will simplify banking and help customers avoid financial inconveniences. Wells Fargo will introduce a predictive banking feature that uses artificial intelligence to analyze your financial patterns and then provides personalized insights to help you avoid financial pitfalls or inconveniences. For instance, when you make a travel purchase, such as buying a flight, the predictive banking tool will use this information to provide a personalized message. The feature

might suggest you set-up a travel plan for your account and provide a link with information on how to do so to help avoid interruptions to your debit or credit card.

**3. Do your Research** – Learn about the local currency so you have money for taxis, tips, and meals at hand. If you're planning to use a credit card, be aware that other places may have additional criteria around credit card acceptance. For example in Europe, some merchants may only accept "smart cards" encrypted with a chip or personal identification number (PIN). Also make sure you look into the currency exchange rate so you know what you're paying in U.S. dollars. Some credit card providers may also offer no foreign exchange fees, which can help you avoid added costs for transactions converted to U.S. dollars.

**4. Travel with Confidence** – Having a back-up plan is always a good idea. The same applies when it comes to your finances. If you're planning to use credit, store a second back-up credit card in a safe and separate place in case you lose your primary card. It's also wise to store your financial institution's contact information along with your passport.

**5. Make the Most Out of It** – If you regularly use a credit card, check your rewards balance. You may have earned enough rewards to offset vacation costs like airfare and hotel stays. You can also redeem your points for prepaid debit cards to use as a great way to stay on budget – but you do need to make sure they're accepted where you're headed. Many cards offer little known perks that can help make your travel smoother like 24/7 concierge services that can help you plan your trip.

Preparing for the financial aspects of your vacation may not be the most fun part of your trip but financially planning ahead can help make your travel experience much more enjoyable. Bon voyage!

*(Ben Alvarado, a 26-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.)*



## Board Chair Peterson

(Continued From Page 1)

plan and set out with Sosoka to form P2S Engineering in 1991.

“We might have gone six or seven months without even drawing a paycheck,” Peterson recalled. “I mean, here we are, 27 with young families [and a] mortgage for the house. It was like, OK, let’s figure it out. We’re going to have hot dogs, pinch our pennies and recycle the cans. That seems like just yesterday, but it has now been 26 years.”

In the first year, the firm grew to 25 employees. Now, P2S has about 175 employees with plans to grow to 300 within five years, according to Peterson. A satellite office in San Diego employs 20 people.

As chair of the chamber, Peterson plans to place an emphasis on small business outreach and mentorship, in part by drawing upon the experience of the board. “My priorities are kind of multipronged, but there is certainly a big focus that we’ve made in the last few years about small business, you know, trying to take it to another level,” he said.

The first step: “We are starting a new small business council,” Peterson said. “And we are defining small businesses as 25 people or less.” Wayne Slavitt, owner of Mobil on Bellflower Boulevard, is chairing the council.

At the chamber’s annual retreat, the board decided to commit to mentoring any new small business owners who become members, Peterson said. To start that process, boardmembers have been surveying local small businesses, both members and non-members, about their two biggest challenges.



Kent Peterson, center, of P2S Engineering is pictured with chamber staffers Jeremy Harris, left, senior vice president, and Randy Gordon, president/CEO. Peterson will be installed as chamber board chair during the chamber’s 126 Annual Gala on June 22. (Photograph by the Business Journal’s Larry Duncan)

“It depends a lot on where you’re at in Long Beach with your business. But if we’re talking about the downtown businesses, it’s parking and homelessness problems,” Peterson said of the responses. “A lot of people talk about affordable housing for their employees if they want to live close. Several came back and said the slow permitting process that the city has. And certainly, the common theme was labor cost increases, insurance costs for health insurance, and the access to capital.”

Peterson has personally advocated for the city’s 10-year economic blueprint to address creating “a better incubator system within the city to attract, encourage [and] support entrepreneurs that have business ideas and want to start something.” The chamber has committed to participating with the Long Beach Council of Business Associations in the implementation of the blueprint by acting as a kind of concierge for small

business services and support, he noted.

As chair, Peterson is overseeing a 51-member board, a number set by the organization’s bylaws. “I have run a lot of boards and nonprofit boards over the years, and the one thing that frustrated me a little bit when I got on the chamber board is it seemed like a board that was reported to as opposed to a board that acted,” Peterson said. “And it’s difficult when you have a board of 51 to really do that. . . . I mean, you get these brilliant minds around the table, and they want to be engaged. They don’t want someone just reporting to them to tell them what’s going on. It’s like, use my mind.”

In Peterson’s opinion, 51 members are too many for a board. “It is in the bylaws, but bylaws can always be changed by the membership,” he noted. The majority of boardmembers are not small business owners, but as Peterson pointed out, that is in part because most small businesses owners do not have the time to participate. The chairs of the chamber’s various councils are all automatically appointed to the board for their terms.

“But as far as the rest of the boardmembers, the leadership cabinet has certain functions they are doing, whether they happen to be in charge of membership or . . . business development. I don’t think they are engaged enough. [That] has been my experience,” Peterson said. “And the engagement has to be driven by the chair. The chairman of the board that really says, ‘This is what I expect you to do, and this is how I want to use this board.’”

As chair, Peterson is also prioritizing growing chamber membership. “One of the things that we definitely are on track right now to improve is the quantity of members,” he said.

In the past year, the board reached out to businesspeople about their challenges and why some did not renew their memberships. “A lot of times it was like, ‘Well, I am not really seeing what the chamber is doing for me other than the fact that they are a voice for the business community.’ A lot would say, ‘I don’t have time to deal with this,’” Peterson said.

“If you can provide what they are looking for, I think you have a better chance of getting members. Even if you don’t get the member, you have a better chance of connecting with people and making Long Beach a better business environment,” Peterson said of the outreach.

“We’re trying to grow our finances so we can get better at doing our membership promotion,” he added.

The Long Beach Young Professionals group of the chamber, which is for local professionals under age 40, has been doing well and has about 175 members, according to Peterson. “It’s getting them to understand the different businesses that are happening, to un-

derstand as a young professional in your 20s and 30s what it means to network with these other businesses, what it means to the other people in Long Beach,” he said of the group.

When it comes to city relations, Peterson said he has met several of the councilmembers but hopes to meet with the remaining ones as chair.

When asked what city policy he would like to change, Peterson addressed the city’s requirements for contracting out for services. In one instance, seven out of 15 companies that submitted applications for a contract were from Long Beach, but none of those were shortlisted by the city, according to Peterson. P2S raised the issue with councilmembers before the contract was agendized for a city council meeting.

“So when it came time to approve the contracts, it came up. And the city councilmembers rightfully raised their hands and said, ‘Why aren’t there any Long Beach businesses?’ And they had no real answer. And [the council] went back and said, ‘We want you to go back and relook at this,’” he recalled.

The Port of Long Beach, which is run by the city’s harbor department, has a good system for contracting out locally, however, he noted.

Asked whether the chamber is doing anything to reach an end to labor disputes led by the union Unite Here at the Westin Long Beach and Renaissance Long Beach hotels in downtown, Peterson said the chamber’s Hospitality Alliance has been working on the issue.

“We’re paying for videos to be made to kind of shoot responses out there on Twitter that are [of] actual employees of these hotels saying, ‘This a great job, and I work here. And the benefits are good,’” he said. “I mean, it’s basically trying to counter the black smear that the unions are doing at the same time. I don’t know how you get rid of them.”

As chair of the board, Peterson does not chair the chamber’s political action committee (PAC), dubbed the Long Beach Jobs PAC. “The PAC is a completely separate entity,” he said.

“Financially, the funds are independent. It’s all separated. It’s not part of the chamber budget,” Peterson said. “Now, the PAC will report to the chamber board and they will make some recommendations, and then the chamber board has to decide what we’re going to support and not support in terms of our voice. But the chamber board makes no decision on what dollars go behind what candidates.”

Overall, Peterson wants to ensure the chamber engages business owners in Long Beach and understands its obligation to the Long Beach community.

“If I look at what Long Beach is today and even compared it to 1981 when I started working here, it is very vibrant,” Peterson said. “There are a lot of things happening, and it’s exciting. . . . I look at the community, and I have to just say in awe, there’s the residents, the civic leaders, the business leaders that have been here for generations and had the foresight and the vision of what this community needed to be and to follow through with those action plans to get us to where we’re at today.”

He added, “We need to continue to make that happen – now and in the future – and have some vision of what we really want this community to be.” ■



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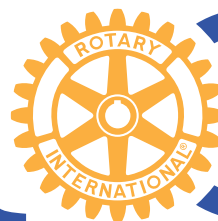
Rotary  
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# Making a Difference Every Day



100  
*Year  
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# Welcome

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Paul Harris  
Rotary's founder

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The **Rotary Club of Long Beach** has contributed over \$1,300,000 through Rotary International for projects including: Polio Plus -- immunizing 1.7+ million children worldwide; water wells in Mozambique and Asian villages; and opportunities to serve neighboring Mexico with medical essentials, technology educational tools, housing and many, many books!



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## A Century of Service Above Self!

*Since 1917, our philanthropic focus has been literacy, education, and the youth of Long Beach. As you read about our community gifts in these pages, we hope you will remember that each number represents a child, a student, a young adult, a life helped along toward a more promising future.*

*It is my honor and privilege to have been the 100<sup>th</sup> president of the oldest service club in our City, the Rotary Club of Long Beach.*

*Welcome to our story, the story of how Rotarians are making a difference ... every day!*

**Jayne Lastusky**  
**Rotary Club of Long Beach President, 2016-2017**



# About The Rotary Club of Long Beach

**100 YEARS AGO** Granville Savage visited Long Beach and met with 7 local men to share his enthusiasm about his Rotary Club in New York. Together they changed the course of local history by forming the City's first service club – the Rotary Club of Long Beach.

The Club's fifteen charter members caught the vision of creating an organization that would cement friendships, contribute to community, and elevate business ethics. Funeral director and civic leader J. J. Mottell became the Club's 1st president.

Chartered November 1, 1917 as the 334th club globally, the Rotary Club of Long Beach is today in the top 50 of the 35,000 Rotary Clubs around the world, comprised of approximately 300 of Long Beach's business and community leaders whose motto is "Service Above Self."

Over the century, the Club has met in iconic locations which are now part of the City's historical past:

- 1917-1932 - Hotel Virginia
- 1932-1936 - Masonic Temple\*
- 1936-1954 - Pacific Coast Club
- 1954-1974 - Lafayette Hotel
- 1974-1992 - Golden Sails Hotel
- 1992-Present - Queen Mary

*\*Briefly after the 1933 earthquake - Virginia Country Club, on the 18th green!*

“The inspiring association, the creed of true unselfishness, and the wonderful friendship and fellowship engendered have elevated all of us to a higher and better plane of life.”

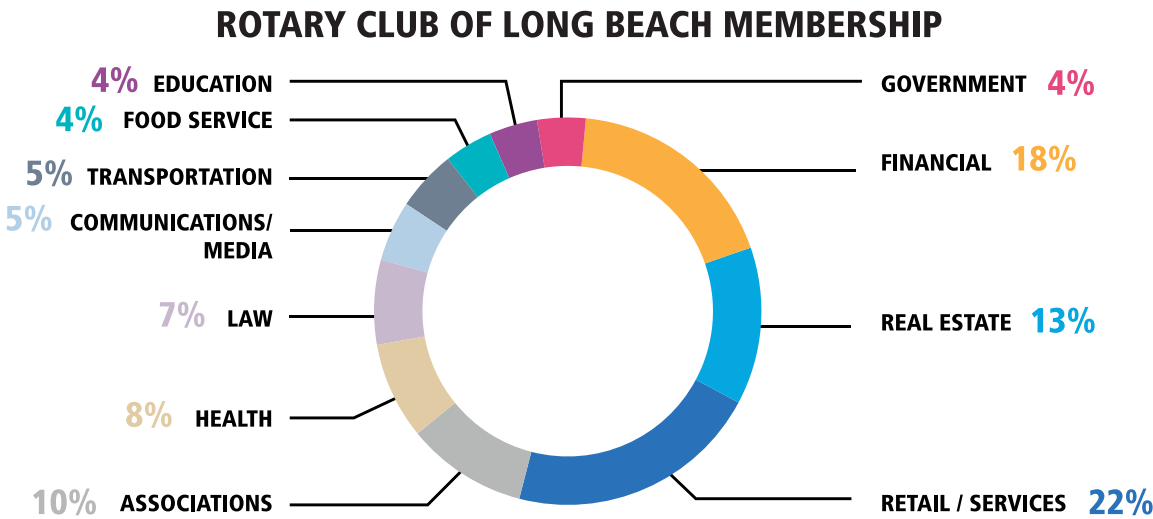
*W.F. Prisk  
LB Rotarian and Publisher, Long Beach Press-Telegram  
On the Rotary of Long Beach's 25th Anniversary, 1942*

The Club was proud and honored to welcome Rotary's founder, Paul Harris, who visited Long Beach in 1925 and 1941.

For every day of its 100-year history, Rotarians have contributed time, talent, and treasure to improve Long Beach. Its current signature programs of literacy and education have roots in the Club's first service project – the Long Beach Day Nursery. With the advent of World War I, the demand for childcare was growing rapidly, and the Day Nursery provided expert care for pre-school children of motherless homes or working mothers. Rotarians assisted by providing toys and play equipment, and they raised over \$20,000 to purchase the lot at 1548 Chestnut Avenue, which was donated to the Day Nursery.

Eventually, the Club's many youth and education projects would benefit local youth from preschool through young adulthood. Since those early days, Rotarians have supported elementary school children through reading programs and Long Beach Rotary Charitable Foundation grants; high school students through grants and Camp Enterprise; college students through scholarships; and, as a Centennial gift to middle school children, the creation of an ethics curriculum.

The Rotary Club of Long Beach's deep and rich past has paralleled the City's history, and it is solidly positioned to share the City's path into its next 100 years.



## Presidents

1917-1918	J. J. Mottell
1918-1919	John H. Feers
1919-1920	Ed J. Gillette
1920-1921	John R. Williams (**1922-1923)
1921-1922	T. R. Merrell
1922-1923	Charles L. Henderson
1923-1924	William P. Graef
1924-1925	George M. La Shell
1925-1926	James K. Ried
1926-1927	Walter B. Hill
1927-1928	W. H. Wise
1928-1929	Harry Buffum
1929-1930	Ross E. Hall
1930-1931	Allen C. Walker
1931-1932	Charles H. Tucker
1932-1933	William P. Nestle
1933-1934	Guy L. Bliss
1934-1935	Lawson Overman
1935-1936	Raymond H. Green (**1937-1938)
1936-1937	Ralph A. Jensen
1937-1938	B. B. Stakemiller
1938-1939	Earl B. Miller
1939-1940	Fred B. Clarke
1940-1941	Julian R. Davis
1941-1942	Herbert E. Waite
1942-1943	John P. Davis (**1944-1945)
1943-1944	Lon E. Peek
1944-1945	Phil M. Swaffield
1945-1946	George L. Craig, II
1946-1947	Max W. Becker
1947-1948	John C. Cottrell
1948-1949	Gus H. Leuking
1949-1950	Henry F. Burmester
1950-1951	Glenn E. Thomas
1951-1952	Joseph E. Madden
1952-1953	J. Donald Locke (**1954-1955)
1953-1954	J. H. Davies
1954-1955	Hubert J. Prichard
1955-1956	Lawrence A. Collins, Sr.
1956-1957	Vaile G. Young
1957-1958	Douglas A. Newcomb
1958-1959	H. Milton Van Dyke
1959-1960	LeRoy E. Pitman
1960-1961	C. Lowell Clarke
1961-1962	Gus A. Walker
1962-1963	W. Odie Wright
1963-1964	Darrell T. Neighbors
1964-1965	Norbert W. Dean
1965-1966	Don C. Carner
1966-1967	Robert L. Irvin
1967-1968	Robert Hall
1968-1969	Henry H. Clock
1969-1970	Raymond Berbowser (**1975-1976)
1970-1971	Harry D. Aggers
1971-1972	Roy L. Anderson
1972-1973	H. George Hanawalt
1973-1974	J. Lamont Davis
1974-1975	James A. Willingham
1975-1976	John R. Dalton
1976-1977	E. William George
1977-1978	Norbert G. Zink
1978-1979	Oscar W. Shadle
1979-1980	Judge F. Anderson
1980-1981	Clyde L. Bronn
1981-1982	George Gehring
1982-1983	Carl J. Calkins
1983-1984	Randall L. Stricklin
1984-1985	Victor I. McCarty
1985-1986	Henry J. Meyer
1986-1987	H. I. Nance
1987-1988	Craig Dougherty
1988-1989	Bernard L. Jones
1989-1990	Robert E. Fronke
1990-1991	James R. Howe
1991-1992	Gregory L. Owen (**2011-2012)
1992-1993	Russell T. Hill
1993-1994	Donald N. Serafano
1994-1995	Robert R. Johnson
1995-1996	Jack E. Hinsche
1996-1997	John P. Gooding
1997-1998	Laurence W. Jackson
1998-1999	Cam Doherty Killingsworth
1999-2000	Frank R. Newell
2000-2001	Don Wylie
2001-2002	R. Whitney Latimer
2002-2003	James A. Worsham
2003-2004	Mark L. Bixby
2004-2005	Randy Gordon
2005-2006	Robert P. Graham
2006-2007	Terry Geiling
2007-2008	Jane Netherton
2008-2009	Brad Willingham
2009-2010	Gregory R. Gill
2010-2011	Carl Ann Wylie
2011-2012	Blake E. Christian Sr.
2012-2013	Gregory Haeseler
2013-2014	Kay Cofield
2014-2015	Brian C. Russell
2015-2016	Gregory J. Burnight
2016-2017	Jayne Lastusky
2017-2018	Steve Keesal
2018-2019	Gail Schwandner
2019-2020	Mollie Bennet Beck

*\*\* Also served as District Governor*



# Lifelong Love of Reading

“Long Beach Rotarians contribute in seemingly simple ways -- reading aloud to children or providing books for them to take home – and yet, these gifts profoundly affect lives.”

*Mike Murray, President  
Long Beach Education Foundation*



*Long Beach Rotarians annually provide a book to each of the 2,000 pre-kindergarten students enrolled in the LBUSD Child Development Centers.*

## Rotary Reads

Rotary Reads grew from an idea sparked in the heart of one Long Beach Rotarian. Bob Bowden, a retired insurance agent, made a decision to improve the education of local students, and the program he started has been embraced by Rotarians ever since.

In 1994, the local economy was facing an uncertain future brought on by the closure of the U.S. Naval Station, a downturn in the aerospace industry, and a national recession. Bob Bowden looked for a way to help Long Beach youth have a brighter future and he was inspired to help with their education. His creative idea was for Rotarians to partner with the Long Beach Unified School District to improve the reading skills of young children by reading aloud to them. Bob's idea became reality as the Rotary Reads program.

Over 20 years later, a cadre of Rotarians still visits elementary schools and child development classrooms to read aloud to students. This successful program engages children in the reading experience and encourages them to read on their own. It is no surprise that those one-on-one sessions often result in mentoring, which is as much a gift to the Rotarian readers as it is to the children.

Bob Bowden received the *Heroes in Education Award* in recognition of his national model of school district and service club cooperation for literacy. Many Rotarians around the world now utilize this template for their own Rotary Readers programs. Long Beach readers continue to be inspired by Bob Bowden whose commitment to youth illustrated that one person can make a difference.



*Bob Bowden, Rotary Reads*



# Long Beach Day Nursery

In 1912, Florence Bixby along with other dedicated women recognized a deep need for child care in the area and established the Long Beach Day Nursery. At that time, Long Beach was a small seaside resort in pre-oil boom days, and pre-schools were rare. One of the earliest supporters of the Day Nursery was J.J. Mottell, who in 1917 became the founding president of the Rotary Club of Long Beach. He rallied Rotarians to support the Long Beach Day Nursery as the Club's first community service project.

Mottell recognized the importance of providing care for children whose mothers had to work or those with illness or tragedy in the family. He and his fellow Rotarians underwrote the Day Nursery's operation for three years. Soon after, they raised over \$20,000 to purchase land at 16th and Chestnut where the Nursery still operates.

In addition to providing toys, books, and play equipment, Rotarians were also generous with their time, joining "Uncle Joe" Mottell for 30 years at the Day Nursery for his annual birthday celebrations and establishing other traditions for the children, such as Easter egg hunts and Christmas parties.

This long and rich relationship between Rotary and the Day Nursery continues today with Rotarians donating to Day Nursery literacy programs and services.



*J.J. Mottell - 1st President  
Rotary Club of Long Beach*



*Day Nursery children*



*J.J. Mottell spent every birthday  
at the Day Nursery*



*Photo by Caughtinthemoment.com*

## Reading by 9



**LONG BEACH  
ROTARIANS HAVE  
PROVIDED OVER  
240,000  
BOOKS AND E-BOOKS  
TO LBUSD PRESCHOOL  
& LITERACY PROGRAMS  
SINCE 1999**

The Reading by 9 program was launched in 1999 by the Los Angeles Times, Scholastic Books, and local Rotary Clubs with a goal of children reading at grade level by the age of nine. The Rotary Club of Long Beach was led by President Frank Newell to embrace the program's goal for Long Beach students. Eighteen years later, Reading by 9 is still thriving and growing at Long Beach Rotary.

In the first year of the Reading by 9 program, Rotarians donated 6,500 books to five local elementary schools through the Long Beach Rotary Charitable Foundation. At the time, that was the largest single contribution of books in the history of the Long Beach Unified School District.

Each year since then, Rotary donations have grown to include books for all elementary schools in the LBUSD and has expanded to include providing books to nonprofit and community literacy

programs such as the Long Beach Day Nursery, YMCA, For the Child, the AOC7 Neighborhood Book Fair, and the Cambodian Association. The Club has raised over \$550,000 and donated more than 240,000 books and e-books to Long Beach children.

In an extension of Reading by 9's initial strategy, the Rotary Literacy Committee now offers grants to fund LBUSD teachers for their classroom literacy projects. Each year Rotary awards over \$6,000 to pre-Kindergarten through third grade teachers for projects which have direct impact on children and reading.

Rotarians continue their mission to place books in classrooms, libraries, and homes, knowing that each book increases a child's probability for academic success and has the potential to spark a child's lifelong thirst for knowledge.



# Scholarship Foundation

## Our Mission

The mission of the Long Beach Rotary Scholarship Foundation is to provide resources to deserving students with average and above-average grades so that they may attend Long Beach City College or California State University, Long Beach. The goal is to assist students who might otherwise not qualify for a scholarship and who have a desire to learn and become responsible and productive citizens.

## Our History

The Long Beach Rotary Scholarship Foundation (LBRSF), now a 501(c)(3) non-profit corporation, was established by Long Beach Rotarians to offer scholarships to Long Beach area students at Long Beach City College (LBCC) and California State University, Long Beach (CSULB).

The scholarship program was funded initially by generous Rotarians and others. One of the first contributions, from Rotarian Hap Appleton, was appreciated stock he bought in the 1930s in a then little-known company, IBM. As a result of generous contributions, the Foundation currently has assets totaling over \$12 million including a 50% interest in an Irvine industrial building donated by Long Beach building contractor, Albert Reingardt.

In its 60+ year history, the Scholarship Foundation has funded over 4,250 annual student scholarships totaling more than \$5 million. In 2016, 250 scholarships were awarded to students. The LBRSF is the largest scholarship donor to LBCC, and the second largest scholarship donor to CSULB.

A Board of Directors consisting entirely of Long Beach Rotarians administers the Foundation.



**ROTARY CLUB OF  
LONG BEACH  
PROVIDES OVER**

**250**

**ANNUAL  
SCHOLARSHIPS  
TO LBCC & CSULB**

## Centennial Scholarship

To commemorate the 100th Anniversary of the Rotary Club of Long Beach, the LBRSF awarded a one-time \$15,000 Centennial Scholarship to CSULB student, Yasmeen Azam, an aspiring Human Rights Activist with proven community leadership and passion.

*"We are all strangers connected by our stories. These thin strands of humanity tether us to one another through our shared ambitions of freedom, equality, service, and purpose." -Yasmeen Azam*

**"Over the last sixty years,  
the LBRSF has given more  
scholarships to K-12 students  
than any other organization,  
business, foundation or  
individual donor."**

*Chris Steinhauser, Superintendent  
Long Beach Unified School District*



*Photo by Caughtinthemoment.com*





Photo by Caughtinthemoment.com

## Legacy Society

Bequests and Planned Gifts

### FOUNDER'S SOCIETY

\$1M+

Hap Appleton  
Albert Reingardt

### NEW HORIZON SOCIETY

\$300K+

Theron H. Slaughter, M.D.

### LEADERSHIP SOCIETY

\$500K+

George Marx

### AMBASSADOR'S SOCIETY

\$100K+

Frank and Margie Newell  
Don Temple Family Foundation

### LIVING LEGACY SOCIETY

This prestigious society recognizes and gives tribute to those Long Beach Rotary Scholarship Foundation friends who have sponsored a scholarship or funded/planned a deferred gift.

Mark Bixby Family | Vic and Patty McCarty | Mitch Dion

## Annual Scholarships

### Long Beach City College Scholarships

Traditional, Honor, Career & Technical Education, Centennial  
\$1,000 - \$1,500 annually

### California State University, Long Beach Scholarships

Traditional & Centennial  
\$2,500 annually

### Theron H. Slaughter, M.D. Scholarship

LBCC and CSULB Students in Health Related Fields  
\$2,500 annually

### Newell Family Scholarship

LBCC and CSULB Students - Graduates of Poly or Wilson  
\$2,000 - \$4,000 annually

### Don Temple Family Scholarship

CSULB Aerospace Engineering  
\$5,000 annually

### Mark Bixby Leadership Award

LBRSF Scholarship Recipients  
\$3,000



# Tomorrow's Leaders



## Youth Camping

The Club's commitment to provide youth opportunities for mountain adventures started early - in 1917. The U.S. had recently entered into WWI, and Rotarians recognized the need for boys in fatherless homes to be supported and mentored.

Early programs:

- In the 1920's, a Boys Work program was developed to turn troubled boys into good citizens. Rotarians worked with local courts, taking responsibility for boys charged with first offenses and paroled to Rotarians who became their mentors.
- In 1936, Rotarians began support of Brighton Beach, a summer camp at Terminal Island where 80 boys vacationed each July.
- In 1937, Rotarians began participation in Kamp Kole, the YMCA's mountain summer camp, by driving 80+ boys to and from the Mount Wilson area camp as well as visiting during the week.
- In 1946, Rotarians supplied their own labor, material, and equipment to build Camp Hemohme near Wrightwood so that hundreds of Camp Fire girls, 10 to 15 years old, could enjoy camping.

**“...Millikan kids who have attended Camp Enterprise have told me that the experience changed their perspective. Students come back with an understanding of how important today's choices are to tomorrow's future.”**

*Jess Mullen  
Millikan High School Counselor*



*Photo by Caughtinthemoment.com*

## Camp Enterprise

In 1992, the Rotary Club of Long Beach created the popular Camp Enterprise program after hearing success stories of similar programs at a national Rotary conference. Camp Enterprise was a natural fit because Rotarians understood the value of camping experiences to develop life and leadership skills for youth.

Each year, over 60 Long Beach area high school juniors are taken to Camp Oaks in the San Bernardino mountains. Camp Enterprise is a 3-day interactive experience designed to increase awareness of business in a free enterprise system and society. Rotarians serve as camp instructors to help student teams create their own businesses, make a business plan, and learn the importance of teamwork. These hands-on experiences spark the students' entrepreneurial spirits and lead them to find solutions to common business issues.

Team building activities reinforce the students' confidence and ability to overcome obstacles, and their mental and physical capabilities are challenged with exercises that help create a strong working network in each team. Students returning from the dynamic Camp Enterprise experience often say it was "life-changing" and "the best school experience of my life!"



**MORE THAN  
1225  
CAMP ENTERPRISE  
PARTICIPANTS  
IN 25 YEARS**



# A Ribbon of Green

## Centennial Park

To mark the 100th anniversary of Rotary International in 2005, Long Beach Rotarians created a project that would have lasting and meaningful value to the community.

With the leadership of Mark Bixby, who chaired the park project, members of the Rotary Club of Long Beach raised over \$160,000 to collaborate with the City in creating recreational open space for a densely-developed neighborhood. Within a one-mile radius of Rotary Centennial Park, 80% of residents live in apartments without yards and over 22,000 are children under the age of 14.

After three years of fundraising, planning, and building, the Rotary Club of Long Beach dedicated the 1.2 acre Rotary Centennial Park in central Long Beach. With this community gift, Rotarians transformed what was once dirt and weeds in an abandoned Pacific Railway right-of-way into a green, clean, and safe place for children to play.

The award-winning park features a solar system theme with planets designed by artist and Rotarian Philip Smith and Robin Smith and a stainless-steel sundial sculpture by artist Patrick Vogel. Other park features include a fenced tot play yard and three play structures, one of which was funded through a Rotary International matching grant in partnership with the Rotary Club of Celaya, Mexico.

In stewardship typical of Long Beach Rotarians, they continue to hold monthly work parties to help clean and maintain the park, and they are often joined by the young professionals of the Long Beach Rotaract Club.

**“The Rotary Club of Long Beach changed the landscape for a better future by creating a clean, green and safe place for our youth.”**

**Mark Bixby**

*President, Rotary Club of Long Beach, 2003 - 2004*

### Did you know?



Centennial Park was awarded the *2005 Award of Excellence* by the California Park and Recreation Society and the *Frontline Park Award* by City Parks Alliance, a national urban park advocacy organization.



**“The City’s partnership with the Rotary Club of Long Beach was one of the most enjoyable and rewarding projects of my career. Because of the commitment and dedication of Long Beach Rotarians, a park was developed for families in an area of the City with the most need --- it brought a new pride to the neighborhood, and continues to do so even today.”**

**Phil Hester, Director  
Long Beach Parks, Recreation and Marine  
Department (retired)**





# Centennial Legacy Project

“We are honored to have Rotary as the inaugural donor to the campaign for the new Main Library, and anticipate that a landmark gift from such a prominent and well-respected organization as Rotary will bring the positive attention and enthusiastic support of our community needed for the success of this important project.”

*Kate Azar, Executive Director  
Long Beach Public Library Foundation*

To commemorate the milestone 100th anniversary of the founding of the Rotary Club of Long Beach, members sought to give a legacy gift to the Long Beach community that would:

- 1 - BENEFIT THE COMMUNITY
- 2 - FOCUS ON YOUTH AND LITERACY
- 3 - HAVE PERMANENCY

A community gift was selected by Club members, a children's literacy area in the new Civic Center Library.

## The Early Childhood Literacy Area & The Storytime Theater

Long Beach Rotarians, in partnership with the Long Beach Library Foundation, have sponsored a children's space in the new Civic Center Library. The Storytime Theater and Early Childhood Literacy Area will provide an inviting and comfortable environment for youngsters to explore adventures in reading for many years into the future.



### CENTENNIAL TASK FORCE

*Cam Doherty Killingsworth, Chair*

#### BRANDING/AWARENESS

Jill Rosenberg | Carl Ann Wylie

#### CHRONICLES

Craig Dougherty

#### COMMUNITY/FELLOWSHIP

Theresa Brunella | Michele Dobson

#### CURATORS

Kay Cofield | Salvador Farfán

#### DISTRICT INTERFACE

Greg Owen

#### FINANCIAL MANAGEMENT

Jim Howe

#### LEGACY PROJECT CAMPAIGN

Nancy Kindelan

#### LEGACY PROJECT

Jane Netherton

#### PUBLIC RELATIONS/MEDIA

Olivia Maiser

#### YOUTH PARTICIPATION

Mollie Beck | Don Cochran  
Jean Bixby Smith, Special Project





# Legacy Project Donors

## PLATINUM

Anonymous • F&M Bank • Hoag Foundation

## GOLD

Mitch Dion • Craig Dougherty • Cam Doherty Killingsworth • Frank and Margie Newell  
Greg and Valerie Owen Families • Jean Bixby Smith Fund

## RUBY

Anonymous • Anonymous • Gerald Bloeser • Vicki and Blake Christian • Bob and Barbara Davis  
Greg Gill • Greg Haeseler • Jan and Jerry Maize Foundation • Supervisor Don Knabe • Jane J. Netherton  
Mike Walter • Don and Carl Ann Wylie

## EMERALD

Greg and Shannon Burnight • Ken Cecil • Mr. and Mrs. Terry Geiling • Randy Gordon and Nancy Becker  
John Hancock Family Foundation • In Memory of Marion Hargrove • Russ and Avalon Hill Family Foundation  
Mr. and Mrs. Jack Hinsche • Jim and Cindy Howe • Larry and Barbara Jackson • Steve Keesal and Hope Norris  
Paul and Linda Kennard • Nancy C. Kindelan • John, Liz and Lindsey Krummell • Jayne Lastusky • Olivia Silva Maiser  
Vic McCarty • David and Sara Myers • Onisko & Scholz CPA's • Bill Ridgeway, Sr. • Brian Russell • Gail Schwandner  
Dr. Donald and Anne Serafano • Rayne and Pam Sherman • In Memory of Doug, Arlene, and Welna Smith  
Brad and Kimberly Willingham • James Willingham • Dante and Meara Dobson Wilson

## TURQUOISE

Dr. Ginny Baxter and David Pagnotta • Jay and Anita Beeler • Yvonne and Carl Calkins • Suny Lay Chang • Kay Cofield • Craig T Cross • Mark Curtis  
Denise Dahlhausen • The DeLong Family Charitable Foundation • Richard S. Egan • Doug Emery • Salvador Farfán & Family • Mark Garlington  
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Bob and Loretta Luskin • Willetta McCulloh/Environ Architecture, Inc. • Eloy Oakley • Freda Hinsche Otto • Tim Richmond • Sofia Riley, TGIS  
Connie A. Rivera • Janey Roeder • John Romundstad • Jill and Lewis Rosenberg • Mark Schneider Design • Shoreline Village • Dennis and Leslie Smith  
Ms. Wendy Sorel • Mort Stuhlbarg • Leo and Judy Vander Lans • Nelina Arocan Varenas • Laura and Alfredo Velasco • Jim Worsham

## BLUE

Brandi Collato • Adriana Lanting • Bob Latimer • Hon. Bonnie Lowenthal • Mrs. Kelly Lucera • Judge Patrick Madden and Lillian Salinger  
Steve and Meredith Shaw • Wayne Slavitt and Joanne Ratner • Lydia E. Vincenty-Lowell • Dale Whitney • Mu Zhang

• • •

Margaret Arbini-Madonna • Mollie Beck • Bob Bond • Vali De Vries • Laura Doud • Marcelle Epley • Eileen Factor • Bob Fronke • Mark Kachigan • Mrs. James J. Kindelan  
Steven T Kuykendall • Jim Lamhofer • R. Whitney Latimer • Tom Merrick • Jim Mills-Winkler • Tom Reep • Sandy and Barry Simon • Karen Widerynski • Dave Woody



# The Future of Rotary

## Commitment to Youth

Rotary's mission is to give all men and women of the world the opportunity to lead their lives in health, safety and prosperity. The Rotary Club of Long Beach exemplifies this mission by its commitment to youth, a commitment to the future.

For 100 years, the Rotary Club of Long Beach has been actively involved in encouraging, mentoring, and empowering our youth. With their investment of time, Rotarians provide an example to young people to serve future generations. Rotarians work shoulder to shoulder with tomorrow's leaders to create a legacy of service.

## Interact

Interact clubs bring together young people ages 12-18 to develop leadership skills while discovering the power of Service Above Self. Worldwide, there are 20,372 Interact clubs, and 468,556 Interactors in 159 countries. The Rotary Club of Long Beach sponsors Interact clubs at Millikan, Jordan, Poly and St. Anthony High Schools. Interact helps high schoolers learn about Rotary and create their own community projects. Interact members are encouraged to apply for Long Beach Rotary scholarships that may be available to them.



## Rotaract

Rotaract clubs bring together people ages 18-30 to exchange ideas with leaders in the community, develop leadership and professional skills, and have fun through service. Supported by the Rotary Club of Long Beach, there are three Rotaract Clubs in Long Beach, one at LBCC, one at CSULB and one in the LB Community. Worldwide, there are 9,522 Rotaract Clubs, and 291,006 Rotaractors in 177 countries.

*For more info visit: [Rotaractlb.org](http://Rotaractlb.org)*




*Millikan Interact members shop for Operation Santa Claus.  
Photos by LB Rotarian Don Cochran*

## Mentoring

Additional assistance to local students is offered to help them connect with one-on-one mentoring opportunities, either with Rotarians or through other resources.

Mentoring efforts have recently expanded to include an internship program so that Camp Enterprise alumni can gain summer work experience at local Rotarian-owned businesses.

**CLEARED FOR TAKE-OFF**  
**BIG WEST ROTARACT CONFERENCE**




**MARK YOUR CALENDARS**  
October 20-22, 2017  
Hosted at California State University,  
Long Beach

A weekend of fellowship, personal and professional development  
dedicated to Rotaract Clubs of the West Coast of the U.S.A. and Canada

**WANT MORE INFORMATION? INTERESTED IN BECOMING A SPONSOR?**  
Please contact Brittney Olaes [bmolaes@gmail.com](mailto:bmolaes@gmail.com)  
[www.bigwestrotaract.org/con](http://www.bigwestrotaract.org/con)  
[facebook.com/bigwestrotaract](https://facebook.com/bigwestrotaract)

**Big West Rotaract**  
Rotary Club Partner



*The Rotaract Big West Conference (with Rotaractors from eight Western states) will be held in Long Beach, October 20-22, 2017*





Photo by Rotaractor Katie Gaston

# Rotary Youth Leadership Awards (RYLA)

Rotary Youth Leadership Awards is an intensive experience organized by Rotary clubs and districts to develop leadership skills while having fun and making connections.

# Rotary Youth Exchange

Students learn a new language, discover another culture, and become global citizens. Exchanges for students 15 to 19 years old are sponsored by Rotary clubs in more than 100 countries. There are also opportunities to be a host family.

# Service Above Self

High school seniors from eight Long Beach area high schools are honored every year for their service to others.

# Centennial Sports Trophy

Started in 1988 during the City of Long Beach's centennial year, in partnership with the Long Beach Press Telegram, this award is presented by the Rotary Club of Long Beach to the local high school with the best all-around male and female sports program. The purpose is to provide a challenge to local youth - to perpetuate the high level of athletic excellence that is the legacy of young athletes for Long Beach's first 100 years. The inaugural award was presented to Woodrow Wilson High School at the Long Beach Centennial Celebration at Veterans Stadium.

### TROPHY RECIPIENTS

1988  
Wilson High School

1989  
Lakewood High School

1990  
St. Anthony High School

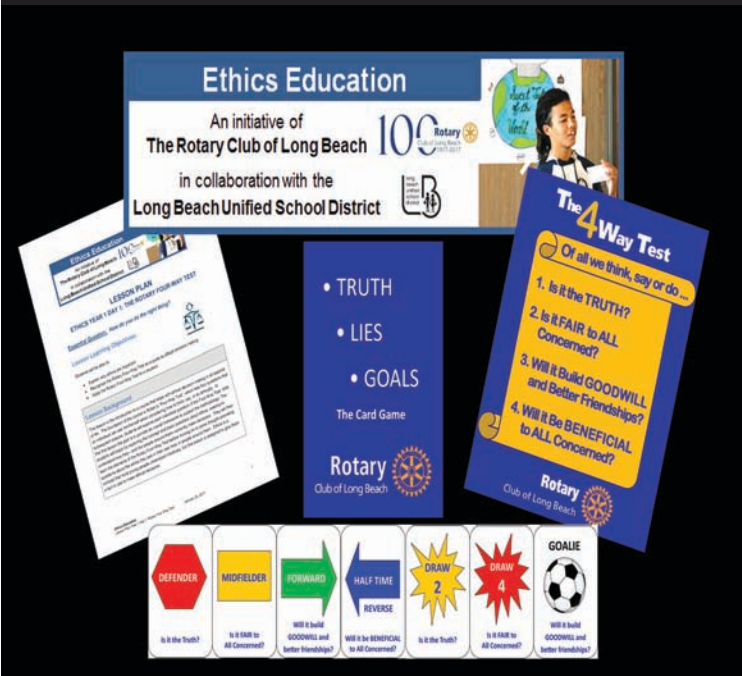
1991 & 1992  
Wilson High School

1993  
Millikan High School

1994-2014  
Poly High School (21 years!)

2015  
Poly & St. Anthony High Schools

2016  
St. Anthony High School



To mark the Rotary Club of Long Beach's 100-year anniversary, Rotarians developed a legacy gift based on the 'Four-Way Test', the ethical compass of Rotarians worldwide, which begins "Of all the things we think, say or do..."

## THE FOUR-WAY TEST

- 1 IS IT THE TRUTH?
- 2 IS IT FAIR TO ALL CONCERNED?
- 3 WILL IT BUILD GOODWILL AND BETTER FRIENDSHIPS?
- 4 WILL IT BE BENEFICIAL TO ALL CONCERNED?

## Teaching Ethics to Kids

In an ambitious effort to help kids develop leadership capabilities and become ethical members of the community, a team of Rotarians created an innovative ethics curriculum for middle school students based on Rotary's "Four-Way Test."

Teaching Ethics to Kids is a three-year curriculum, developed in partnership with the LBUSD Superintendent and the Board of Education members, that includes lesson plans and materials for Scholars Program teachers:

- YEAR 1 FOUNDATIONS OF ETHICS**  
Uses a novel soccer-based card game and a snowball fight activity to help students understand each of the Four-Way Test questions.
- YEAR 2 ETHICS AND YOUR EVERYDAY LIFE**  
Applies the ethics foundation to topics such as judgment, rationalization, listening, and adapting.
- YEAR 3 AN ETHICS TOOL KIT**  
Students develop digital tools they can take into high school and beyond to help them make ethical decisions.



# Seeing the Needs of Others

## Long Beach Rotary Charitable Foundation

Commitment to serving the community is the Rotary Club of Long Beach's greatest accomplishment. The Good Samaritan Fund (Good Sam) raised approximately \$35,000 annually for dozens of charitable organizations and worthy causes, with special emphasis on local and youth programs, whose special needs would otherwise go unmet.

This fund raised money through various traditional and non-traditional methods - Rotarians making donations on their birthday, and through fines for receiving professional recognition in the local newspapers, or for adding a new child or grandchild to their family.

In 1991, this transformed into THE LONG BEACH ROTARY CHARITABLE FOUNDATION (LBRCF), a 501(c)(3) nonprofit corporation, for Rotarians and other interested parties to make tax-deductible donations to benefit the Long Beach community. Donations are used to fund programs meeting all three criteria:

1

LOCAL

2

YOUTH

3

EDUCATION

## 2016-2017 Grant Recipients

**ABILITY FIRST** After school program

**ARTS & SERVICES FOR DISABLED** Reduced fees for program

**ASSISTANCE LEAGUE** Operation School Bell

**BOYS & GIRLS CLUBS** Diplomas 2 Degrees (teens)

**CALIFORNIA CONFERENCE FOR EQUALITY AND JUSTICE (CCEJ)** Reduced Camp Fees for Building Bridges

**CARPENTER PERFORMING ARTS CENTER** Classroom Connections

**CARVER ELEMENTARY PTA** Handicapped accessible playground structures/equipment

**CHILDREN'S MARITIME FOUNDATION** Environmental Watershed & Marine Science program for schools

**CHILDREN TODAY** Program supplies and educational materials for child development program

**DAYS LONG BEACH** Tutoring and after school program

**INTERNATIONAL CITY THEATRE (ICT)** Performing Arts Classroom Teaching (PACT) to 3rd graders

**JAZZ ANGELS** Purchasing instruments for lending program for students

**LONG BEACH BLAST** Academic Mentor program

**LONG BEACH DAY NURSERY** Early literacy program

**LONG BEACH PUBLIC LIBRARY FOUNDATION** Family learning centers

**POOLS OF HOPE** Swim/tutor lab & supplies for kids

**SIGNAL HILL ROTARY** School Supplies Kit Program

**SYMPHONIC JAZZ ORCHESTRA (SJO)** 4th grade musical residency program at Lincoln Elementary

**VOLUNTEER CENTER** Operation Teddy Bear (school backpack/supplies)



[www.JazzAngel.org](http://www.JazzAngel.org)

*Disbursements in 2016-2017 exceeded \$40,000 ,  
with over \$1.5 million returned to the community in the past 20 years!*

Grant Applications are available **JUNE 1 – JULY 31** of each year and are accessible at:  
[www.rotarylongbeach.org/projects/long-beach-charitable-foundation](http://www.rotarylongbeach.org/projects/long-beach-charitable-foundation)





Photo by Caughtinthemoment.com

# Looking to the Future

*One hundred years ago, the founders of the Rotary Club of Long Beach supported the Long Beach Day Nursery as their first commitment to community service. Rotarian and former Long Beach Mayor Beverly O'Neill speaks of the important role the Day Nursery played during her formative years, reminding us of the value of investing time and money in our youth.*

*We stand on the shoulders of Rotarians who created a legacy of service above self. As the 101<sup>st</sup> president, I look forward to our next century of service.*

*We invite you to join us as we continue to make a difference ... every day!*

**Steve Keesal**  
**Rotary Club of Long Beach President, 2017-2018**



2017 CCEJ Building Bridges Award



2017 CSULB President's Distinguished Service Award

*The Rotary Club of Long Beach was honored with two prestigious awards to commemorate its Centennial, 1917-2017*



*The centennial celebration began with L.A. County Supervisor Don Knabe's proclamation!*

**“Rotary was the first service club to establish a chapter in Long Beach in 1917. Over its 100 years of dedicated service in our community, the Rotary Club of Long Beach has lived up to its motto of putting service above self and has made our city stronger through its commitment to youth and education. It will be my pleasure to proclaim Rotary Day in Long Beach on November 15, 2017.”**

**Dr. Robert Garcia, Mayor**  
**City of Long Beach**  
**Long Beach Rotarian**



**Service Above Self**

***RotaryLongBeach.org***

*Follow Rotary Club of Long Beach*



**#LBRotary**

*DESIGN BY RYAN SUBURU*



# Rotary

## Club of Long Beach

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**Since 1917**

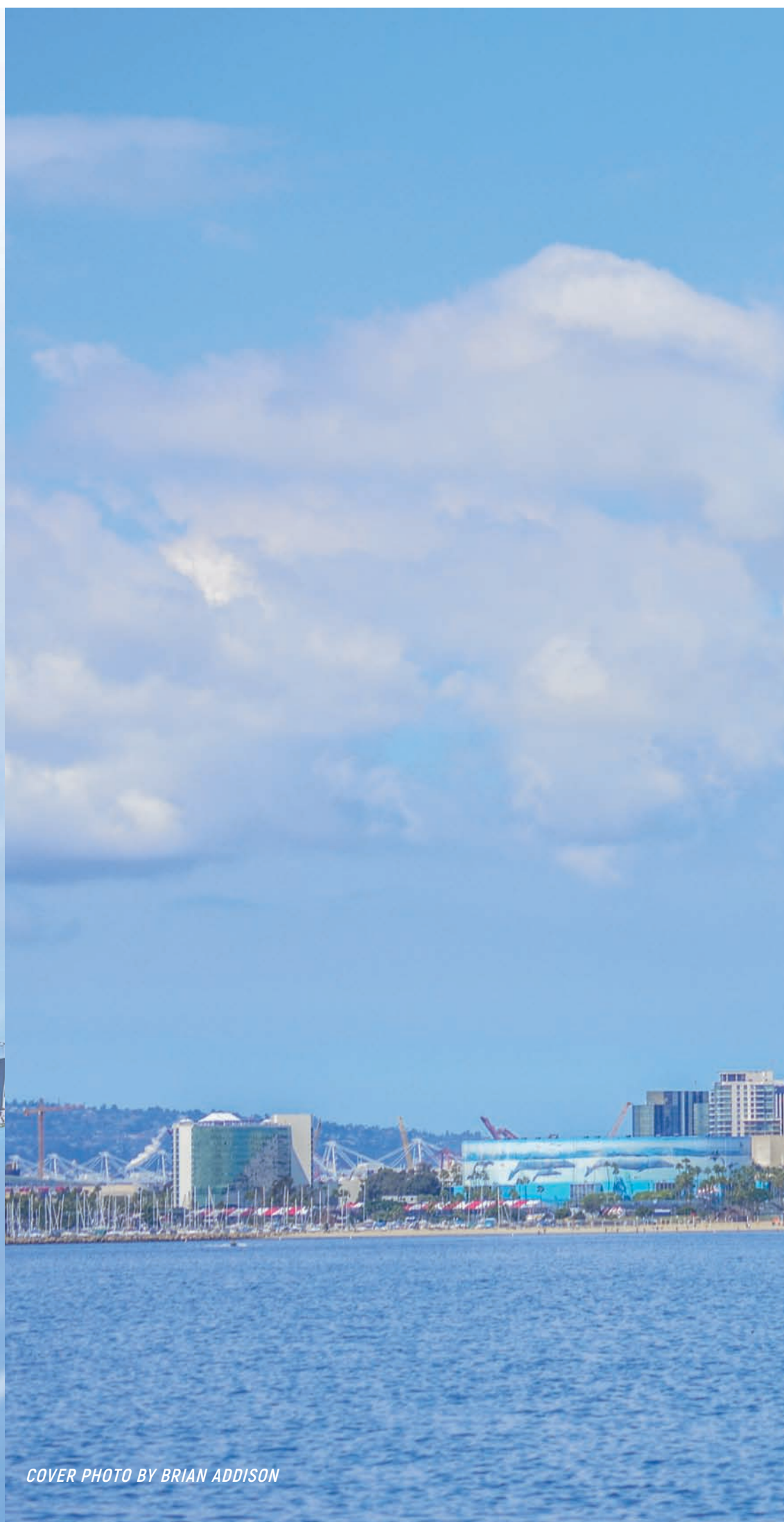
**Wednesdays at Noon**  
Aboard the Historic  
**Queen Mary**



**District 5320**

**www.RotaryLongBeach.org**

**562-436-8181**



*COVER PHOTO BY BRIAN ADDISON*



# Historic Long Beach Businesses And Organizations

(Continued From Page 1)

eclipsed the century mark, and a few others that were closing in on that historic achievement.

Curiosity got the best of us. How many businesses in Long Beach have operated for decades and decades? What are their stories?

First, we needed to establish criteria for what could be considered a historic company. We decided to limit our search to companies that opened prior to 1970 and are still operating in the city today. We later added nonprofit organizations and other non-public sector institutions. We reached out to the city business license department, the public library system, the Long Beach Historical Society, the Long Beach Heritage group, city councilmembers and others to develop as complete a list as possible. We e-blasted, posted on Facebook and even tweeted.

The end result: we identified more than 220 businesses and 45 nonprofit organizations and institutions. It's an impressive list, but surely incomplete. If we missed you, please let us know.

## The City's First Business

Several historical books about Long Beach have noted that in 1884, four years before the City of Long Beach incorporated, entrepreneur W. W. Lowe opened a general store – making it the first business in the area.

“Our Community,” a publication prepared by the Long Beach Unified School District in the 1950s, explained it this way: “At that time Pine Avenue was no more than a wagon track. Weeds grew high on both sides of the road. With his wife and two daughters, Mr. Lowe had driven to our town from Los Angeles in a carriage to see the new beach resort. Because the trip had taken so long, they decided to remain in town over night. Lowe suffered from asthma, but he slept so well in Long Beach that he decided to make it his home. He bought the property at the corner of Pine and Ocean. In a little frame building just north of his house, he opened a general store.”

Two years later, in 1886, the community that would become Long Beach had grown fast enough that a total of 21 businesses had opened to meet the needs of the residents and visitors. The *Pasadena Star* newspaper gave this description of Long Beach:

“... It is a promising town looking forward to the day when it will be a veritable ocean city. It contains a graded school, no saloons, two drygoods stores, one hardware store, a planing mill, four hotels, blacksmith's shop, and has a newspaper [known as the “Journal”]. The Methodists have a neat house of worship, and the Congregationalists are planning to build one that will cost \$10,000.”

roots back to 1891, and our longest established nonprofit even further – to 1884.

Many of the legacy businesses on our list span several generations within the same family. Other firms have changed hands one or more times but the company name remained the same. Still others have been sold or renamed while maintaining similar operations.

From newspapers to one-man shoe repair shops, major law firms to bicycle stores, aviation suppliers to logistics firms and so many more, these institutions made Long Beach their home. They have chosen to remain through earthquakes, wars and recessions, through the oil boom, the building of the breakwall, the arrival and departure of the Navy, the development of the port, the Rosie the Riveter era of big aviation, and countless other momentous

shifts in the life and times of the city, both prosperous and tumultuous.

Of the 220-plus businesses on our list, we chose to contact all that predate 1930 to ask them to provide historic photographs and anecdotes telling a story tied to their business's Long Beach history. We included the stories of those that responded on the following pages.

## Criteria For Inclusion

Businesses and nonprofits/membership organizations on this list had to meet the following criteria:

- Began operations in Long Beach prior to 1970;
- Continue to operate in the city today;
- Were able to provide a firm year of opening/starting operations;
- Companies that changed their name due to merger were accepted, as long as the

type of business activity remained the same (e.g., Douglas Aircraft Co./McDonnell Douglas/Boeing).

• Professional companies, such as law firms, that changed names because a partner was added.

• Businesses that began in another city but relocated to Long Beach prior to 1970 and are still operating in Long Beach today.

Not included on the list are home-based operations, public sector entities such as schools and city/county/state departments, or companies that did not return our phone calls verifying information.

If your business or organization is not included on the list on the pages that follow, please let us know by June 14 via e-mail to [samantha\\_mehlinger@lbbj.com](mailto:samantha_mehlinger@lbbj.com) or by calling 562/988-1222. We will print the additions in our June 20 issue. ■



From twelve determined seniors, to the Long Beach Geriatric Healthcare Council, to Senior Care Action Network, to simply, SCAN. We are proud to have our roots in Long Beach and look forward to serving seniors, their caregivers, and our community for years to come.

[www.scanhealthplan.com/about-scan](http://www.scanhealthplan.com/about-scan)





## 1891

**Taubman Simpson Young Sulentor**  
One World Trade Center Suite 400  
tsyslaw.com

## 1895

**Kelly Williams Insurance Agency**  
4400 E. Pacific Coast Hwy.  
kellywilliamsins.com

## 1897

**Press-Telegram**  
727 Pine Ave.  
presstelegram.com

## 1906

**Luyben-Dilday Mortuary**  
5161 Arbor Rd.  
luybendilday.com

**Sunnyside Mortuary**  
1095 E. Willow St.

## 1907

**Farmers & Merchants Bank**  
302 Pine Ave.  
fmb.com

**Long Beach Memorial Medical Center**  
2801 Atlantic Ave.  
memorialcare.org/long-beach

## 1910

**Jones Bicycle**  
5332 E. 2nd St.  
jonesbicycles.com

## 1913

**Long Beach Iron Works**  
2020 W. 14th St.  
lbiw.com

## 1915

**Phillips Steel Company**  
1368 W. Anaheim St.  
phillipssteel.com

## 1916

**Harbor Custom Canvas**  
733 W. Anaheim St.  
harborcustomcanvas.com

## 1918

**Hamman, Miller, Beauchamp,  
Deeble Insurance Services**  
3633 E. Broadway  
hmbd.com

## 1921

**Eye Treatment Center**  
3900 Long Beach Blvd.  
eyetreatmentcenter.com

## Taubman, Simpson, Young and Sulentor

The law firm of TAUBMAN, SIMPSON, YOUNG AND SULENTOR is celebrating 126 years in Long Beach.

Taubman, Simpson, Young and Sulentor, Long Beach's longest-established law firm, was founded in 1891, when E. C. Denio became the first lawyer in Long Beach. In 1897, it was Denio who filed the incorporation papers for the City of Long Beach and served as one of the city's early mayors. Denio was active in the early political history of the city and was instrumental in passage of the bond issue which made possible the first wooden pier at the foot of Pine Avenue. As attorney for Pacific Electric Railway Co., he often traveled on horseback to farmers' homes to get rights of way for the Long Beach line. The firm became Denio and Hart when George A. Hart, Sr. joined in around 1900. Hart served as Long Beach City Attorney from 1905-1913. In 1927 George P. Taubman



E.C. Denio  
First lawyer in Long Beach



Current leadership at Taubman, Simpson, Young & Sulentor, from left: Carol L. Armitage, estate planning probate paralegal; R. Joseph Decker, attorney; Maria M. Rohaidy, attorney; and Alison S. Flowers, attorney. (Photograph by the Business Journal's Larry Duncan)

and Matthew Simpson joined the firm giving it the name of Denio, Hart, Taubman and Simpson. Roger Young joined the firm in 1952, and with William J. Sulentor's addition to the firm in 1978, the firm name became Taubman, Simpson, Young and Sulentor and continues to this day. Managing attorney Maria M. Rohaidy is proud of the firm's distinguished history and its deep connection to the downtown Long Beach community.

— Provided by Taubman, Simpson, Young and Sulentor





# Kelly Williams Insurance Agency

(Editor's note: The following is an excerpt from the 27th anniversary pamphlet of the Carle L. Williams Co., founded in 1895. The company is now Kelly Williams Insurance Agency.)

"Since 1913, the Chas. F. Van de Water has been actively managed by Carle L. Williams so that it was natural upon the death of Chas. F. Van de Water, in 1920, he should assume entire control of the company's affairs.

In recognition for his work in building up one of the largest and strongest Insurance Agencies in the State, the Board of Directors of Chas. F. Van de Water Company voted unanimously to change the name of the firm to the Carle L. Williams Company.

Although this is the seventh change in name since 1895, the basic foundations of the business and the dominate ideals of its founders have remained unchanged.

Today those same ideals of strength, reliability, and service permeate each and every member of the organization which has grown from the two or three who were at first necessary to carry on its affairs, to over 25 people actively engaged in the Insurance and Real Estate Departments of Long Beach's oldest established office.

And by no means, does the company intend to stop its expansion there. Rather does the future hold out an opportunity for growth so inviting and so optimistic that what is to be accomplished in the years ahead cannot be compared in any what to what has been done in the past.

— the Carle L. Williams Company has acquired a reputation for dependability, strength and service which only a quarter century of time could possibly establish. We are rightfully proud because we were forced to open an office in Los Angeles to take care of our rapidly expanding business in that direction, setting a precedent among local firms. We are proud too, of our Insurance Department which is considered one of the most complete agencies in California. It is fully capable of "Insuring Anything Against Everything."

And we are proud of our Real Estate Department which is credited with not only doing a consistently large business, but has, within the last few months, acted in the capacity of fiscal agents for such undertakings as the half-million dollar St. Regis Apartment Homes on Ocean Avenue.

Because Long Beach is making greater headway than any city of its class in the United States, we take a pardonable amount of pride in the fact that its oldest established office, and probably its most representative, in a large degree, set the pace for its growth away back in 1895, 27 years ago.

That you may better understand how a service to the public increases in scope every year after its first inception, we invite you to become acquainted with the Carle L. Williams Company, whether in a business relationship or simply in a friendly way.

— Provided by Kelly Williams Insurance Agency



Kelly Williams Insurance Agency dates back to 1895 and is the second oldest firm in Long Beach. It is currently led by Kelly Williams III, a descendant of Carle L. Williams, who took over the company in 1920. (Photograph by the Business Journal's Larry Duncan)



## 1921

Forest Lawn Memorial Parks & Mortuaries  
 1500 E. San Antonio Dr.  
[forestlawn.com/long-beach](http://forestlawn.com/long-beach)

## 1922

Irwin Industries  
 1580 W. Carson St.  
[irwinindustries.com](http://irwinindustries.com)

## 1923

Dignity St. Mary Medical Center  
 1050 Linden Ave.  
[dignityhealth.org/socal/locations/stmarymedical](http://dignityhealth.org/socal/locations/stmarymedical)

T.F. Merrick Co.  
 333 W. Broadway Suite 210  
[tfmerrickcompanyinc.com](http://tfmerrickcompanyinc.com)

## 1924

Community Hospital Long Beach  
 1720 Termino Ave.  
[memorialcare.org/community-hospital-long-beach](http://memorialcare.org/community-hospital-long-beach)

Jacobsen Pilot Service  
 1259 Pier F Ave.  
[jacobsenpilot.com](http://jacobsenpilot.com)

Joe Jost's  
 2803 E. Anaheim St.  
[joejosts.com](http://joejosts.com)

## 1925

Pfanstiel Printers  
 3010 E. Anaheim St.  
[printaccess.com](http://printaccess.com)

## 1926

Gage Pharmacy  
 5735 Atlantic Ave.  
[gagepharmacy.com](http://gagepharmacy.com)

The Sky Room  
 40 S. Locust  
[theskyroom.com](http://theskyroom.com)

Wards Pharmacy  
 653 Long Beach Blvd.  
[wardspharmacy.com](http://wardspharmacy.com)

Windes  
 111 W. Ocean Blvd. 22nd Floor  
[windes.com](http://windes.com)

## 1927

Outer Limits  
 22 S. Chestnut  
[outerlimitstatattoo.com](http://outerlimitstatattoo.com)

Pacific University School of Law  
 1650 Ximeno Ave. Suite 300  
[pculaw.org](http://pculaw.org)



## 1927

**Queen Beach Printers**  
937 Pine Ave.  
qbprinters.com

## 1928

**Bert F. Ayres Commercial Printing**  
20933 S. Brant Ave.  
bertfayers.com

**Bischoff Sheet Metal**  
1336 Newport Ave.  
bischoffsheetmetal.com

**Colonial Bakery**  
355 Pacific Ave.

**Thirsty Isle**  
4319 E. Carson St.

## 1929

**Encore Awards/Jensen Rubber Stamps**  
1344 Newport Ave.  
awardsbyencore.com

**The Varden A Boutique Hotel**  
335 Pacific Ave.  
thevardenhotel.com

## 1930

**Dion & Sons/Amber Resources**  
1543 W. 16th St.  
amberresources.com

**Kuster/A Probe Company**  
2900 E. 29th St.  
kusterco.com

**Pediatric Medical Center**  
2921 Redondo Ave.  
informedparent.com

## 1931

**CH Topping & Co**  
520 W. Esther Street  
chtopping.com

## 1932

**McCarty's Jewelry**  
5011 E. 2nd St.  
mccartysjewelrylb.com

## 1933

**Halbert Hargrove**  
111 W. Ocean Blvd. 23rd Floor  
halberthargrove.com

**Sanborn & Sine**  
5199 E. Pacific Coast Hwy. Suite 501  
sanbornandsinelaw.com

**The Termo Company**  
3275 Cherry Ave.  
termoco.com

## Press-Telegram

The Press-Telegram has been around for a long time, like 120 years. We wrote about the beginnings of a new seaside community called Long Beach in 1897. We celebrated the opening of the new Poly High School in 1910. We were here when a devastating earthquake jolted the city in 1933. We joined in welcoming the Queen Mary here in 1967. We've reported on the hopes



The former headquarters of the Press-Telegram at 6th Street & Pine Avenue.



and dreams of thousands of people as Long Beach grew into one of the most diverse areas in the United States. We are writing about the city's rebirth as it rebuilds from the Great Recession. And, just as the city is renewing itself, so, too, are we as we morph into many more different ways of delivering the news. The Press-Telegram's current home – at the Bungalow Building at 727 Pine Ave. – sits just a block away from the newspaper's historic roots in the landmark Press-Telegram building, now owned by Molina Healthcare at Sixth Street and Pine Avenue. With the combination of a print newspaper and multiple digital platforms, the Press-Telegram and presstelegram.com are reaching more readers than ever before as we enter our 120th year in serving Long Beach readers.

– Rich Archbold, Public Editor



Pictured in front of a wall of historic newspaper covers is the current leadership of the Press-Telegram, from left: Craig Hymovitz, Press-Telegram advertising manager; Leslie Lindemann, general manager/vice president of advertising for the Press-Telegram and Daily Breeze, Southern California News Group; Tom Bray, managing editor, Southern California News Group; Melissa Evans, Press-Telegram city editor; and Rich Archbold, Press-Telegram public editor. (Photograph by the Business Journal's Larry Duncan)





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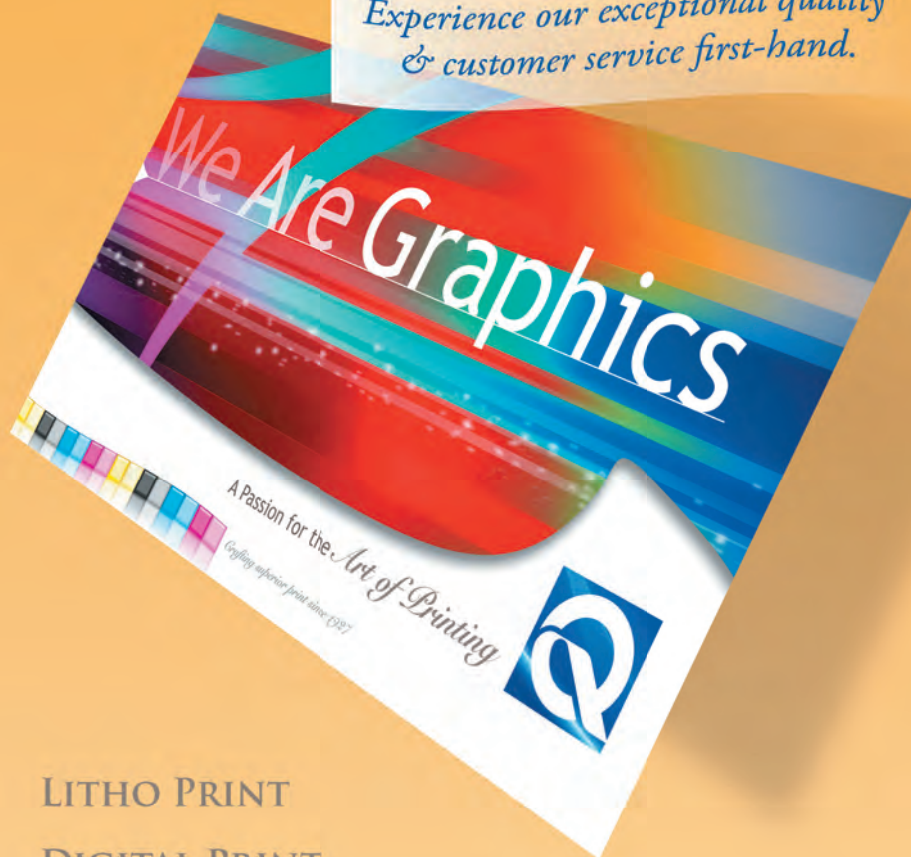
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**1946**

Bragg Crane Service (BCS) was founded by Monroe James (Jim) Bragg in the oil fields of Signal Hill, CA.



**1955**

Jim Bragg acquired Heavy Transport, Inc. (HT) and then moved the company from Signal Hill to Long Beach, CA.

**1981**

The Bragg Companies were incorporated in California and Bragg Crane Service acquires Western Crane & Rigging and established its Reno, NV location.

**1988**

Bragg Companies opens its San Diego, CA location.

**1996**

Bragg Companies celebrates its 50 Year Anniversary.

**2001**

BCS is honored by a State Resolution naming them as the Contractor of the Year in the state of California.

**2012**

HT acquires Triple R Heavy Haul and along with BCS, relocates its operations to from Sacramento, CA to Stockton, CA.

**2016**

Investing multi-millions in new equipment and facilities for the future.



### company history

**1967**

Bragg Crane & Rigging (BCR), the third of Bragg's core companies was established.

**1972**

Bragg Companies established its Fontana, CA location.

**1990**

Bragg acquires Bay Cities Crane & Rigging and establishes its Northern California branch in Richmond, CA.

**1992**

Bragg expands its Long Beach facility with the acquisition of a second property across the street. Currently, operation headquarters to BCS, BCR, and HT.

**2004**

BCS expands its territory out of California into Phoenix, AZ.

**2009- 2010**

BCS expands to service in Mojave and Thousand Palms. Also, extends to Salt Lake City, UT and Odessa, TX.

BCR opens permanent locations in Santa Maria, CA.

### Headquarters

6251 N. Paramount Blvd. • Long Beach, CA 90805 • 800-4CRANE1

[www.braggcrane.com](http://www.braggcrane.com)



# Recognizing Their Legacy

## 1934

Gibbs Architects  
3575 Long Beach Blvd.  
gibbs1934.com

## 1935

Belmont Heights Market  
3500 E. Broadway

Connolly Pacific  
1925 W. Pier D. St.  
connollypacific.com

## 1936

Electro-Tech Machining  
2000 W. Gaylord St.  
etmgraphite.com

Long Beach Fireman's Credit Union  
2245 Argonne Ave.  
lbfcu.org

## 1937

A Beautiful California Florist  
455 Atlantic Ave.  
abeautifulcalflorist.com

Foasberg Laundry & Cleaners  
640 E. Wardlow Rd.  
foasberg.com

Long Beach Roofing Company  
3265 E. 59th Place  
longbeachroofing.com

## 1938

Air Source Industries  
3976 Cherry Ave.  
air-source.com

## 1939

Afana Printing Company  
2190 Temple Ave.  
afanaprinting.com

## 1940

Art's Brake Service  
3441 E 10th St.

Milburn Plumbing and Heating  
5574 Atlantic Ave.

## 1941

Billings Ace Paint & Hardware  
5004 E. 2nd St.  
billingsace.com

Engle Racing Cams  
6801 N. Paramount Blvd.  
englecams.com

Moffatt & Nichol  
3780 Kilroy Airport Way Suite 600  
moffattnichol.com



W. Henry Walker, left, is president of Farmers & Merchants Bank and his brother Daniel Walker is chairman of the board and CEO. (Photograph by the Business Journal's Larry Duncan)

## Farmers & Merchants Bank

It all began on an uncertain Saturday morning, October 12, 1907. With the stock market in crisis and rumor spreading fast about the instability of the banks, an unsettled crowd gathered outside the doors of First National Bank in Long Beach. They wanted their money.

When the doors finally opened, the crowd surged in. Amid the tumult, they looked up to behold a sandy-haired young man standing confidently on a curved countertop, a stack of gold bars at his feet. His name was C.J. Walker, the new president of the bank, and he assured his clients that, not only was their money safe, but he would fully guarantee their deposits in gold.

A short time later, C.J. founded Farmers & Merchants Bank of Long Beach. From its humble roots on a dusty corner of Pine Avenue, F&M would grow into a symbol of strength and stability, stretching from the sprawling metropolis of Los Angeles to the golden shores of Orange County.

From depressions to booms. From wartime to peace. From the industrial age to the digital age, F&M would adapt, grow, and thrive. But it was this golden moment that the legacy of Farmers and Merchants Bank was forged. This is the story of California's Strongest.

– Provided by Farmers & Merchants Bank



From left: C.J. Walker sits at his roll top desk at the bank's original location in Downtown Long Beach. An armored car is parked outside of the Farmers & Merchants Bank headquarters on Pine Avenue and 3rd Street, circa 1920s. Tellers at work at Farmers & Merchants Bank, pre-1922. (F&M photos)



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ECKART PREU, MUSIC DIRECTOR



# Recognizing Their Legacy

## 1941

Paul's Dairy  
6170 N. Paramount Blvd.

The Boeing Company  
4060 N. Lakewood Blvd.  
boeing.com

Wards' Furniture  
125 Victoria St.  
wardsmediatech-longbeach-  
ca.brandsdirect.com

## 1942

Burke's Auto Body & Paint  
1331 Ohio Ave.  
burkesautobodyandpaint.com

## 1944

California Cartage Co.  
2931 Redondo Ave.  
calcartage.com

Don & Harold's Automotive  
500 E. Wardlow Rd.  
dhautocare.com

Gilmore Music  
1935 E. 7th St.  
gilmoremusicstore.com

Paul's Glass Co.  
2400 E. Anaheim St.  
paulsglass.com

## 1945

B & B Supply  
1845 W. Anaheim St.  
bandbsupply.net

CW Industries  
1735 Santa Fe Ave.  
cwindustries.us

Mark Schneider Design  
245 The Promenade North  
markschneiderdesign.com

## 1946

Lester Box & Manufacturing  
1470 Seabright Ave.  
lesterbox.com

The Bragg Company  
6251 N. Paramount Blvd.  
braggcrane.com

Tuttle Cameras  
5467 E. Carson St.  
tuttlecameras.com



This 13-room Victorian house located near the present-day intersection of Broadway and Junipero Avenue became the first Seaside Hospital on November 23, 1907.



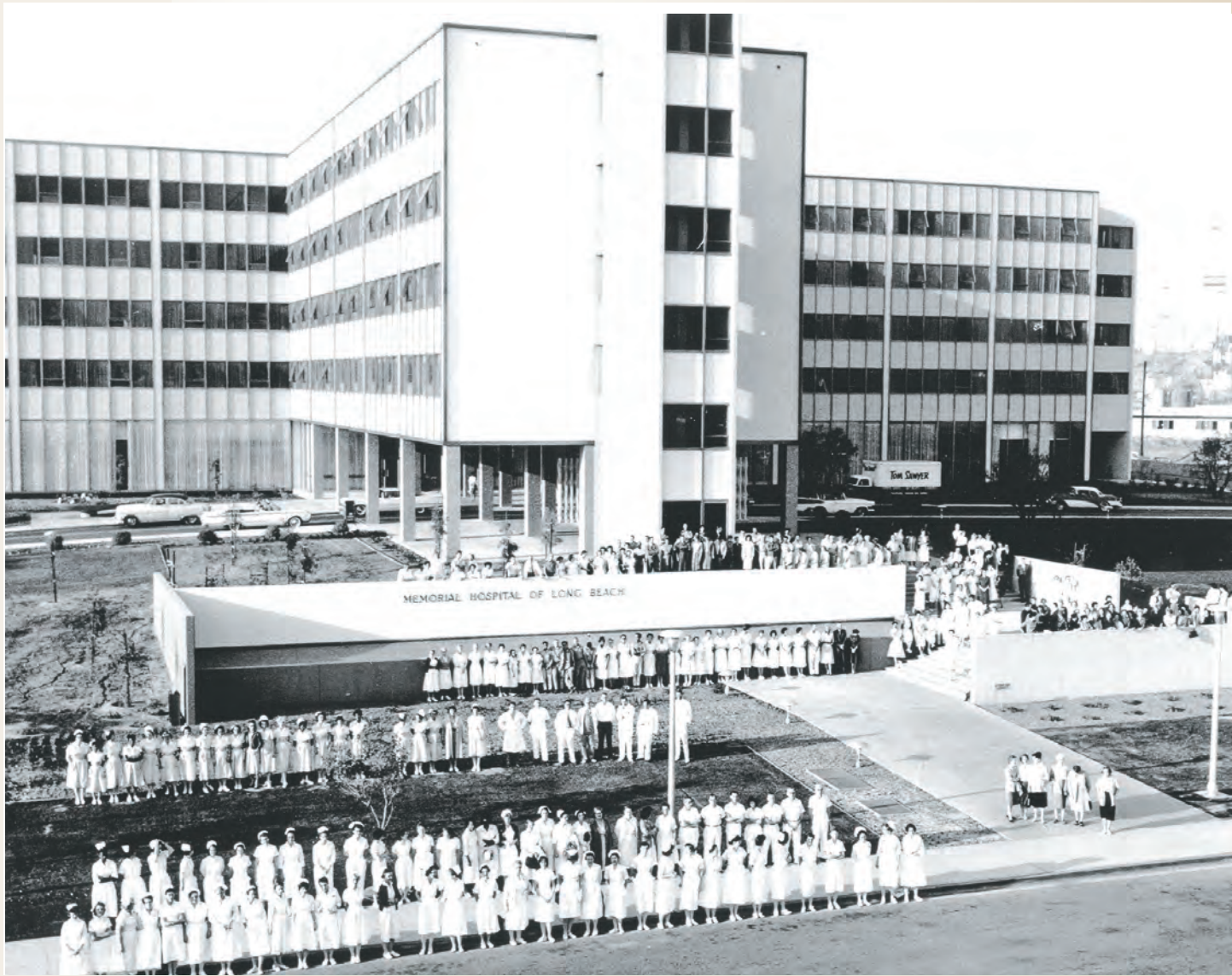
As Long Beach continued to attract new residents, a larger Seaside Hospital was built near the intersection of 14th Street and Magnolia Avenue. Opened in 1912, the facility featured 32 beds and nursing call lights.

## Long Beach Memorial Medical Center

My father, Stirling Pillsbury, an obstetrician, was in the delivery room at Seaside Hospital, the forerunner of Long Beach Memorial, and he was and about to deliver a baby. The father of the baby was in the room, and Dad noticed he was becoming a little peaked, so he asked him to sit down next to the wall. The father quickly started to look worse, so my Dad asked a nurse to escort him out. Only a few moments later an earthquake hit. The very wall that the father of the baby was sitting up against fell into the alley. The baby was delivered safely a few minutes later and everyone left the hospital with memories never to be forgotten.

This story took place March 10, 1933.

— Gainer Pillsbury, MD, Administrative Medical Director,  
Community Hospital Long Beach



Approximately 5,000 people gathered in the chairs and bleachers set up in front of the new Memorial Hospital on Sunday, June 12, 1960, for the dedication ceremonies of the hospital at its new location at 2801 Atlantic Ave. After a short program, the doors to the new hospital were opened electronically, activated by the cry of a baby.



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3. Are you tired of Uncooperative Partners?	<input type="checkbox"/>	<input type="checkbox"/>
4. Are you concerned about the distribution of your estate?	<input type="checkbox"/>	<input type="checkbox"/>
5. Are you concerned about the Tax Ramifications/Costs if you sell your long owned property?	<input type="checkbox"/>	<input type="checkbox"/>
6. Are you scared your kids will completely screw up your hard earned Real Estate Investments?	<input type="checkbox"/>	<input type="checkbox"/>

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# Recognizing Their Legacy

## 1947

Alsace Lorraine Fine Pastries  
4334 Atlantic Ave.

California Swaging & Cable Products  
708 W. Esther St.  
californiaswaging.com

Cowelco Steel Contractors  
1634 W. 14th St.  
cowelco.com

Hill Crane Service  
3333 Cherry Ave.  
hillcrane.com

Santa Fe Importers  
1401 Santa Fe Ave.  
santafeimporters.com

WECO Aquatics  
2138 W. 17th St.  
wecoaquatics.com

## 1948

Acme Auto Headlining  
550 W. 16th St.  
acmeautoheadlining.com

Belmont Shore Children's Center  
30 S. Termino  
belmontshorechildren.com

## 1949

Antique Metal Finishing  
1201 Newport Ave.  
antique-metalfinishing.com

Rapid Screen Repair  
507 Redondo Ave.  
rapidscreenrepair.com

## 1950

Barrad & Shilling Accountancy  
6200 E. Spring St. Suite C  
bsacpa.com

Crosby & Overton  
1610 W. 17th St.  
crosbyoverton.com

Friction Materials Co. of Long Beach  
1425 Santa Fe Ave.  
frictionmaterials.net

Harbor Chevrolet  
3770 Cherry Ave.  
harborchevrolet.com

Stu's AE Transmission  
5531 Cherry Ave.  
stustransmissions.com

Swiss Cleaners  
2115 E. 10th St.



Jones Bicycles on 2nd Street in Belmont Shore in 2017, and Jones as it looked when it first opened in 1910 at 6th Street and Long Beach Boulevard. (Current photograph by the Business Journal's Larry Duncan, and historical photo provided by Jones Bicycles)

## Jones Bicycles

The original Jones Bicycles store in Long Beach was located on 6th & Long Beach Boulevard (originally called American Avenue). The 1930s owner, Frank S. Jones, moved his store to 16th & Long Beach Boulevard.

In 1964, the Belmont Shore location opened on 2nd Street in the



space now occupied by Pandor Bakery. The business outgrew the small location and in the early '90s relocated across the street where it still operates today.

Jones Bicycles has survived a lot of hardship – two world wars, the 1933 Long Beach earthquake, the looting of the Long Beach Boulevard store during the 1992 Rodney King riots, and a total loss fire of the Belmont Shore location in 1997.

There's no question that Jones Bicycles is a Long Beach landmark retailer with a great legacy. Many Hollywood stars, wishing to avoid the limelight in L.A., have purchased bicycles from the store. Accomplished bicycle racers have Jones technicians build their wheels and tune their bikes for competition. Well-known skateboard icons frequent the store to hang out in the skate shop that occupies the second level of the store.

Perhaps the most interesting customers have been the furry and feathered variety. It's not uncommon to see a customer ride in with a bird perched on the handlebars or a dog sitting happily in a front basket. One customer had two ferrets – one snuggled inside a Baby Bjorn carrier and another tucked in his backpack. Of all of the animals, though, the most amusing was a bulldog that rode together with its owner on a skateboard.

– Provided by Jones Bicycles





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/theLBChamber



/longbeachchamber



**1951**

Berg-Nelson  
1633 W. 17th St.  
bergnelson.com

Hillside Enterprises – AR&C Long Beach  
4519 E. Stearns St.  
hillsideenterprises.org

Hof's Hut  
2147 Bellflower Blvd.  
hofs.hut.com

Snyder Manufacturing  
1541 W. Cowles St.  
snydermanufacturing.com

**1952**

Annex Beer Bar  
4300 E. Stearns St.

B & B Pipe & Tool Company  
3035 Walnut Ave.  
bbpipe.com

Long Beach Brake Service  
4445 E. Anaheim St.

R & G Carpet Service  
1325 E. Esther St.

Tenni-Mocs Shoe Store  
6502 E. Spring St.  
tenni-mocs.com

**1953**

Curtis & Burnight  
11 Golden Shore, Suite 400  
curtisburnight.com

J.B. Hanover Company  
4116 E. 10th St.  
jbhanover.com

Orchid Cleaners & Laundry  
2706 E. Broadway

South Coast Shingle Company  
2220 E. South St.  
southcoastshingle.com

Wallboard Tool Company  
1697 Seabright Ave.  
wallboardtoolco.com

**1954**

All Glass & Upholstery  
2024 W. 15th St.  
allglassandupholstery.com

Blumberg Law Offices  
444 W. Ocean Blvd. Suite 1500  
blumberglaw.com

Circle Moving & Storage  
3333 E. Willow St  
circlemoving.com

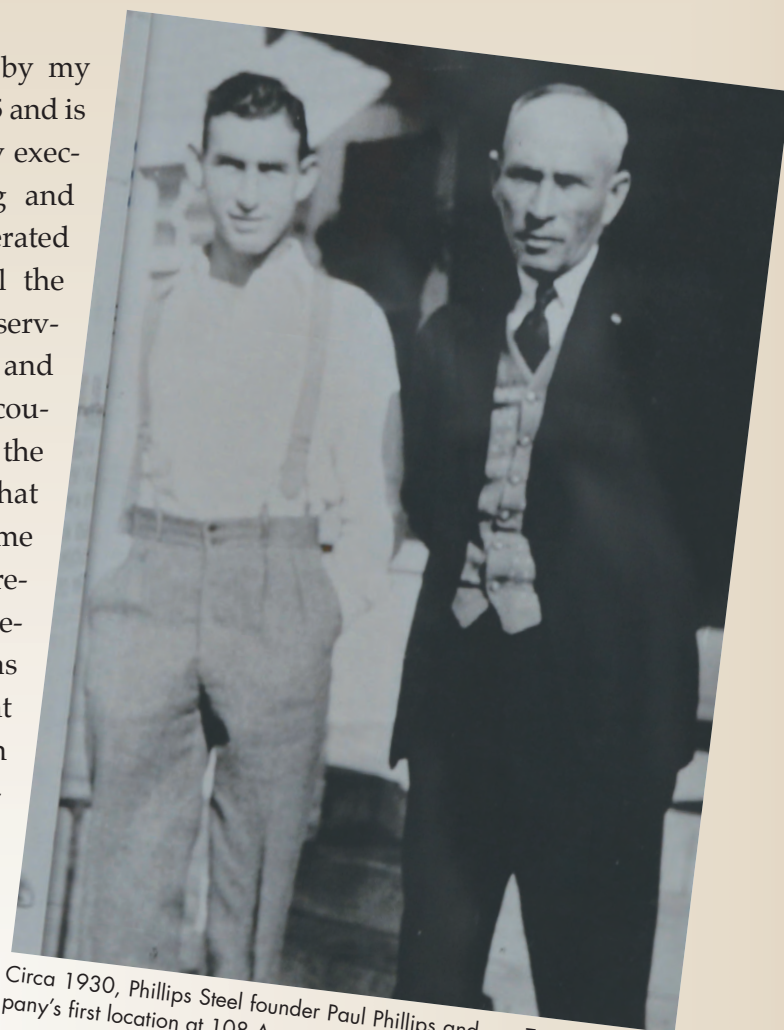
**Phillips Steel Co.**

The company was founded by my grandfather Paul Phillips in 1915 and is currently managed by company executives including myself, Greg and Todd Phillips. The company operated as scrap metal recycling until the early 1970s when we added full service metal distribution, supply and fabrication. There have been a couple significant events including the 1933 Long Beach earthquake that flattened our grandparents' home and most of the building warehouse. Preceded by the Great Depression from 1929-1939, it was the great earthquake that brought Long Beach out of the recession with all the building and construction jobs and building materials that were needed.

This was followed by WWII, which allowed our company to provide much needed and surplus materials to government and related industries, as there were world-wide shortages of all materials. Our company was awarded classified and priority status, which allowed us to have access to fuels, tires and critical other materials to stay in business. Then in mid-1960 there was the fire that leveled one of our warehouse buildings that was not insured! One of grandpa's favorite stories was when he hired a laborer in the middle of the Great Recession. He explained that he only had enough money to pay him for one day, but to show up tomorrow to see if we had work or money. That man retired after 45 years on the job, owning his home, raising his family and college educating each of his children.

And the beat goes on and on . . . so many more stories and history.

– Daryl Phillips, Owner



Circa 1930, Phillips Steel founder Paul Phillips and son Ted at the company's first location at 108 American Ave. (Phillips Steel photograph)



Representing the third and fourth generations of the Phillips family are, from left: Todd Phillips, Daryl Phillips and Greg Phillips.



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# Recognizing Their Legacy

## 1954

**Domenicos Belmont Shore**  
5339 E. 2nd St.  
domenicosrestaurant.com

**Globe Gas**  
5843 Paramount Blvd.  
globepropane.com

**Jack's Shoe Repair**  
4131 N. Viking Way

**Kaiser Permanente**  
3900 E. Pacific Coast Hwy.  
kaiserpermanente.org

**Los Altos Car Wash**  
5470 E. Stearns St.  
losaltoscarwash.com

**Twining**  
2883 E. Spring St Suite 300  
twininginc.com

## 1955

**Broadway Glass**  
2523 E. Broadway  
broadwayglass.com

**Long Beach Petroleum Club**  
3636 Linden Ave.  
lbpetroleumclub.com

## 1956

**A.P. Fischer Motor Oil & Filters**  
1601 Caspian Way  
apfischer.com

**49er Tavern**  
5660 E. Pacific Coast Hwy. Suite A  
49rstavern.com

**Industrial Filtration**  
1500 Daisy Ave.  
industrialfiltrationinc.com

**Long Beach Ice**  
1600 Cherry Ave.  
longbeachice.com

**Neill Aircraft**  
1260 W. 15th St.  
neillaircraft.com

**Park Pantry The Original**  
2104 E. Broadway

**The Berns Company**  
1250 W. 17th St.  
TheBernsCompany.com

## Harbor Custom Canvas

Harbor Custom Canvas has been a leader in the marine canvas industry, serving the Long Beach and Los Angeles harbor area, for more than 100 years. Established in 1916, Harbor Custom Canvas was one of the first ship's chandlery and sailmaking operations in the Los Angeles harbor.

Today, the company designs and manufactures a full line of custom canvas products, including dodgers, enclosures, and covers, for all makes of yachts and marine vessels. Harbor Custom Canvas also serves a variety of other industries, providing them with a variety of fabric solutions as suits their needs.

Harbor Custom Canvas was originally a ship's store and sail loft. Over the years H.C.C. has evolved and seen many changes. At various times we were;

- Making sails for early sailing vessels
- Doing the same for recreational sailors
- Fabricating fabric filters for industry
- Making anti-static mats for use in the service of our nations Intercontinental Ballistic Missile Program
- Providing heavy-duty vinyl products for various oil field applications
- Providing products for the oil spill clean-up industry

We have manufactured everything from giant slings used to transport whales and dolphins, to creating the world's largest kite of its time (1979 Guinness Book of World Records).

We are proud to have contributed to Southern California's boating history, and especially proud to be a part of the Long Beach business community.

– Provided by Harbor Custom Canvas



Dan Loggans, owner/CEO of Harbor Custom Canvas since 2005, shows off some of the raw canvas the company uses to create ship upholstery, boat covers, awnings and a host of other marine and industrial products. The firm is located at 733 W. Anaheim St. (Photograph by the Business Journal's Larry Duncan)



According to the 1979 Guinness Book of World Records, pictured here is the world's largest kite at the time, manufactured at Harbor Custom Canvas. (Photo provided by Harbor Canvas)







# Recognizing Their Legacy

## 1959

Tell Steel  
2345 W. 17th St.  
tellsteel.com

Western Office Refinishing Co.  
2109 E. Cherry Industrial Cir.

White Realty Associates  
5374 E. Village Rd.  
wralistings.com

## 1960

Iguana Kellys  
4306 E. Anaheim St.  
iguanakellys.com

Long Beach Animal Hospital  
3816 E. Anaheim St.  
lbah.com

Modern Specialist  
6190 Cherry Ave.  
modernspecialist.com

Quality Sprayers  
1549 W. 17th St.  
qualitysprayers.com

Umberto's Men's Wear  
2141 Bellflower Blvd.  
umbertosmenswear.com

## 1961

Marvin S. Beitner, Ph.D.  
5199 E. Pacific Coast Hwy. Suite 304N  
psychologydoc.com/  
Marvin S Beitner, PhD.htm

Black, O'Dowd & Associates  
1511 Cota Ave.  
boaarchitecture.com

City Tow Service  
704 W. 17th St.  
citytowservice.com

Stan Miller Yachts  
245 Marina Dr.  
stanmilleryachts.com

## 1962

Jacobson Plastics  
1401 Freeman Ave.  
jacobsonplastics.com

Superior Electric  
1700 W. Anaheim St.  
superiorsigns.com

Wyatt Precision Machine  
3301 E. 59th St.  
wyattprecisionmachine.com



A crowd gathers for the grand opening of St. Mary Medical Center in 1923. (Dignity Health St. Mary Medical Center photograph)

## Dignity Health St. Mary Medical Center

St. Mary Medical Center opened its doors as the first community hospital in Long Beach in 1923. Few people can claim to have a longer kinship with St. Mary than Rosemary Ashley. Just three years after St. Mary started serving the community, Rosemary was born there. "I actually found the hospital bill my parents received after I was born," Rosemary recounted. "For the delivery and an 11-day stay afterward, the bill came to just over \$62."

After marrying her husband Don Ashley in 1946, Rosemary has resided within the same six blocks in Bixby Knolls. Rosemary and Don raised seven children, all born at St. Mary Medical Center.

Rosemary decided to begin volunteering at her beloved St. Mary Medical Center in 1969. In those days, volunteers made beds, fed patients, and performed a variety of tasks that professional staff perform today. During her 36 years as a volunteer at St. Mary, Rosemary worked in many areas of the hospital, including hospice, emergency room, and the Low Vision Center, where she tested the vision of local school children through its outreach program.

Rosemary's youngest daughter, Maureen, and her six siblings feel so supportive of St. Mary that they started a tradition that honors their mother in a unique and thoroughly modern way. "For Mom's 89th birthday, I committed to sending a dollar to St. Mary for every 'like' posted to my page about her birthday. My siblings posted the same challenge to their Facebook pages for Mom's 90th birthday. We collectively ended up sending a check this year to St. Mary for over \$1,000 dollars and the tradition continues," Maureen said.

— Provided by Dignity Health St. Mary Medical Center



Dignity Health St. Mary Medical Center at the corner of 10th Street and Linden Avenue, circa 1950s.



# Jacobsen Pilot Service

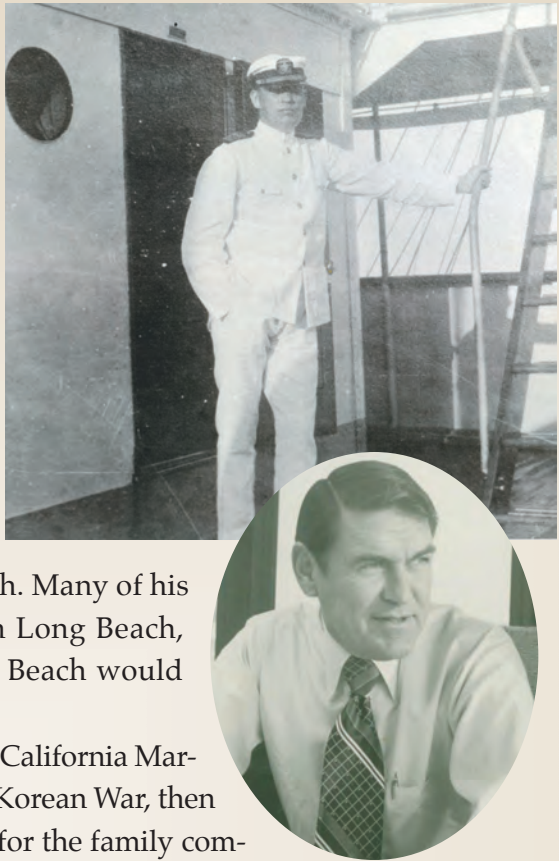
My grandfather, Jacob A. Jacobsen, originally left his home in Norway as a teenager, with a mere \$20, a bible, and a dream for a better life in America. He went on to work on fishing boats in Alaska, became a captain of whaling ships, and then joined the U.S. Navy during WWII. After the war, he sailed on cargo ships between Asia and the U.S. West Coast.

In 1924, Captain J.A. Jacobsen was asked by a local ship's agent to become the private pilot for the American oil tankers trade in San Pedro bay. Soon afterwards, The Port of Long Beach hired him to pilot all of the ships coming into Long Beach. Many of his friends called him crazy to ever want to work in Long Beach, which they called the "mud flats" and said Long Beach would never become a major port!

My father, Captain Richard J. Jacobsen, graduated California Maritime Academy in 1952, joined the Navy during the Korean War, then shipped out on cargo ships. He came back to work for the family company and became president in 1960. Under his leadership, the business was incorporated and the pilots became stockholders. Our company has always been known for having the most professional pilots on the West Coast, and this still holds true today!

In 1967, the Queen Mary arrived in Long Beach. My grandfather was at the pilot station, keeping an eye on the operation, and my father was onboard the Queen Mary, bringing her into port. Although I was only three years old at the time, I was there at the pilot station, too, watching the Queen Mary come in.

Today, our company is still going strong and proud of being part of the incredible Port of Long Beach.



Top: Capt. Jacob A. Jacobsen  
 Above: Capt. R.J. Jacobsen



When the Queen Mary sailed into Long Beach 50 years ago, Capt. Jacob A. Jacobsen and three-year-old Thomas A. Jacobsen were at the pilot station keeping an eye on the ship, while Capt. R.J. Jacobsen was onboard the vessel.

– Captain Thomas A. Jacobsen, President/CEO



Capt. Thomas A. Jacobsen outside the company's offices at the Port of Long Beach.  
 (Photograph by the Business Journal's Larry Duncan\_

## 1963

- Benny The Tailor**  
 5422 Orange Ave.
- Best Western Golden Sails**  
 6285 E. Pacific Coast Hwy.  
[bestwestern.com/GoldenSailsHotel](http://bestwestern.com/GoldenSailsHotel)
- Golden Star Restaurant**  
 1560 W. Pacific Coast Hwy.  
 2201 E. Carson St.
- Metropolitan Chemical Company**  
 733 W. 14th St.  
[metropolitanchemicals.com](http://metropolitanchemicals.com)
- Scuba Duba**  
 255 N. Marina Dr.  
[scubadubacorp.com](http://scubadubacorp.com)

## 1964

- Ace & Stewart Detailing**  
 4940 Long Beach Blvd.
- Capri Realty**  
 2005 Palo Verde Ave.  
[calcoasthomes.com/ursano.html](http://calcoasthomes.com/ursano.html)
- Certified Alloy Products**  
 3245 Cherry Ave.  
[doncasters.com](http://doncasters.com)
- Chuck's Coffeeshop**  
 4120 E. Ocean Blvd.
- Hobbs Bannerman**  
 3700 Santa Fe. Ave. Suite 305  
[hobbsbannerman.com](http://hobbsbannerman.com)
- Lakewood Oral & Maxillofacial Surgery**  
 4448 E. Village Rd.  
[myoralfacialsurgeon.com](http://myoralfacialsurgeon.com)
- Marina Shipyard**  
 6400 E. Marina Dr.  
[marinashipyard.com](http://marinashipyard.com)

- Santa Fe Convalescent**  
 3294 Santa Fe Ave.
- Yamko Truck Lines**  
 6925 Cherry Ave.  
[yamkotrucklines.com](http://yamkotrucklines.com)

## 1965

- Able Glass Service**  
 1219 Cherry Ave.  
[ableglassservice.com](http://ableglassservice.com)
- A.J. Edmond Co.**  
 1530 W. 16th St.  
[ajedmondco.com](http://ajedmondco.com)
- Merle A. Anderson, DDS**  
 1299 E. Wardlow Rd
- California Resource Corporation**  
 111 W. Ocean Blvd. 8th Floor  
[crc.com](http://crc.com)



## 1965

**Debutante Salon of Beauty**  
1464 Alamitos Ave.

**Diversified Securities**  
6700 E. Pacific Coast Hwy. Suite 150  
divsecs.com

**Duthie Power Services**  
2335 E. Cherry Industrial Circle  
duthiepower.com

**Hasco Oil**  
2800 Temple Ave.  
hascooil.com

**Herman's Shoe Fashions**  
4924 E. 2nd St.

**Jongewaard's Bake N Broil**  
3697 Atlantic Ave.  
thebakenbroil.com

**Joy Processed Foods**  
1330 Seabright Ave.

**Long Beach Artificial Limb Company**  
2268 Long Beach Blvd.  
lbal.net

**The Prospector**  
2400 E. 7th St.  
prospectorlongbeach.com

## 1966

**All Star Tire**  
2735 E. Artesia Blvd.  
allstartire.com

**Ando Electric**  
1999 W. Anaheim St.  
andoelectricmotors.com

**Cabe Toyota**  
2895 Long Beach Blvd.  
cabetoyota.com

**Colonna & Co Realty**  
203 Glendora Ave.  
colonnaandcompany.com

**Bernard Fishman, DDS**  
4403 Los Coyotes Diag.

**Industrial Tire Service**  
2020 W. 16th St.  
industrialtireservice.net

**L G Smith Accountancy**  
4017 E. 7th St.

**Pancho's Mexican Restaurant**  
4925 E. Pacific Coast Hwy.  
panchosrestaurant.com



### Joe Jost's

Joe Jost's was founded as a barbershop in 1924 by Joseph Jost. Joe emigrated from Hungary as an apprenticed barber in 1906 and spent the next 14 years traveling the U.S. and South Pacific with a stint in the U.S. Army fighting abroad during World War I. Barbering was fine with Joe, but after the repeal of Prohibition he saw an opportunity to expand his business, so he applied and received a license to serve beer. After a few years Joe received notice from the barbering commission that it was too dangerous for him to cut hair (razors and scissors back then) and serve beer at the same time, so he looked at his books and determined the future was in beer.

There have been minor changes to the business since then, but far more to society.

Joe Jost's is owned by me and wife Cathleen. Joe was my maternal grandfather.

— Ken Buck, Owner



Ken Buck, top, is the current owner of Joe Jost's and the grandson of the founder, Joe Jost Sr. Above, in the 1940s, Joe Jost, Jr., serves a beer to a customer while his father and founder, Joe Sr., looks on.



John DiCarlo is the current managing partner of Windes, which was formed in 1926 by Norman Windes, above left, and Paul McClaughry, above right. DiCarlo, who joined Windes in 1981, also serves as president of the firm's board of directors. (Current photograph by the Business Journal's Larry Duncan, and historical photo provided by Windes)

### Windes

Since its inception in 1926, Windes has provided clients with exceptional service and proactive business solutions, earning a reputation as one of the most respected, socially responsible, and innovative accounting firms in Southern California. Windes has always pioneered the use of technology for quality and process improvement to best serve its clients.

In 1968, Windes was one of the first businesses to purchase an IBM 360 computer. Only a few large businesses, and no tax practices, in Long Beach had computers, putting Windes (at that time Windes & McClaughry) on the forefront of accounting firms in the region with these capabilities. Occupying an entire room measuring 2,200 square feet, the computer allowed Windes to become one of the first data processing centers in Long Beach. The firm also designed an accounting system for medical practices that made them more efficient and helped physicians allocate income and expenses, bolstering the strength of Windes' professional services practice and expertise.

Today, Windes utilizes state-of-the-art security tools and processes to ensure that firm and client data remain confidential and secure. The firm will continue employing the latest technology, such as cloud computing and virtualization, to deliver optimal solutions and experiences to their clients.

— Provided by Windes



## Outer Limits Tattoo

After acquiring the space at 22 S. Chestnut Place, we brought several contractors down to look over the space to figure out how we were going to lay things out. The contractor was there one day, and we were measuring out the rooms trying to figure out where to put things. The square footage seemed to be off . . . So I looked at this one wall which seemed oddly shaped – smaller than it should be. It was almost like the wall was way too thick, so I asked the contractor to pull the paneling down off the wall. He did, and behind it we realized it was actually a false wall. Behind this wall was a hidden safe! It was a large gun-style safe. We started laughing and thought about what could be inside – I mean it could be tons of money, could be nothing – who knows, could be a dead body! We had heard stories of paranormal activity at the shop. Could this somehow be related? Or was it just the place they stashed their money in the old days? That safe is still on display at the shop today, and we have never opened it. We hope to someday open that safe – possibly on the shop's 100th anniversary in 2027.

We don't know who the original owner was, but we know that Bert Grimm took over in either 1954 or 1957 – we have two different years from different sources. No one can confirm one or the other for sure. Before Bert took it over the shop was called "The Professionals."

Outer Limits took over in 2006.

– Kari Barba, Owner



Above, owner Kari Barba is pictured at Outer Limits Tattoo's historic location at 22 S. Chestnut Pl. In the background is the locked safe a contractor pulled from behind a false wall during renovations. The safe remains locked to this day. Barba said that she might attempt to open it on the shop's 100th anniversary in 2027. At left, Barba is outside her shop that was established in 1927, Outer Limits Tattoo is the oldest continuously operated tattoo shop in America. (Photograph by the Business Journal's Larry Duncan)

### 1966

**Perona, Langer, Beck, Serbin, Mendoza and Harrison**  
 300 E. San Antonio Dr.  
[plbsmh.com](http://plbsmh.com)

**Stapleton Technologies**  
 1350 W. 12th St.  
[stapletontech.com](http://stapletontech.com)

### 1967

**Allegra Print & Imaging**  
 1419 Santa Fe Ave.  
[allegrabeachcities.com](http://allegrabeachcities.com)

**Auto-B-Craft of Long Beach**  
 6328 N. Paramount Blvd.  
[auto-b-craft.com](http://auto-b-craft.com)

**Big D Floor Covering Supplies**  
 1133 E. Artesia Blvd.  
[bigdsupply.com/branches](http://bigdsupply.com/branches)

**Bixby Knolls Tower**  
 3737 Atlantic Ave.  
[bixbyknollstower.org](http://bixbyknollstower.org)

**Dave's Burgers**  
 3396 Atlantic Ave.

**Hi-Standard Manufacturing**  
 1510 W. Cowles St.  
[hi-standard.com](http://hi-standard.com)

**Holiday Inn Long Beach Airport**  
 2640 N. Lakewood Blvd.  
[hilongbeach.com](http://hilongbeach.com)

**Palmcrest Medallion Convalescent Hospital**  
 3355 Pacific Place

**RADCO**  
 3220 E. 59th St.  
[radcoinc.com](http://radcoinc.com)

### 1968

**C. R. Beinlich & Sons Construction**  
 5525 E. 7th St.  
[beinlichandsons.com](http://beinlichandsons.com)

**German Auto Long Beach**  
 514 E. Pacific Coast Hwy.  
[bmwservices.com](http://bmwservices.com)

**Jim's Auto Repair**  
 5217 Cherry Ave.  
[jims-auto.com](http://jims-auto.com)

**Dr. Arlo G. Jorgensen, DDS, MS**  
 6226 E. Spring St. Suite 320  
[arlojorgensenorthodontist.com](http://arlojorgensenorthodontist.com)

**Morgan Industries**  
 3311 E. 59th St.  
[morganindustriesinc.com](http://morganindustriesinc.com)



## 1969

**Bryson Financial**  
3777 Long Beach Blvd. 5th Floor  
brysonfinancial.com

**Circle Audi**  
1919 N. Lakewood Blvd.  
circleaudi.com

**Commercial Radiator**  
500 E. Wardlow Rd.  
commercialradiatorlongbeach.com

**Don Temple U-Store & Lock**  
3490 & 3750 E. Spring St.  
dontemplestorage.com

**Grand Food & Beverage**  
4101 E. Willow St.  
grandfandb.com

**Eric R Hubbard, DPM**  
2333 Pacific Ave.

**Huff's Family Restaurant**  
8105 E. Wardlow Rd.

**National Plant Service**  
1461 Harbor Ave.  
nationalplant.com

**Omaha Airplane Supply**  
2945 Redondo Ave.  
omahaairplanesupply.com

**Pacific Pallet Company**  
2210 W. Gaylord St.  
pacific-pallet.com

**Plasidyne Engineering & Manufacturing**  
3230 E. 59th St.  
plasidyne.com

**University Trophies & Awards**  
4221 E. Willow St.  
universitytrophies.com

## Queen Beach Printers

Pontiac, Michigan 1944 – Having just returned from a visit to her sister's new home in Redondo Beach CA, Mary Edwards would not let up.

"Aleck honey, we need to move to California; you won't believe how beautiful it is out there," she'd go on.

"Mary, we're not moving; we have a very nice life and business right here in Pontiac."

But after much pressure he agreed to list his Typesetting business for \$2,500.00 . . . figuring it would never sell. The first person who saw the listing, the Typesetter at the Pontiac Daily Press, never let the ad hit the paper, and purchased Aleck's business via a three-minute phone call. Off to California the family of five drove, to settle in Long Beach, "the most growing, of the Southern California seaside towns . . . with much more opportunity for commerce and business."

Queen Beach Press was originally founded by R.M. Bentley in 1927. Aleck and Mary Edwards purchased the small printing firm in 1944 from O.B. Peterson, beginning the family tenure of over 70 years to date. Today, Queen Beach Printers, Inc., is run by the third generation of Edwards, Bill Jr. The second generation Bill Sr. and Nickolas still love to contribute daily as well! Queen Beach today of course is completely modernized with high-speed Litho presses, as well as Digital print, Wide Format signage, banner and graphic design services.

– Provided by Queen Beach Printers



Queen Beach Printers CEO Nick Edwards is pictured above at age 16 with his father and mother, Aleck and Mary Edwards, shortly after they purchased the printing company in 1944. At left, Edwards is working on a Little Giant Letterpress in 1948. (Queen Beach Printers photographs) Below, the Queen Beach Printers employee family is pictured in front of one of their presses at their 937 Pine Ave. office. Nick Edwards is in the front, center, in the purple shirt. (Photograph by the Business Journal's Larry Duncan)







Mu Zhang is the owner of Encore Awards, Jensen Rubber Stamps, located at 1344 Newport Ave. The firm also manufactures trophies and award statues. (Photograph by the Business Journal's Larry Duncan)

## Encore Awards/Jensen Rubber Stamps

Jensen Rubber Stamps was established in 1929 by the Jensen family.

Our shop used Linotype machines to make rubber stamps, up to the early 1980s. Our machines contained a set of fonts with a certain font style called magazines, such as Gothic, and each magazine weighed about 80 lbs.

One day a gentleman walked into our shop at 4th Street, Downtown Long Beach, asked for a particular font style for his rubber stamps, in a hurry. With a rush fee, our staff Juan promised that he could have the rubber stamp ready the very next day. Unfortunately when Juan moved the magazine on the machine top to replace it with the correct magazine, the entire tray felt down, and numerous metal letters in the tray were scattered all over the floor. Juan had to spent the rest of day to find all of the letters and put them together in the correct order. Next morning he came in early to do press on the rubber, and completed the job barely on time.

Eventually we donated our Linotype machine for rubber stamps to Benjamin Franklin Museum.

– Owner Mu Zhang

## The Varden, A Boutique Hotel

Originally built in 1929, The Varden Hotel has a rich and eccentric history, which makes it a true Downtown Long Beach landmark.

Named after a colorful and eccentric circus performer who “hoarded” jewels, Dolly Varden lived in San Jose, but had a wealthy admirer who lived in Long Beach. He wanted her closer. So the legend states that Dolly Varden’s admirer bought the hotel for her and she lived on the top floors until she died in the 1950s!

Fast forward almost eight decades later, Charles Knowlton and Larry Black purchased the rundown relic. And set out to restore and refurbish “Dolly” to her glorious past! “We were convinced we would find jewels during the remodel,” says Black. “We never found any, but found things almost as precious.”

What was uncovered was original wall paper behind old book cases signed and dated by the wallpaper hanger from January, 1929. Rolled up newspapers behind aging plaster dated from the early 1930s. And spectacular white and green round penny bathroom tiles under six inches of cement.

Disappointed that no jewels were uncovered? “Absolutely not,” says Black.

There is a serenity and peacefulness walking into the new Varden. And with the recent restoration of the historic landmark signage. . . “Dolly Varden Hotel . . . Bath in Every Room” that once again illuminates the downtown landscape. We think Dolly would be proud!! As the consummate performer welcomes travelers from all over the globe.

“I’m still convinced there are jewels somewhere hidden. And I am sure one day they will be discovered.”



Opened in 1929 as The Dolly Varden Hotel, today The Varden is a boutique hotel owned by Charles Knowlton, left and Larry Black. (Photograph by the Business Journal's Larry Duncan)

– Provided by the Varden, A Boutique Hotel

# Nonprofit, Membership And Other Organizatons

**1884**

Long Beach Young Men’s Christian Association – YMCA  
 lbymca.org

**1891**

Long Beach Area Chamber of Commerce  
 lbchamber.com

**1905**

WomenShelter of Long Beach (Founded as Young Women’s Christian Association – YWCA)  
 WomenShelterLB.org

**1909**

Long Beach Municipal Band  
 longbeach.gov/park/recreation-programs/programs-and-classes/live-outdoor-bands

Virginia Country Club  
 vcc1909.org/

**1912**

Long Beach Day Nursery  
 lbdn.org

**1917**

American Red Cross, Greater Long Beach Chapter  
 redcross.org

Long Beach Bar Association  
 longbeachbar.org

Rotary Club of Long Beach  
 rotarylongbeach.org

**1919**

Boy Scouts of America, Long Beach Area Council  
 longbeachbsa.org

Kiwanis Club of Long Beach  
 longbeachkiwanis.org

**1921**

Downtown Long Beach Lions Club  
 longbeachlions.org

**1923**

Campfire Long Beach  
 campfirelb.org



# Recognizing Their Legacy

## 1924

Alamitos Bay Yacht Club  
abyc.org

Apartment Association,  
Southern California Cities  
apt-assoc.com

Soroptimist International of Long Beach  
soroptimist-longbeach.org

## 1925

Long Beach Casting Club  
longbeachcastingclub.org/

## 1926

Tichenor Clinic For Children  
tichenorclinic.org/

## 1928

Goodwill Serving  
The People of Los Angeles County  
thinkgood.org

## 1929

Long Beach Playhouse  
lbplayhouse.org

Long Beach Yacht Club  
lbyc.org

## 1931

Junior League of Long Beach  
jllb.org

## 1932

Children's Dental Health Clinic  
cdhc.org/

## 1935

Long Beach Symphony  
longbeachsymphony.org

## 1937

Downtown Long Beach Alliance  
dlba.org

## 1939

Boys & Girls Club of Long Beach  
bgclublb.org

## 1940

Assistance League of Long Beach  
allb.org

## 1946

Children's Benefit League  
childrensbenefitleague.net

The Guidance Center  
tgclb.org

## 1947

Long Beach Community Band  
shorelinewinds.org

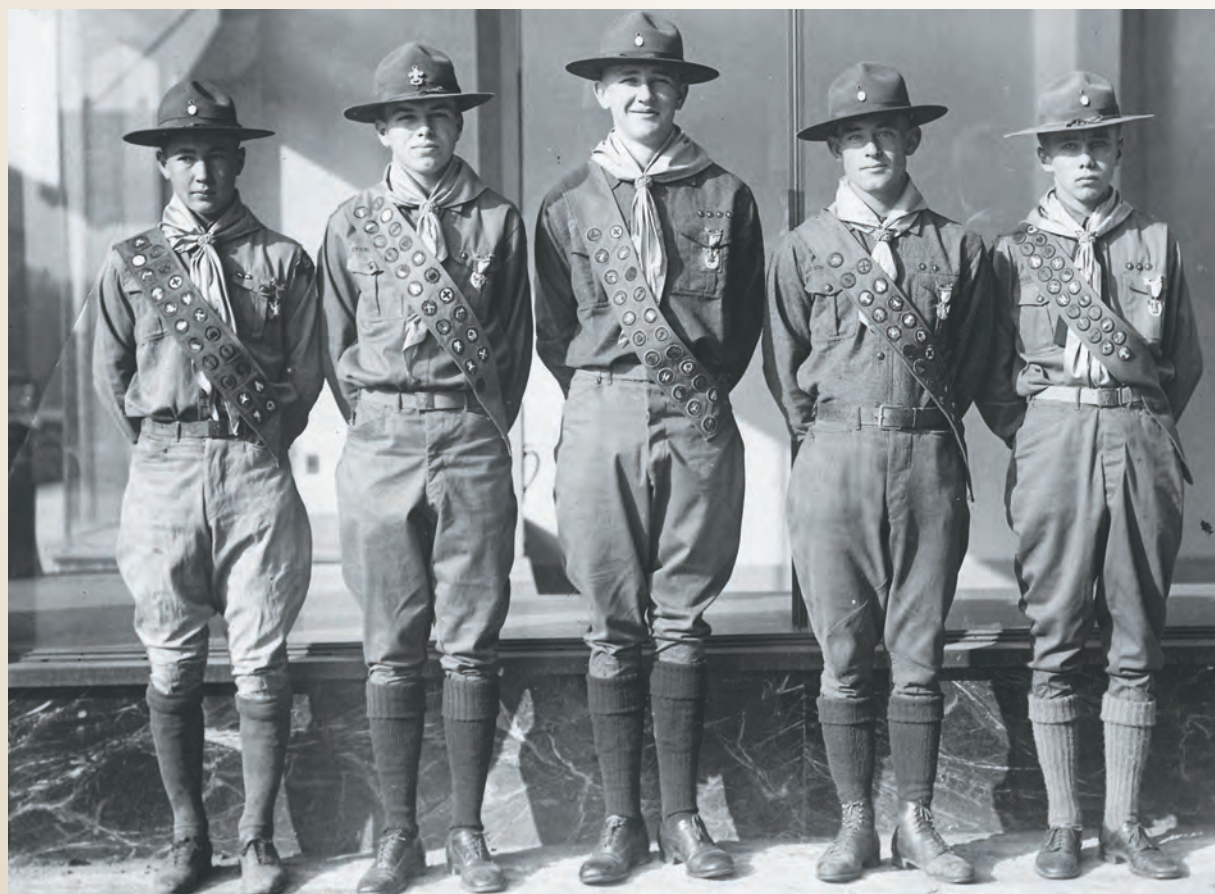


A group of Long Beach boys pose for a picture alongside a truck bound for the Southern California Riverside-Hemet Pow Wow sometime in the 1940s. (YMCA photo)

## YMCA of Greater Long Beach

Founded over 133 years ago, the YMCA of Greater Long Beach is one of the oldest organizations in the City of Long Beach. In fact, it even predates the incorporation of the City of Long Beach by four years. Supported by the movers and shakers of Long Beach such as the Bixby and Walker families, the Long Beach Y has grown and continues to serve more youth and families than ever before. The Young Men's Christian Association was originally founded as a place for men and boys as a safe and wholesome social gathering place, and it wasn't until the end of World War II that women were allowed to join. However, Long Beach, being a progressive city, was ahead of the times and gained its first female member in 1928. Dottie Frazier remembers spending many hours at the YMCA playing handball by herself while her single father played with friends in the court next door. She always wanted to go swimming but wasn't allowed. Then on her 6th birthday, Robert Gossom, the President of the Y at that time, threw a special birthday party at the Y for Dottie and presented her with her very own membership. She still couldn't go swimming for several more years, since the wool swim suits of the time would clog the pool filters, but was honored to be the first female member to join the YMCA of Greater Long Beach. Dottie celebrated her 94th birthday last June by zip lining at YMCA Camp Oakes. Today, the Y is still a safe and wholesome place, but is now proud to be that place for all members of the community.

– Provided by the YMCA



The Boy Scouts of America, Long Beach Area Council will be celebrating its centennial in 2019. The organization has scheduled an alumni reunion on August 17, 2017. RSVP at [longbeachbsa.org/alumni](http://longbeachbsa.org/alumni). Pictured are the first seven Eagle Scouts. (Photo provided by the Boy Scouts.)



# Historic Long Beach Businesses And Organizations



Bodell's Family Shoes at Parkview Village, in 1958 when it opened, at today.



Harold Hoffman, pictured with his mom, opened a beach burger stand at 5th Place in Long Beach in the 1940s. This venture eventually led to the opening of the first Hof's Hut in 1951. On opening night, Harold's wife gave birth to their son, Craig, who later formed Hofman Hospitality Group that today includes Hof's Hut, Lucille's Smokehouse Bar-B-Que and Saint & Second, which is located at the site of the first Hof's Hut on 2nd Street in Belmont Shore.



The Guidance Center was opened in 1946 by a group of local public school teachers and counselors who were concerned about the mental health needs of children with behavior and learning problems in school. The group was first known as the Long Beach Mental Hygiene Clinic, then the Psychiatric Clinic for Youth. Pictured are members of the 1979 executive board. (Guidance Center photo)



The photograph at left is from 1964, and the one on the right was taken in 1968. In addition to the increasing development of the Port of Long Beach, notice those "little islands" along the shoreline. They are the THUMS Oil Islands, opened in 1965 and named after four astronauts who died in the service of NASA. Today the islands are owned and operated by California Resources Corp. The acronym THUMS represents the original consortium representing companies that bid on the island contract: Texico, Humble, Union, Mobil, Shell. (Port of Long Beach photos)



Above the original Ward's Pharmacy that opened at 6th Street and Long Beach Boulevard in 1926, and below after the 1933 Earthquake. (Photos provided by Ward's Pharmacy)



These two massive buildings along Lakewood Boulevard are shown under construction in the late 1950s by Douglas Aircraft Company. Today they serve as the Western Region Headquarters for three divisions of Mercedes-Benz USA. (Douglas Historical Foundation photo)

## 1948

Albert Jewish Community Center  
alpertjcc.org

Belmont Shore Business Association  
belmontshore.org

## 1950

Long Beach Museum of Art  
lbma.org

## 1952

Arthritis National Research Foundation  
curearthritis.org

## 1955

Rancho Los Cerritos  
(After land donated to City of Long Beach, opened in 1955 as a public museum)  
rancholoscerritos.org

## 1956

The California State University,  
Long Beach Research Foundation  
foundation.csulb.edu

## 1961

Memorial Medical Foundation  
memorialcare.org

Retirement Housing Foundaton  
rhf.org

Seal Beach Yacht Club  
(Located in Long Beach)  
slbyc.com

## 1962

Historical Society of Long Beach  
hslb.org

## 1963

California Conference  
For Equality and Justice  
cacej.org

Pools of Hope  
caaquatictherapy.com

## 1964

Fair Housing Foundation  
fairhousingfoundation.com

## 1966

AbilityFirst Long Beach Center  
abilityfirst.org

## 1967

Miller Foundation  
eandlmillerfdn.com

## 1968

Rancho Los Alamitos Historic  
Ranch and Gardens  
(Year donated to City of Long Beach)  
rancholosalamitos.com





# On Track for Fun

Watch for the Port of Long Beach at family-friendly summer events around the city. You'll find us sponsoring movies at the parks and on the beach, kids' events, senior programs, concerts and more – all summer long.

Join us, have fun, and learn how we're building the Port of the Future. Learn more at [polb.com/summerfun](http://polb.com/summerfun).



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[www.POLB.com](http://www.POLB.com)