

## THIRD SECTOR REPORT

### The Ethics Of Community Leadership

By **JEFFREY WILCOX**

EXCLUSIVE TO THE BUSINESS JOURNAL

**N**onprofit boards are the training grounds for people to learn the fundamentals of what it takes to become a successful leader of communities.

The goal is that, if every boardmember is developed into a responsible community leader while on a board, the members will move on to other worthy causes that will benefit from their knowledge and experience while building for themselves a progressive career of community service.

One of the least mentioned, yet fundamental, topics in developing community leaders is the topic of ethics. In its simplest form, ethics refers to those moral principles that people use to guide their decision-making. In the nonprofit world, the understanding and practice of ethical behavior cannot be overemphasized.

Approaches that nonprofit leaders choose to pursue about stewarding donated dollars, treating people in need with dignity, performing due diligence in decision-making on behalf of others, and communicating with their stakeholders are constantly under the microscope.

(Please Continue To Page 29)

## MORE PERSPECTIVES:

29 – **Inside City Hall**

The Sex Trade In Long Beach

29 – **Technology And Innovation**

Empower The Wright Sisters

30 – **HealthWise**

Millions Experience Vision Loss

30 – **Small Business Dollars & Sense**

Avoiding The IRS Imposter Scam

30 – **Effective Leadership**

Organizational Brain Drain

31 – **Realty Views**

Multi-family Markets On The Rise

31 – **Trade And Transportation**

Freight Planning Taking Center Stage



Noelia Rodriguez, Managing Director of Communications, Port of Long Beach  
See Story Page 24



Wendy Thomas Russell, left, and Jennifer Volland, Owners of Brown Paper Press  
See Story Page 26



Neyleen Beljajev, Attorney and Chair of the Long Beach Bar Association  
See Story Page 22

## Two Tax Measures On June 7 City Ballot

By **GEORGE ECONOMIDES**  
Publisher

**L**ong Beach voters have decisions to make on two local tax measures appearing on the June 7 ballot. Should the local sales tax rate be increased from the current 9 percent to a rate of 10 percent, as proposed by the Long Beach City Council? And, should an \$850 million education bond measure suggested by the Long Beach Community College Board of Trustees be approved?

Both measures received unanimous approval from their respective elected bodies on February 23.

### Sales Tax Increase

The Long Beach City Council has identified nearly \$3 billion of infrastructure needs that require funding, including streets, sidewalks, alleys, storm drains, community buildings, etc. Additionally, the city needs to beef up its police department to battle a spike in crime that is impacting cities throughout the state. The number of police officers is currently at its lowest level since 2008. Lastly, in order to ensure adequate protection and fast response times, the fire department needs to put equipment into

(Please Continue To Page 12)

## Banking Technology: What's Next?

By **SAMANTHA MEHLINGER**  
Senior Writer

**B**anks large and small are focused on introducing new technology to streamline existing processes and improve convenience for clients. Expansion of mobile application services and the capabilities of ATMs are at the forefront of current banking technology investments, and in coming years some banking professionals expect to see technology advanced enough for real-time digital loan signing and payment transfers.

Developing such technologies has become so crucial to the banking industry that Bank of America executives now go so far as to call

(Please Continue To Page 13)

"My advice is, don't limit yourself. Look at where the opportunities are, because they might come in shapes and sizes and colors that you never would have expected for yourself."

Noelia Rodríguez, Managing Director of Communications, Port of Long Beach

## International Women's Day Turns Spotlight On Achieving Gender Parity

Women In Business Making Slow Progress Despite Barriers

By **SAMANTHA MEHLINGER**  
Senior Writer

**T**he theme of this year's International Women's Day on March 8 is "Pledge For Parity," in light of the Economic Forum's prediction that it will take more than 117 years for women worldwide to achieve parity with men in all aspects of life. And we're moving backwards – in 2014, the forum had estimated global gender parity would be achieved in 2095, 38 years earlier than the current estimate.

The Worldwide Economic Forum ranks the United States 28th on its global index for gender parity, factoring in economic participation and opportunity, educational attainment, health and survival and political empowerment. While the U.S. ranks 6th in economic participation and opportunity, it trails far behind many countries in other areas, ranking 40th for educational attainment, 64th for health and survival, and 72nd for political empowerment. Iceland is ranked first for overall gender parity.

The United States trails behind several African countries in gender parity, including Rwanda (ranked 8th), Namibia, South Africa and Mozambique, as

(Please Continue To Page 21)

## JetBlue Sees 'Bright Future' Ahead At Long Beach Airport Despite New Competition From Southwest

By **SEAN BELK**  
Staff Writer

**I**n the face of new competition from Southwest Airlines planning to introduce service this year at Long Beach Airport, JetBlue Airways officials said the airline sees a "bright future" at the airport, particularly with prospects for international flights on the horizon.

"JetBlue is proud of our 15-year history of delivering low fares and award-winning customer service to Long Beach," said Morgan Johnston, JetBlue spokesperson, in statement sent

the Business Journal. "On behalf of our more than 700 locally based crewmembers, we look forward to a continued bright future at Long Beach Airport, including the potential of new, exciting international destinations."

Early last month, the airport allocated four daily flight slots to Southwest, which is based in

**Publisher's Perspective:**  
U.S. Customs Facility A Must  
See Page 28

Houston. If the airline accepts the flight slots, Southwest could introduce service later this year to become the airport's newest air carrier.

JetBlue has serviced Long Beach Airport, the airline's West

(Please Continue To Page 16)



## Collaborating With Cities Across Nation To Develop Strategy For Repurposing Site

By **SEAN BELK**  
Staff Writer

**L**ong Beach city officials are collaborating with cities across the nation to create a strategy for repurposing The Boeing

Company's former C-17 Globemaster III manufacturing site into a development that would attract jobs and leverage assets of the airport area, according to representatives of the effort.

(Please Continue To Page 8)

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# This Edition's Advertisers

Aquarium of the Pacific.....	14
Boulevard Cadillac.....	13
Bustamante, George/Warshauer, Steve/ Jacques, Cameron – CBC BLAIR WESTMAC .....	9
Coldwell Banker Commercial BLAIR WESTMAC .....	9
City of Long Beach, Department of Financial Management, Purchasing Division .....	15
Eye Physicians of Long Beach.....	13
Gaut, Roy – CBC BLAIR WESTMAC .....	9
Gems & Jewels Fine Jewelry .....	21
Grounds Bakery & Café .....	11
INCO Commercial.....	9
International City Bank .....	17
International City Escrow .....	21
International City Theatre .....	20
Kafe Neo.....	11
Knightling .....	21
LB Walker Automotive .....	11
Long Beach Symphony .....	3
Milana's New York Pizzeria.....	11
Naples Rib Company .....	15
Pacific Gateway Workforce Investment Network.....	7
Port of Long Beach .....	Back Cover
The Queen Mary .....	5
Volterra Dental.....	13
Wells Fargo.....	19

# Who's Who Women In Business Advertisers

Alternative Divorce Solutions/Renee Shaffar .....	23
Coldwell Banker Coastal Alliance/ Cindy Hinderberger .....	23
Coldwell Banker Star Realty/Mary Whirlledge .....	23
Gail Desilets, LMFT .....	23
Brigitte G. Dutil, ATR, LPCC, LMFT.....	23
Dynamic Designworks/Suzanne Mills-Winkler .....	23
EcoCleaning Solutions/Monika Zuzanska .....	23
Emery & Emery/Alyson Emery .....	23
Encore Awards/Jensen Rubber Stamps/Mu Zhang ...	23
Executives Unlimited/Tomilee Tilley Gill.....	23
Eye Land Optometry/Christina Turner.....	25
FCI Management/Patricia Watts.....	25
FSC Securities/Karen Codman .....	25
Garnica Interiors/Joen Garnica .....	25
Gems & Jewels/Lourdes Valles .....	25
International Realty & Investments/ Ivy Arlinda Goolsby.....	25
J & L Jewelry/Janis Krantz.....	25
Keller Williams Pacific Estates/Barbara Irvine-Parker ..	25
Keller Williams Pacific Estates/Andrea Testa .....	25
Knightling/Kellie Sherrill .....	25
Long Beach Spine & Rehabilitation/Marta Callotta ...	27
Minuteman Press/Hilda Sanchez.....	27
New American Funding/Patty Gadd .....	27
Outer Limits Tattoo/Kari Barba .....	27
Pamela Kelly Communications/Pamela Kelly.....	27
Salon Indah/Charlene Ferry.....	27
Salon Medusa/Silvia Quinones .....	27
State Farm Insurance/Vali DeVries .....	27
Stephanie's Linens and More/Imelda Lorena R.H. ....	27
Wellness-in-Motion/Janni Buaiz.....	27

# Inside This Issue

## 4 In The News

- People News
- LBPD East Division Substation Opens On Willow Street
- Fire Department Promotes Nine, Recognizes Two
- City College Debuts New Students Services Center
- Beauty T@2 & Pink Ink Has Grand Opening March 5th

## 8 Newswatch

- Study Of Former Boeing C-17 Area, from Page 1
- Airport Director Francis Resigns; Heading For Oakland Airport
- Queen Mary Property Development Hinges On Several Issues
- BSNF Proposed Rail Yard Project Stalled In Court
- Two Local Tax Measures, from Page 1
- Mega Ship Benjamin Franklin Visits Port Of Long Beach
- The Loop Coming To Downtown Long Beach
- JetBlue Sees Bright Future, from Page 1
- Grand Prix Course Under Construction; Race April 15-17

## 17 Banking Industry

- Dodd-Frank Needs Fine Tuning, Say Bankers
- Banking Technology: What's Next, from Page 1

## 20 The Arts

- Evolve Theatre To Debut At Long Beach Playhouse
- Arts Council's Mobile ArtSpace Receives Architecture Award

## 24 Women In Business

- International Women's Day, from Page 1
- Long Beach Bar Association Led By Attorney Neyleen Beljajev
- Noelia Rodriguez Is Highest Ranking Woman At Port Of Long Beach
- Brown Paper Press Aims For Great Writing, Design In All Forms

## 28 Perspectives

- Publisher's Perspective On Airport Customs Facility
- CalChamber Backs Renewed Effort On Federal Water Bill
- Inside City Hall: Why Sex Trade Is Bad For Long Beach
- Technology And Innovation: Empower The Wright Sisters
- HealthWise: Millions Of Americans Experience Vision Loss
- Small Business Dollars & Sense: Avoid Being A Victim Of IRS Scam
- Effective Leadership: Good Relationships Prevent Brain Drain
- Realty Views: Multi-family Market On The Rise
- Trade And Transportation: Freight Planning Taking Center Stage

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## City Manager Appoints Marie Knight To Oversee Parks, Recreation & Marine



Long Beach City Manager Pat West recently announced that Marie Knight is set to take the reins as the city’s director of parks, recreation and marine effective in mid-March. Knight hails from the City of Orange, where she has served as the director of community services for the past nine years. In that capacity, she oversaw the city’s recreation services, parks planning and development, parks and facilities maintenance, and public information operations. Prior to that, she held the position of Newport Beach’s director of recreation and senior services. She has also served as the leisure services manager for the City of Garden Grove. Knight replaces George Chapjian, who resigned in June last year to take a similar position with Santa Barbara County. (Photograph provided by the City of Long Beach)

## Glenn Mau Joins Long Beach Office Of Miller Nash Graham & Dunn



The Long Beach office of law firm Miller Nash Graham & Dunn recently brought on Glenn Mau as an addition to its real estate and construction practice team. The firm services the West Coast, with an array of clients, including businesses, nonprofits and public entities. Its business clients represent many

industries, including banking, biotech, construction, energy and others. Mau, who has more than 25 years of experience in this field, was previously an attorney for Archer Norris. He holds a bachelors degree from Creighton University and a law degree from Santa Clara University School of Law. (Photograph provided by Miller Nash Graham & Dunn)

## Tasha Hunter Named Business District Manager For Uptown



The Uptown Property and Community Association recently named Tasha W. Hunter as its new Business District Manager. The association runs North Long Beach’s business district on Atlantic Avenue between Artesia Street and Market Street. In her new role, Hunter is responsible for operations related to rehabilitating properties, clean and safe programs, business support and community outreach. Hunter has worked with Long Beach City College, the Long Beach Unified School District, the Long Beach Community Action Partnership and other institutions. She has experience in large-scale event planning, including for the 2015 Uptown Beach Streets event. She is also a member of the Arts Council for Long Beach Board of Directors. Hunter holds a bachelors degree in film and television production from the University of California, Los Angeles, and a masters degree in film and television producing from Chapman University. (Photograph provided by the Uptown Property and Community Association)

## City College Names Nevin Head Of Superintendent-President’s Office



Long Beach City College (LBCC) recently named Miles J. Nevin as director of the Office of the Superintendent-President, Eloy Ortiz Oakley. In this capacity, he essentially functions as the office’s chief of staff, spearheading its administrative operations. Nevin was previously executive director of the California State Student Association, a part of the California State University (CSU) system’s Office of the Chancellor. In this position, he represented the 460,000 students attending CSU campuses as a liaison to the governor, CSU Chancellor Timothy White, and federal and state policymakers. He previously served as the director of university affairs for the association. Nevin also sits on the board of directors for the Long Beach nonprofit Children Today, and is an advisory board member for the Campaign for College Opportunity. He holds a bachelor’s degree in criminal justice and a master’s in public administration from CSU Long Beach. (Photograph provided by LBCC)

## Congressmember Alan Lowenthal Discusses Legislation With SCAN Executives

Congressmember Alan Lowenthal (above right) recently paid a visit to SCAN Health Plan’s Long Beach headquarters to discuss legislative happenings in Washington, D.C. SCAN, a nonprofit, offers Medicare health plans in several Califor-



nia counties. “What you do is what I believe in,” Lowenthal said while visiting with SCAN CEO Chris Wing (pictured at left). “I believe in providing services and protecting the most vulnerable in our community.” Elected officials are regularly invited to speak with SCAN employees about making their communities better places to work and live. (Photograph provided by SCAN Health Plan)

## Golf Tournament For Boys & Girls Clubs Of Long Beach Breaks Fundraising Record

The Boys & Girls Clubs of Long Beach charity golf tournament, held February 22 at the Virginia Country Club, raised more than \$110,000 for the club – a record amount for the annual event. A statement from the Boys & Girls Clubs of Long Beach attributed the record fundraising to a change in the event’s format and the involvement of Ladies Professional Golf Association star Natalie Gulbis as the host. At the event, a \$10,000 donation was also made by the Friends of Jerry Lessel, supporters of the club. “We thank all who participated for their generosity and support of more than 4,200 under-represented children and youth in Long Beach,” Trent Bryson, president of the club’s board of directors, stated. Bryson is also CEO of Long Beach insurance company Bryson Financial. In 2015, the Boys & Girls Clubs of Long Beach’s annual gala raised more than \$1 million for the organization. To learn more about the club, visit [www.bgclublb.org](http://www.bgclublb.org) or call 562/595-5945.

## Catalina Express Announces New Departure Schedule

To celebrate its anniversary, Catalina Express is expanding its schedule of departures from Long Beach, San Pedro and Dana Point, beginning March 11. “We have comprised a new schedule to run more efficiently, giving our passengers more convenient departure times and to allow on-time departures and arrivals,” Catalina Express President Greg Bombard said in a company statement. Ferry service from Long Beach and Dana Point takes travelers to Avalon, while service from San Pedro also provides access to Two Harbors. The expanded Long Beach schedule includes earlier and later hours of operation, as well as more frequent and consistent service throughout the week. Visit [www.catalina-express.com/schedule-fares.html](http://www.catalina-express.com/schedule-fares.html) to view departure schedules.

More In The News On Page 6

## Police Department’s New East Division Substation Holds Grand Opening

The City of Long Beach celebrated the opening of the new East Division Substation for its police department with a grand opening and community open house on February 20. The new substation is located at the former U.S. Army Reserve Center known as Schroeder Hall at 3800 E. Willow St. The facility, originally built in 1960, was renovated by Environ Architecture, a Long Beach firm specializing in restoring and repurposing historical buildings. Renovations included the addition of a mailroom, an evidence room, a gym with lockers and showers, reception areas, an ADA-accessible elevator and other improvements. Environ’s design included sustainable elements such as LED lighting, drought-tolerant plants, water-saving fixtures and more. The East Division of the Long Beach Police Department is relocating from its previous substation on Los Coyotes Diagonal near the traffic circle. The division’s service area encompasses



the area from Del Amo Boulevard to the Pacific Ocean from north to south, and between the Orange County border to the east and the City of Signal Hill to the west. At the open house, community members were treated to facility tours and grilled hot dogs from the Long Beach Police Officers Association. Mayor Robert Garcia called the new substation a “testament to the city’s commitment to public safety.” Police Chief Robert Luna said his staff was pleased to make the move to the new facility. “We’re extremely grateful to have a professional environment that enhances our operations and is centrally located for the community we serve,” Luna said in a city statement. Pictured at the new substation is Commander Liz Griffin, who oversees the East Division. (Photograph by the Business Journal’s Larry Duncan)



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Fire Department Promotes Nine, Recognizes Two

In mid-February, the Long Beach Fire Department celebrated the promotion of nine of its own, two employees of the year, at a traditional badge ceremony held at the department’s headquarters. “These promotion ceremonies are a time-honored tradition that brings family, friends and co-workers together to celebrate the achievement of those that are being promoted from within the fire department,” according to a statement from LBFD. Fire Chief Mike DuRee presided over the event, where Police Chief Robert Luna and members of his department, as well as other city officials, were also in attendance. The following fire department employees were promoted: Aaron Fletcher to the position of rescue boat operator; Jon Breeden, Brian Mauga and Jeffrey Thralls to the position of fire engineer; and Charley Baker, Keith Dixon, Nicholas Kalt, Jim Farley and Edmond Smith all were promoted to the rank of fire captain. Leticia Garcia was named 2015 Civilian Employee of the Year, and Firefighter Will Nash was selected as the 2015 Firefighter of the Year. Pictured at right are, from left: Police Chief Robert Luna, Police Officers Nicholas Dyer, Robert Paul and Cory Lapworth, and Fire Chief Mike DuRee. Pictured above, front row from left, are: Thralls, Nash, Fletcher, Kalt, Baker and Dixon. Second row, from left: Public Safety Dispatcher Michael Robideaux, Breeden, Farley, Mauga and Smith. Third row, from left: David Honey, administrative bureau manager; Christopher Rowe, assistant chief; and Richard Brandt, deputy chief. Back row from left are: David Kean, assistant chief; Gonzalo Medina, marine safety chief; Michael Sarjeant, deputy chief; Chief DuRee; and David Segura, deputy chief. (Photographs provided by the Long Beach Fire Department)



Long Beach City College Officials Debut New Student Services Center For Pacific Coast Campus



Long Beach City College (LBCC) debuted the new Student Services Center at its Pacific Coast Campus on February 17. The 38,555-square-foot building, which cost \$23.4 million and was funded by Measure E bonds, houses admissions and records, financial aid, disabled student and extended opportunity programs, counseling and health, and dining services. It also houses the cashier’s office, two classrooms, a multi-purpose room, a courtyard and a covered barbecue area. According to a LBCC statement, “materials were selected for recycled content, energy efficiency, indoor air quality and availability from local manufacturing sources.” The building was designed to meet the LEED Silver ranking for environmental quality. The Cordoba Corporation oversaw the project. Roesling Nakamura Terada Architects and Balfour Beatty Construction worked on its development, with construction beginning in July 2014. More than 70 tons of structural steel and 4,000 yards of concrete were used to complete the facility. “This facility represents a major investment in the future of the Pacific Coast Campus (PCC),” LBCC President Eloy Ortiz Oakley stated. “It will serve as a vital hub at PCC, providing a number of services that are critical to the success of our students, as well as a social gathering space.” The Pacific Coast Campus is located at 1305 E. Pacific Coast Hwy., and the new center is labeled as Building GG. For more information about the college, visit [www.LBCC.edu](http://www.LBCC.edu). Pictured at the Student Services Center’s grand opening, from left are: Dr. Greg Peterson, LBCC’s vice president of student services; Anne-Marie Gabel, vice president of administrative services; President Oakley; Sunny Zia, Area 3 trustee for the LBCC District Board of Trustees; Doug Otto, president of the board of trustees and trustee for Area 4; Jeffrey Kellogg, trustee for Area 1; and Roberto Uranga, 7th District councilmember and former trustee. (Photograph by the Business Journal’s Larry Duncan)

New Permanent Makeup Business Holding Grand Opening Saturday, March 5, In East Village

Veronica Anile is holding a ribbon-cutting ceremony and grand opening celebration for her new business, Beauty T@2 & Pink Ink, in the East Village Arts District this Saturday, March 5. Anile has had a varied career as the former owner of two Downtown Long Beach restaurants, a party planner and legislative aide to former Mayor Beverly O’Neill, among other positions. Her new enterprise provides permanent makeup solutions, such as tattooed eyebrows, eyeliner and lip enhancements. According to a statement from Anile, she uses only soft color pigments to create a natural look. Makeup tattoos are helpful to people with makeup allergies or who are unable to apply makeup well due to poor eyesight or physical disabilities, Anile’s statement said. She also offers 3D eyebrow tattoos for those undergoing chemotherapy, areola restoration for those who have had mastectomies, and procedures meant to mask scars and burns. Procedures take about two hours. “I love what I do. It’s a blessing to be able to make people feel good about themselves and bring out their natural beauty,” she stated. Beauty T@2 & Pink Ink’s ribbon-cutting and grand opening takes place from 5-7 p.m. at 300 E. 4th St., Ste. 301. For more information, contact 562/826-1184 or [vthebeautymedic@gmail.com](mailto:vthebeautymedic@gmail.com). (Photograph by the Business Journal’s Larry Duncan)





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The City of Long Beach is collaborating with cities across the nation to come up with a strategy for repurposing Boeing’s former C-17 manufacturing site, which officially shutdown last year after once employing thousands of people in the city and the region. The study area being considered includes 130 acres of property immediately adjacent to the Long Beach Airport, including the two large buildings above and parking areas at right and north of the buildings. In the forefront, adjacent to the taxiway, is the AirFlite fixed base operation and several small general aviation businesses that are not part of the study area. (Business Journal photograph)

## Study Of Former Boeing C-17 Site

(Continued From Page 1)

The City of Long Beach is one of four cities chosen to participate in the Daniel Rose Fellowship program, in which city leaders convene during a one-year period for professional development, leadership training and assistance with land-use challenges. Mayor Robert Garcia, along with Deputy City Manager Arturo Sanchez, Deputy Director of Public Works and City Engineer Sean Crumby and Planning Bureau Manager Linda Tatum, who serve as team mem-

bers of the effort, met with a panel of city leaders and experts who visited Long Beach on February 12. Senior Planner Carrie Tai is also providing assistance in the effort. The fellowship panel includes city officials from three other cities chosen to participate in the program along with a wide range of experts. The three other cities in the cohort are: Denver, Colorado, which is looking to redevelop the Colfax corridor; Rochester, New York, which is considering a downtown revitalization; and Birmingham, Alabama, which is seeking investment to redevelop its civil rights historic district. The fellowship program, which concludes in November, is made available through The

Rose Center for Public Leadership, which is jointly operated by the National League of Cities and the Urban Land Institute. During the panel’s visit to Long Beach, city leaders and experts toured the city’s study area, which includes a total of 130 acres of property. Boeing officially shut down its C-17 assembly plant last year after the aerospace giant was unable to secure enough domestic and foreign orders to keep the manufacturing operation going. The study area includes Boeing’s main assembly hangars, adjacent buildings and surrounding residential and commercial property.

Rose Center representatives noted in a presentation that potential environmental contamination on the former Boeing manufacturing site is expected to be known this spring, and the earliest property may become available for development is in 2019. Despite the long timeline, Rose Center representatives, experts and panelists stressed the need for Long Beach city officials to start making plans now to repurpose the site. Jess Zimbabwe, founding executive director of The Rose Center for Public Leadership, told the Business Journal that the main challenge for Long Beach is attracting a development that would fill the hole

## Airport Director Bryant Francis Leaving For Similar Post At Oakland International Airport

■ By **SEAN BELK**  
Staff Writer

Long Beach Airport Director Bryant Francis, who was hired a little more than a year ago, has announced he is resigning to take a similar post at the Oakland International Airport. His last day will be March 30. Francis, who became Long Beach Airport director last January, replacing the airport’s former director, Mario Rodriguez, who held the job for five years and left to lead the Indianapolis International Airport, will serve as director of aviation for Oakland International Airport, which is under the authority of the Port of Oakland. “I’ve had an invaluable experience as director of Long Beach Airport,” Francis said in a statement released on February 25 by the City of Long Beach. “I appreciate the community and our business partners for recognizing the airport as an important city asset. I thank the mayor, city council, airport advisory commission and city manager for their collective guidance. The Long Beach Airport team is among the best I have had the pleasure of working with, and I am confident they will continue to deliver exceptional service to our customers.” According to the press release, the city will conduct a nationwide search for a successor, considering both internal and external candidates who choose to apply. In the meantime, City Manager Pat West is expected to appoint an interim director to lead the airport until the selection process is complete. In the press release, West commended Francis’ service to the airport and the city. “I want to thank Bryant for his engaging and strategic leadership at Long Beach Airport,” West said. “He worked



collaboratively with all stakeholders, including airport tenants, our commercial and general aviation partners, and the community.” Francis’s departure comes as the airport and the city are grappling with the possibility of allowing U.S. Customs and Border Protection service at Long Beach Airport that would permit international flights. In addition, the airport’s recent decision to increase the number of commercial daily flights has opened the door for Southwest Airlines, which was granted four flight slots, to begin servicing Long Beach as the airport’s newest air carrier. During calendar year 2015, the airport experienced a decline in revenue due to a 10.6 percent drop in passenger traffic compared to 2014. Much of the decline was due to JetBlue not utilizing many of its allocated flights. Francis has stated, however, that passenger traffic is rebounding this year. Additionally, just days prior to the announcement that

Francis is leaving, the city council at its meeting on February 16 was scheduled to consider a “long-range master plan” for the airport. However, the item was withdrawn. The master plan, according to a city staff report, would be arrived at through a “collaborative process with the community, airport stakeholders, the airport advisory commission and city officials.” “Without an articulated long-range vision, the airport is subject to external pressures to pursue certain development objectives and opens itself up to suspicion and mistrust among certain airport stakeholders, including impacted communities,” the staff report states. Curt Castagna, president and CEO of Aeroplex/Aerolease Group and president of the Long Beach Airport Association (LBAA), which represents businesses at the airport, told the Business Journal via e-mail that the interim and future new airport director should “be encouraged by city leadership to continue to engage businesses, airlines and community groups, so that the airport can maximize its economic development and revenue potential within established policy.” “On behalf of the Long Beach Airport Association, we are grateful for the efforts Bryant Francis made as the director at Long Beach Airport and we wish him well in his new position in Oakland, where we know he will use his talents to excel,” Castagna said. “The news of his departure, while unexpected and unfortunate, can provide the City of Long Beach the opportunity to refocus on the airport as an asset of the city and again seek an experienced commercial and general aviation airport leader. Given the programs that Bryant initiated and managed during his tenure, it is critical that the city not delay in continuing those programs.” ■

left by Boeing, which at peak production employed thousands of people.

She noted that industrial warehousing and retail might be potential uses but likely won't provide the same high-paying jobs that Boeing once provided.

Zimbabwe said other cities have dealt with such an employment loss.

Pittsburgh, Pennsylvania, for instance, has transformed from a city once known for steel production to now having a more diversified economy, including tech firms such as Google, she said, adding that Long Beach is in an even better position to make such a transformation.

"In many ways, Long Beach is well poised because the market is very good in Southern California and Long Beach is proximate to a lot of exciting things that are happening in the region," Zimbabwe said. "That's great, but it also means the city needs to get out in front of this and be proactive in terms of planning what they want this site to become."

Development possibilities discussed during the study visit include: creating a "research park" in collaboration with local universities; bringing in a large tech firm; expanding what has already occurred at nearby Douglas Park with light manufacturing, industrial and office uses; or attracting big-box retail.

Zimbabwe said development at the site would most likely be strictly commercial since residential use would be prohibited because of noise impacts from the airport and possible land contamination.

The land comes with some restrictions, including Federal Aviation Administration

requirements associated with buildings near a flight path and city zoning restrictions as it relates to the local neighborhood. However, there might be future opportunity for expanding land uses, she said.

Zimbabwe added that the program provides Long Beach city officials with a chance to receive a "disinterested opinion" from private sector experts, who don't have a vested interest in any development in the city.

In a statement to the Business Journal, Boeing officials said the company is evaluating options for a "long-term property strategy," including evaluating assets and the site's historical value, and will be "making decisions in the best interest of Boeing and the surrounding community." Boeing officials said no decisions have been made yet regarding the property disposition.

The fellowship panel recommended that the next steps for the mayor and city officials should be to establish relationships with CEOs of major landowners and anchor institutions in Long Beach and the region; assign a "development czar" with executive authority to coordinate the development effort; and form an internal steering committee comprised of key department heads.

The panel also recommended that city officials over the next six months focus on defining the market and create a clear list of potential users for the airport area under different scenarios.

The mayor and his team will be meeting with experts and city leaders for a Rose Fellowship retreat in Philadelphia on April 19. ■

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# Queen Mary Property Development Hinges On Resolving Land-Use, Access And Parking Issues

■ By **SEAN BELK**  
Staff Writer

Development surrounding the Queen Mary could include new outdoor entertainment venues with supporting retail, a boutique hotel, a mega-yacht marina and, perhaps, a residential component, according to recent demand analyses.

Whether such development is economically feasible, however, is still largely dependent on resolving various land-use, access and parking restrictions that have kept much of the property vacant for decades, city officials said.

Potential land uses were discussed on last month at a meeting of the 12-member Queen Mary Land Development Task Force, appointed by Mayor Robert Garcia to be the voice of local stakeholders in identifying preferred development alternatives for more than 43 acres of property.

“I’m hopeful that we will be successful,” said Michael Conway, the city’s director of economic and property development, in a presentation to the task force. “I’m excited to see the possibility of development on this land after so many years, but it’s been challenging.”

Last year, Los Angeles-based Urban Commons took over as the new master leaseholder of the Queen Mary, replacing Garrison Investment Group, which had invested \$13.3 million in improvements to the ship since acquiring the leasehold in 2009 after former lessees went bankrupt and defaulted on loans.

Conway said the site’s “less than desirable” location, which has limited access

“I’m excited to see the possibility of development on this land after so many years, but it’s been challenging.”

**Mike Conway, Director of Economic and Property Development, City of Long Beach**

points, tidelands land use restrictions and parking limitations, has created barriers for attracting development and has caused an inability to subdivide leases.

Potential land uses were first brought forward in a demand analysis conducted in 2013 by Los Angeles-based Economic & Planning Systems, Inc. (EPS) at the request of Garrison. The analysis identified two possible development scenarios.

Scenario One would include a 14-berth mega-yacht marina, a 150-room boutique hotel, an improved events area and 15,000 square feet of ancillary retail. The development, however, would also eliminate 429 parking spaces from the Queen Mary’s parking lot that currently has 1,600 available spaces, according to the study.

Scenario Two would include the three land uses (entertainment, marina and hotel) along with 370 multifamily residential units. The total development would take away 1,230 parking spaces from the Queen Mary.

Although the state prohibits residential uses in tidelands areas, Conway said the city might be able to work out a land swap, exchanging public land elsewhere

in the city for tidelands property, similar to what was done to allow retail uses at the Pike. He also said entertainment venues in tidelands are required to have a regional draw.

Urban Commons hired Redondo Beach-based consulting firm Hurst Harrigan Associates, Inc., in June 2015 to conduct its own demand analysis. The lessee also hired Los Angeles-based Gensler Architects to guide the future development and continues to employ Evolution Hospitality to operate the ship’s hotel and John Thomas to serve as historical consultant.

Conway told the Business Journal in an e-mail that Hurst Harrigan worked off of the initial EPS study and presented city staff with a number of undisclosed proposed tenants interested in a “unique entertainment and boutique hotel development” at the Queen Mary property.

“Hurst Harrigan assumed that the entertainment use identified in the EPS analysis was highly likely and conducted regional market analysis to determine likely tenants for such a development,” he said.

Conway added that Hurst Harrigan didn’t examine the possibilities of a mega-yacht marina or residential development.

Whether or not development impediments can be resolved will ultimately become a factor in calculating residual land value (projected net operating income minus project cost and required rate of return) that will essentially underwrite the project and determine economic feasibility, he said.

The EPS study estimates that the total

development cost for Scenario One would be \$60 million, putting the residual land value at \$7.9 million. Scenario Two would have a development cost of \$183 million, with the residential units increasing the property’s residual value to \$12.6 million.

Conway noted, however, that elimination of parking spaces caused by the new development stands to reduce the Queen Mary’s residual property value, further complicating development.

In addition, he said needed public infrastructure, such as streets and grading, has yet to be fully considered, adding that the city may have to assist somehow.

“We think at some point the city is going to have to participate in this,” Conway said. “We don’t know how, but it’s going to be challenging.”

Conway noted that Carnival Cruise Lines, which operates under an existing sublease with Garrison and a direct lease with the Port of Long Beach, plans to replace its “Miracle” cruise ship with its new “Splendor” vessel in early 2017, which increases the number of total cabins from 7,800 to 8,800.

As a result, the city plans to turn over full access of the Spruce Goose dome to Carnival to provide a more positive guest experience for embarking and disembarking passengers. City staff said the cruise line plans to invest up to \$5 million in structural and safety upgrades to the historic dome, built in 1982 to house the Howard Hughes flying boat.

Currently, part of the dome is used by the Queen Mary for the ship’s annual special events, such as CHILL in winter. City staff

Queen Mary  
Task Force Meeting  
March 2, 5 p.m.  
Museum of Latin  
American Art



As part of the development plan for the Queen Mary area, Carnival Cruise Lines will be able to use the entire dome which formerly housed the Spruce Goose. (2014 Business Journal photograph)

said the ship’s lessee plans to invest in a new special events venue near the site to accommodate Carnival’s request.

In return, Carnival has agreed to provide about \$2.5 million a year in passenger fees as a new revenue stream to pay for historic preservation of the Queen Mary, Conway said, noting that a previous method of charging “percentage rent” to the lessee for funding historic preservation is “unreliable.”

The city council last November granted authority for the city to enter a restated master lease with Urban Commons for operating the Queen Mary for a new 66-year term. Base rent of \$25,000 a month or \$300,000 a year will increase every 10 years with the Consumer Price Index (CPI).

Under the new Queen Mary lease, the percentage of gross revenue Urban Commons is required to dedicate toward ship maintenance will gradually increase from 1 percent to 3 percent over five years, as the lessee plans to invest \$20 million into the ship during that time, Conway said.

At its next meeting on March 2 at 5 p.m. at the Museum of Latin American Art, the Queen Mary Land Development Task Force will discuss circulation, transportation, parking impacts, connectivity to downtown and a “people mover” concept. The task force plans to take a tour of the Queen Mary property at its meeting on April 6. ■

# Case Over BNSF’s Proposed Rail Yard Stalled In Court

■ By SEAN BELK  
Staff Writer

A lawsuit over potential environmental impacts of a rail yard proposed by Burlington Northern Santa Fe (BNSF) Railway near West Long Beach on Port of Los Angeles property continues to be held up in court, according to city officials.

BNSF’s nearly \$500 million project to build a state-of-the-art rail yard called the Southern California International Gateway (SCIG) on a 153-acre site was halted almost three years ago after the City of Long Beach, the Long Beach Unified School District, multiple trucking companies, the Natural Resources Defense Council (NRDC) and other environmental groups filed a lawsuit against the Port of Los Angeles, claiming port authorities had conducted a faulty environmental impact report (EIR).

On January 28, Contra Costa County Superior Court Judge Barry P. Goode was scheduled to hear oral arguments from the Natural Resources Defense Council (NRDC) on a matter regarding “due process” after the judge heard initial oral arguments from involved parties last November.

That court hearing, however, never took

(Please Continue To Page 12)

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## BNSF Rail Project

(Continued From Page 11)

place because other matters came before the court, Long Beach Assistant City Attorney Michael Mais told the Business Journal in an e-mail. He said the city is waiting for the court to assign another court hearing date.

"Hopefully at that time the matter can be concluded," Mais said.

The judge is expected to make a ruling on the project's EIR after concluding oral arguments at the next hearing, according to the city attorney's office. The judge would have 90 days to render a final decision on the case if oral arguments are concluded.

The lawsuit against the Port of Los Angeles was filed in 2013, stating that the port's EIR failed to address possible health risks to schools, a homeless shelter and residential neighborhoods from increased air pollution caused by the rail yard.

Port and BNSF officials, however, assert that the project aims to reduce air pollution by taking trucks off local freeways and implementing zero-emission equipment. BNSF officials have also expressed plans to create a buffer to protect neighborhoods from air and noise pollution while continuing efforts to relocate port-related businesses currently operating at the proposed rail yard site.

BNSF has been planning to build the rail yard on property bounded by Sepulveda Boulevard, Pacific Coast Highway, the Dominguez Channel and Terminal Island Freeway for decades. The plan is to transfer cargo containers (from trucks to rail lines) closer to port docks in order to increase efficiency and capacity. ■

## Two Local Tax Measures On June & Ballot

(Continued From Page 1)

service that has been offline for a number of years.

To meet these needs, the city council – at the request of Mayor Robert Garcia – approved a measure that would increase the sales tax for a 10-year period. The current 9 percent tax would be set at 10 percent for the first six years, going into effect January 1, 2017, then reduced to 9.5 percent for the final four years. At 10 percent, the sales tax is expected to raise additional revenue of \$48 million annually.

The ballot measure is referred to as a general tax, which requires a 50 percent plus one vote for passage. But that also means the additional money goes directly into the city's general fund instead of being specifically earmarked for the needs listed above. This raises the question: can voters trust councilmembers to spend the money as promised?

For example, seven of the nine city unions are currently negotiating new contracts, which may not be decided until after the June 7 election. Also, the police and fire unions' contracts end September 30. Thus, many voters are suspect as to the "real" use of the additional funds.

To answer the trust question, the city council agreed to establish a five-member citizens oversight committee to review city expenditures and to keep taxpayers advised of how the additional sales tax money is being spent.

Toward that end, Councilmember Daryl Supernaw received the city council's full support to include the following text into the sales tax motion: "In addition to this citizen's advisory committee, the intent of this council action shall be considered in any future expenditure of these monies. To ensure that expenditures are consistent with the intent of this body, any budget recommendations regarding expenditures associated with this sales tax shall be presented to [the Long Beach] Financial Management [Department] for analysis and review. Financial management shall then prepare a report to the [city council's] budget oversight committee discussing the recommendations and their alignment with the legislative action that is being taken by way of this motion. Further, financial management will provide city council with a quarterly report outlining the work of the citizen advisory committee as well as any approved budget expenditures. Although the actions of this council and this mayor cannot bind the actions of future councils or mayors in regards to the expenditures of the proposed sales tax increase, this council can state very clearly the intent of this action and expect that the public should hold accountable all future legislators in regards to the expenditures associated with these proposed sales tax increase revenues."

Prior to the final vote,, North Long Beach Councilmember Rex Richardson stated: "I have said it before and I am going to reiterate it now. I think this proposal is modest. It's reasonable. . . I don't know what the voters [are] going to do.

But I think they should have an opportunity to help determine their fate. There's no question that our infrastructure is failing. There's no question that we need to double down on core public safety services and our emergency response times. But I don't know that any solution is the perfect solution. So I think that this is modest, I think it's reasonable. . . . So far it's demonstrated there is sort of broad support for this. That said, I think we need to send this to the voters."

Following the vote, Mayor Robert Garcia reiterated that he wanted to be clear the city council is giving voters "the opportunity to make their voices heard at the ballot box. It's not an endorsement of going in this direction. They will all have an opportunity on their own to make those decisions. But it's giving the voters the option."

"This is now in the hands of the Long Beach voters," Garcia continued. "And over the course of the next few weeks and months ahead, there will be a robust citywide conversation. . . . I want to thank those that advocated to adding the citizens oversight commission and strengthening its ability to monitor these funds as well."

### College Bond Measure

According to Eloy Ortiz Oakley, superintendent-president of the Long Beach Community College District, the two-campus college needs to add and renovate classrooms and address other needs that, once completed, will accommodate the college and its students for half a century.

In a statement, the college outlined that

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“the measure would upgrade science, engineering, and technology classrooms and labs; repair gas, electrical and sewer lines; fix leaky roofs; and improve earthquake safety, campus security, and handicapped accessibility, among other items.”

The measure, which requires a 55 percent threshold for approval, will cost property owners \$25 per \$100,000 of assessed valuation on their property. For example, the owner of a home valued at \$500,000 will pay \$125 annually. The bond runs through the year 2062-63.

A key reason cited by school officials for the college’s third bond measure this century is that matching funds previously promised by the State of California to the college did not occur.

During the February 23 board of trustees meeting, several people spoke in support of the measure. Following the testimony, Board of Trustees President Doug Otto stated: “Tonight we’ve heard from students, faculty and community members who have spoken on how this bond measure will improve education and career training for our students. The college has a significant need to repair and improve our deteriorating classrooms so that we can continue to support 21st century student needs.”

A citizens oversight committee, which has been in place for previous city college bond measures, will continue to monitor how the money is spent, and provide reports to the public. ■

## Long Beach Women Councilmembers Ask For Support Of Gender Equality

The four female members of the Long Beach City Council have teamed up to propose that the city officially support an international agreement affirming human rights and equality for women. The four councilmembers, including Vice Mayor Suja Lowenthal, 1st District Councilmember Lena Gonzalez, 3rd District Councilmember Suzie Price and 5th District Councilmember Stacy Mungo, have placed an item on tonight’s, March 1, city council agenda re-

questing that the city officially support the Convention of the Elimination of All Forms of Discrimination Against Women (CEDAW), an agreement adopted by the United Nations General Assembly in 1979.

While many U.S. cities have adopted the policy, the federal government has yet to officially recognize it. The women of the council are also proposing that the city manager identify a current city commission to work in tandem with California State University, Long Beach to conduct a gender analysis of the city. Based on results of the study, policy reforms consistent with CEDAW may be examined.

The city council meets at 5 p.m. at city hall, 333 W. Ocean Blvd. ■

– Senior Writer Samantha Mehlinger

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# CMA CGM Mega Ship, The Benjamin Franklin, Inaugurated In Long Beach

■ By **SAMANTHA MEHLINGER**  
Senior Writer

The inauguration of CMA CGM’s Benjamin Franklin, the largest container vessel ever to call at a U.S. port, at the Port of Long Beach on February 19 symbolized the international shipping line’s faith in the U.S. economy and its desire to strengthen its presence here, Chairman and CEO Jacques R. Saadé said at the event.

The Benjamin Franklin is 1,300 feet long and holds 18,000 twenty-foot-equivalent units of cargo. The Port of Long Beach and Port of Los Angeles are both spending billions of dollars to upgrade their infrastructure to prepare for a future when such ships are commonplace.

During a speech at the vessel’s inauguration, Saadé said his firm chose to name it after Franklin, one of America’s founding fathers, because he was the link between the U.S. and France, where CMA CGM is based.

“By bringing the largest container vessel ever to U.S. shores, we are confirming our willingness to strengthen our presence in the United States,” Saadé said before a crowd of 600 people from industry, political and other backgrounds.

A post-release from CMA CGM indicated the company is confident in U.S. ports’ ability to handle vessels of this size in the future because of their ongoing infrastructure investments. The Benjamin Franklin’s visit to Long Beach was one of four trial runs to help American ports prepare for larger vessels. The ship’s first visit to a U.S. port was to the Port of Los Angeles late last year. ■



Port of Long Beach photograph



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# Colorful Design To Activate Vacant Corner Of Ocean Boulevard And Pine Avenue

■ By SAMANTHA MEHLINGER  
Senior Writer

The long-vacant southeast corner of Ocean Boulevard and Pine Avenue is soon to be full of color and light, thanks to a contemporary outdoor event space designed by Los Angeles-based firm Stereo.Bot. The firm, which is partnering with architecture firm Gensler and landscape design company Valley Crest on the project, is perhaps best known for its colorful displays at the Coachella Valley Music and Arts Festival.

With support from the City of Long Beach and the Downtown Long Beach Associates (DLBA), Vice Mayor Suja Lowenthal spearheaded the effort to activate the corner, which has gone unused since the Jergins Trust Building was demolished in 1985.

Similar to structures the firm has created for Coachella, Stereo.Bot has designed a 600-foot long, lightweight structure supported by aluminum and wrapped in colorful material. The Loop, as it has been dubbed, coils up from the ground and high into the sky. The design allows people to walk through and around it, thereby allowing movement from all street-facing sides of the lot, according to Alexis Rocha, leader of Stereo.Bot.

Gensler is assisting with the civic planning for the project, and Valley Crest is



Designed by Stereo.Bot, The Loop is expected to be installed in April at the southeast corner of Pine Avenue and Ocean Boulevard.

working on landscaping, Rocha said. He explained that the project will enhance connectivity from the corner to Victory Park, the convention center and South Pine Avenue.

Calling The Loop “a 24-hour cycle project,” Rocha said it is designed “to look great during the day and amazing during the night,” lighting up when the sun goes down.

The DLBA estimates The Loop will be installed this April, and that it will remain there for at least two years before a permanent development is selected for the property. In a news release, DLBA Placemaking Manager Sean Warner stated that the project is designed to allow for many activities on site, such as the DLBA’s Live After 5 music events.

The DLBA is going to oversee the project’s implementation, and plans to spearhead programming and events after it is installed. For more information about the project, visit [www.theloopdtlb.com](http://www.theloopdtlb.com). ■

# First Phase Of Middle Harbor Recognized By American Society Of Civil Engineers

■ By SAMANTHA MEHLINGER  
Senior Writer

The first phase of the Port of Long Beach’s Middle Harbor Redevelopment Project, designed by local engineering firm Moffatt & Nichol, is receiving the American Society of Civil Engineers’ California Regional Award for Outstanding Construction Project of the Year.

Construction on the first project included creating a larger, stronger wharf capable of handling automated equipment and the “world’s most advanced quay cranes,” according to a statement from Moffatt & Nichol. The Long Beach-based company provides program management, master planning and design services for the project.

In the firm’s statement, Project Manager Dan Allen explained that the design for the wharf was revisited several times to “address the ever-changing design criteria of larger ships and cranes with automation technology.”

The first phase of Middle Harbor is expected to be operational this spring, according to the port. When the second phase of the project is completed near the

end of the decade, two aging terminals will have been combined into a modern terminal able to accommodate the world’s largest container vessels. The facility is operated by Long Beach Container Terminal, a division of Orient Overseas Container Line.

Team members assigned to the project will accept the award on March 18 at a banquet in Sacramento. ■

# L.A. Superior Court Launches Conference For Young Women

The Los Angeles Superior Court is holding its first-ever Young Women’s Leadership Conference this Thursday, March 3, to provide a venue for more than 100 young women to learn about the legal profession and about a career on the bench. Student attendees are being selected from the county’s Teen Court program, a diversion program intended to prevent repeat incidents among young offenders. The event program includes several judges and justices as guest speakers, question and answer sessions, and breakout sessions with legal professionals. Twenty-eight L.A. County high schools are participating. The conference takes place from 10 a.m. to 3 p.m. at the Stanley Mosk Courthouse, 111 N. Hill St., Los Angeles. For more information, contact the L.A. Superior Court’s Community Outreach Office at 213/633-1016. ■

– Senior Writer Samantha Mehlinger

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## CITY OF LONG BEACH BID OPPORTUNITIES

TITLE	BID NUMBER	DUE DATE
Mobile Shaker Sand Separator Machine	ITB FS 16-086	3/03/2016
Purchase of Four Trailers	ITB FS16-101	3/07/2016
Furnish and Deliver One (1) Regular Utility Cab	WD 02-16	3/07/2016
Purchase of One Ford F-350 Regular Cab CNG	ITB FS16-102	3/07/2016
Purchase of Three Ford Fusion Hybrid S	ITB FS16-103	3/07/2016
Six (6) Sewer Repairs at various locations		3/08/2016
Airport Noise Consulting Services	RFQ AP16-095	3/09/2016
Furnish and Deliver One (1) Trailer Mounted Portable	WD 14-16	3/09/2016
Purchase & Develop Opportunity at 1675	RFP EP16-065	3/10/2016
Purchase & Develop Opportunity at 1680	RFP EP16-068	3/10/2016
Transportation Services for Parks, Rec & Marine	RFP PR16-093	3/10/2016
Trees and Shrubs	ITB PR16-019	3/10/2016
Event Party Rental Equipment	ITB PR16-024	3/14/2016
Real Estate Appraisal Services	RFP EP16-089	3/15/2016
Medical Bill Review	RFP LW16-071	3/15/2016
55th Way Landfill Cover	R-7018	3/16/2016
El Dorado nature Center Improvements	R-7017	3/16/2016
Intersection Modification at Walnut Ave.	R-6843	3/16/2016
As Needed Vehicle Towing Services	RFP FS16-037	3/17/2016
Expansion of Citywide Fiber Optic Network North	RFP T116-076	3/22/2016
Signs-Traffic, Custom, Poles & Supplies	ITB LB16-029	3/23/2016
Three Low Flow Diversion (LFD) Systems	R-7050	3/23/2016
Purchase & Develop Opportunity at Anaheim	RFP EP16-002	3/24/2016
Street Sweeper Brooms	ITB FS16-104	3/31/2016
Purchase & Develop Opportunity at 14th Street	RFP EP16-066	4/19/2016
Purchase & Develop Opportunity at 2175 Atlantic	RFP EP16-094	4/26/2016
Purchase & Develop Opportunity at 1404 Hayes Ave	RFP EP 16-090	4/26/2016

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

**Bidder Registration**  
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## Toyota Grand Prix Of Long Beach Track Construction Underway; Race Weekend April 15-17

Construction of the racetrack for the Toyota Grand Prix of Long Beach kicked off on February 16, with Long Beach Mayor Robert Garcia operating a Gehl forklift to place one of the first of more than 2,400 concrete blocks for the track's safety system. Construction began on Shoreline Drive, at the race's 10th turn. In all, the 1.97-mile, 11-turn circuit requires 14 million pounds of concrete to line the



track, according to the Grand Prix Association of Long Beach, which oversees the race. Association staff will work more than 33,000 hours before race weekend on April 15-17 to place this concrete, put together 15 grandstands, and set up four miles of fencing. Work also includes bolting together 17,000 tires, and installing seven pedestrian bridges and seven giant screens for live TV coverage. Setup also involves installing "49 high-end hospitality suites," two clubs, tents, electrical lines, portable restrooms, trash containers, and more. The Grand Prix includes the Verizon IndyCar Series, the IMSA Sports Car Grand Prix, the 40th annual pro/celebrity race, the Pirelli World Challenge, and other events. Portions of the track will also be used for the Long Beach ePrix, the only U.S. race of the FIA Formula E Series, which takes place on April 2. That race features all-electric vehicles. Ticket prices range from \$32 to \$142. For more information, visit [www.gplb.com](http://www.gplb.com). Pictured at the construction kickoff are, from left: Jim Michaelian, president and CEO of the Grand Prix Association of Long Beach; Mayor Robert Garcia; and Peter Santillan, business manager, secretary and treasurer for the Laborers Union Local 1309. (Grand Prix Association photograph by Andy Witherspoon)

## JetBlue Sees Bright Future At Airport

(Continued From Page 1)

Coast hub, since 2001 and was allocated three additional flight slots while Delta Air Lines, which also currently serves the airport, was allocated two additional flight slots.

The airlines have up to 90 days from the point of notification to make flights available for sale and nearly six months to begin operating the new slots.

The nine additional flight slots were offered after a recent noise analysis declared that cumulative noise levels from aircraft have decreased at the airport. The airport is required under the city's noise ordinance to offer additional flight slots to airlines if noise levels fall below the allowable noise budget.

According to the analysis, noise levels have reduced primarily because aircraft have become quieter. The additional slot allocation increases the airport's total air carrier flight slots from 41 to 50.

As of February 26, Southwest officials had yet to announce destinations from Long Beach or when flights may become available, however, the Las Vegas Review-Journal has reported that the airline is considering Las Vegas as a potential destination.

Brad Hawkins, spokesperson for Southwest, which currently serves Los Angeles International (LAX), Burbank, Santa Ana and Ontario airports, told the Business Journal via e-mail that the airline looks forward to becoming the most convenient option for Southern California travelers.

"We carry more California travelers by air any day than any other carrier," he said. "With our significant presence in both the Bay Area and the L.A. basin, we aim to offer relevant and attractive service at airports close to where people live and work. In the L.A. basin, Long Beach would represent our fifth service point. We aim to not just be the hometown carrier but also the most convenient carrier for Southern Californians."

Meanwhile, JetBlue has requested that Long Beach Airport consider offering international flights. As a result, the Long Beach City Council agreed in January to move forward with a study on the feasibility of adding a federal inspection services (FIS) facility for U.S. Customs and Border Protection clearance. The city is expected to release the results of the independent study in July.

Johnston has stated that adding international flights for destinations south of the U.S. border would enable the airline to fully utilize all of its flight slots that now total 35. He said JetBlue is "excited to grow," adding that plans for utilization of the airline's additional three flight slots will be announced later this spring. ■



### A Special Insert In The Long Beach Business Journal Saluting MOLAA's 20th Anniversary

Dear Museum Supporters,

This year, the Museum of Latin American Art (MOLAA) is celebrating 20 years of serving the community with high quality exhibitions, cultural events and educational programs. MOLAA remains the only Museum in the United States dedicated to modern and contemporary Latin American art, including Latino and Chicano art.

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**Long Beach Business Journal**



# Banking Groups Say Dodd-Frank Act Regulations Need ‘Fine-Tuning’ Or Consumers, Small Banks Will Suffer

By **SEAN BELK**  
Staff Writer

It’s been six years since Congress passed legislation, known as the Dodd-Frank Wall Street Reform and Consumer Protection Act, to overhaul the financial lending industry in the wake of the mortgage crisis and subsequent recession.

The legislation, which is still being rolled out, created a wide range of new regulations for banks within its more than 10,000 pages, and established the Consumer Financial Protection Bureau (CFPB) charged with preventing predatory lending and making it easier for consumers to understand mortgage terms.

The act also directed federal agencies to ensure the stability of large financial institutions deemed “too big to fail” whose collapse would devastate the economy.

According to state and national banking groups, however, a large portion of the provisions have had “trickle-down effects” on small community banks that had little to do with the mortgage crisis yet are now dealing with added costs for reporting and other requirements that if not amended will end up hurting consumers.

“This regulatory burden with all the attendant costs for staffing and so on is taking away resources that the banks would much rather be directing toward the communities that they do business in,” Rodney Brown, president and CEO of the California Bankers Association (CBA), told the Business Journal.

Earlier this year, a legislative package supported by Republican Alabama Sen. Richard Shelby, chairman of the United States Committee on Banking, to amend provisions of the act failed to pass in Congress. The legislation brought forward last year was backed by the CBA and the American Bankers Association (ABA).

Nevertheless, banking groups are still holding out for possible reforms. They acknowledge, however, that it may take some time for lawmakers to take a bipartisan look at the legislation, particularly during the U.S. presidential election season.

“We’re hoping that, as time goes by, the partisan view of Dodd-Frank dies down and we can start asking the practical questions and dealing with the practical issues,” said Wayne Abernathy, executive vice president of policy and regulatory affairs for ABA.

One area in need of reform, he said, is the “qualified mortgage” rule, which went into effect in 2014 and requires that creditors make a “reasonable, good faith determination of a consumer’s ability to repay any consumer credit transaction secured by a dwelling and establishes certain protections from liability,” according to the CFPB.

Abernathy said the rule “makes a lot of sense” on the surface but is “complicated to administer” and prevents banks from tailoring loans to a consumer’s financial situation.

The ABA last year proposed changing the definition of a qualified mortgage to include any mortgage a bank holds on its



Rodney Brown is president and CEO of the California Bankers Association (CBA), which represents community banks throughout the state. (Photograph provided by CBA)

books, loosening standards for banks to allow certain loan types, such as for people who are rich in assets but have seasonal or sporadic income, he said. Abernathy added

that such changes should be considered to ease the burden on small banks and help stabilize mortgage markets.

“They’re keeping it on their books so there’s a very strong incentive for the bank to get it right and make sure it can be paid off,” he said. “Having that kind of a definition allows the bank to say ‘let’s find the approach that will work for your circumstances.’”

Some positive aspects of the Dodd-Frank Act, Brown said, include provisions that put in place simulations to ensure large Wall Street banks can deal with stressful situations.

However, increased capitalization, compliance-related reporting, credit reserve reviews and risk management requirements mostly intended for large financial institutions have spilled over the entire industry, particularly impacting small community banks, he said.

Brown said many banks have had to double the number of staff positions just to read, digest and understand the legislation’s expectations and then to conduct business that is in compliance with the added regulations.

(Please Continue To Page 18)

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# Dodd Frank Needs ‘Fine Tuning’

(Continued From Page 17)

“It’s very, very challenging for a half-a-billion-dollar asset community bank to shoulder the kind of added reporting and compliance that is required and trickle down from what was really intended from

institutions much, much larger,” he said. While some U.S. presidential candidates have tried to politicize the issue by supporting even more regulations and proposed breaking up big banks, Brown said such a move would be irresponsible in a time when the U.S. economy is rebounding. “I think a lot of progress has been made,” he said. “Layering on more regulation rather than fine-tuning the regulations that

are on the books would be imprudent.” Brown added that, despite economic turmoil in other countries, the United States economy has improved greatly since the legislation passed in 2010. He pointed out that the nation would be at a “competitive disadvantage” with other countries if large banks were broken up into smaller financial institutions. “As we try to do business in a world

economy, we would be very disadvantaged because we would have smaller financial institutions trying to meet the needs of our businesses that require credit, payment and investment management services,” he said. “The community would tell you that they would rather have larger, well-managed and effectively run competitors as well as regional and community banks to compete against.” ■

# Banking Technology: What’s Next?

(Continued From Page 1)

their bank “a technology company that provides financial services,” according to Brian Jones, regional operations executive for the bank. Jones is one of 11 executives in the U.S. who oversee geographical territories for the bank – Jones’ stretches from Paso Robles to south Orange County, as well as Bakersfield and Fresno.

“Our strategy is to simplify banking. We have been on that mission for awhile – to really make banking easy and transparent and understandable to our clients,” Jones told the Business Journal. Bank of America has a \$3 billion annual technology innovation budget to help achieve that end, he noted. “Even beyond that, within the financial services industry we have the most patents, with 2,500,” he said. While the bank develops its technology in-house, it also works with tech giants like Google, Amazon, PayPal, Facebook and Microsoft to develop and patent financial applications.

Wells Fargo, too, places a major emphasis on technological development, with its own in-house group devoted to tech innovation. “At the end of the day, it’s really about being where the customer wants us [and] in the form the customer wants us,” Ben Alvarado, president of the bank’s Southern California Region, said. As Wells Fargo continues to make technological investments in platforms like mobile and online banking, the focus will continue to be on making processes quicker and more convenient for customers, he added.

“We know people love their phones and they use apps for just about everything,” Alvarado said. For that reason, Wells Fargo continues to update and add new features to its mobile application, which allows users to “access pretty much anything and everything they need . . . from ATM locations to helping them notify the bank if they are traveling out of the country, for example,” he said. Users can also pay their bills, deposit checks, transfer funds, view their balances and more – features now standard for most banking phone applications, including those for both Wells Fargo and Bank of America, as well as Long Beach-based Farmers & Merchants (F&M) Bank.

For F&M, technological developments are also being driven by a desire to make services simpler and more convenient for customers, according to Ken Nagel, senior vice president and chief information officer. The bank sees mobile applications and online banking as tools to enhance its personalized services. “The big banks are certainly going more robo. We’re not real fans of that,” he said. “We tend to focus on the smile, the handshake, the ‘What can I do for you?’”

Mobile applications are increasingly



Long Beach-based International City Bank’s primary focus when it comes to technology is ensuring that clients’ data remains secure, according to Paula-Rose Wihongi, the bank’s chief financial officer and senior vice president. (Photograph by the Business Journal’s Larry Duncan)



Brian Jones is one of 11 regional operations executives for Bank of America. His territory includes Long Beach, where he said the bank currently has more than \$1.2 billion in deposits spread across eight local branches. (Photograph provided by Bank of America)



Ken Nagel, chief information officer and senior vice president of Farmers & Merchants Bank, believes the biggest change technology may have in store for the banking industry is the potential for real-time payments made from anywhere in the world. (Photograph provided by Farmers & Merchants Bank)

being updated with features to connect users directly to banking professionals. Wells Fargo, for example, recently added a feature that allows access to their customer service phone lines. “Let’s say you start using your mobile app to take care of some banking, and you find you actually need to talk to someone live,” Alvarado said. “What you can do is push a button on the phone and it’s going to ask what you need help with.” Users may select an option and be transferred to the right phone bank. The professional on the other end will already have all the necessary information about the client’s needs thanks to a one-time security

token for identity verification generated by the mobile application.

A recently added feature to Bank of America’s mobile platform is the ability to schedule same-day appointments at local branches. “Upon arrival, they are expecting you,” Jones said. “They have already reviewed your profile and are able to come to the table with a quicker, easier conversation . . . because they know you’re going to be there.” He noted that users of the bank’s application are also able to directly connect to a specialist through their phones.

Bank of America has also recently rolled out a mobile feature that gives customers more control over the safety of their accounts. “Clients can lock and unlock their debit card on their own mobile phone to prevent purchases and withdrawals,” Jones said.

To give some perspective on how popular mobile banking applications are, Jones cited some usage figures of Bank of America’s app. In the fourth quarter of 2015, the bank’s customers logged into their accounts via mobile almost 800 million times, he said. And in the same period, users made nearly 23 million payments and 70 million transfers through the app. Mobile users deposit more than 248,000 checks per day. “We add 5,500 new users every day to our mobile platform,” Jones added.

International City Bank (ICB), a small bank headquartered in Long Beach and focused on businesses, has abstained from getting into the mobile technology field, but

may soon begin looking into it, according to Paula-Rose Wihongi, chief financial officer and senior vice president. “It is great to be able to take a picture of a check and send it through to your bank to deposit it, but for businesses, they have got 100 checks a day. Do you think somebody is going to sit there and take pictures of 100 checks?” she said. “That’s what our thinking was about six or seven years ago.” Mobile banking is now becoming more important for businesses, however, she noted. “I think that arena is one we will be looking at.”

In addition to enhancing mobile banking features, large banks like Bank of America and Wells Fargo are also placing an emphasis on expanding the capabilities of ATMs. For example, both banks are investing in technology that would allow mobile application users to access ATMs with their smartphones instead of their bankcards.

In new Wells Fargo branches and some existing locations, high-functioning ATMs have been installed that allow users to cash checks for their full amount and allow them to select specific denominations of bills when withdrawing cash, according to Alvarado. “They’re really cool machines and customers love them,” he said.

ICB and Wells Fargo are both investigating how technology may help streamline the process for obtaining a loan. “We are looking at ways to make the loan application and underwriting process more efficient so that loans can be reviewed and closed quicker,” Karen Endow, network administrator at ICB, said.

Alvarado said Wells Fargo is working on technology that would allow loan documents to be signed by two parties concurrently even though they’re in different locations.

Much of this technological development is taking place in the short term. Years down the line, F&M’s Nagel expects an even bigger shift for the banking industry: real-time payments. He said the industry is starting to investigate how block chain technology – the same used in the development of the digital currency bitcoin – might enable real-time, worldwide wire transfers and other payments. “We’re talking about same-day settlements, same-minute settlements. That’s a huge deal,” he said.

Even as banks continue to invest in technology, all interviewed by the Business Journal indicated they are also continuing to invest in human capital. “We are continuing to invest in technology, but at the same time we’re making significant investments in the human capabilities a client can have access to,” Jones said. He noted that there are eight Bank of America branches in the greater Long Beach area.

Alvarado reflected, “While I see technology helping to advance things to make things quicker for people and more convenient, I still see a need to have a bank branch with your local banker.” ■

While I see technology helping to advance things to make things quicker for people and more convenient, I still see a need to have a bank branch with your local banker.”

Ben Alvarado, President, Southern California Region, Wells Fargo

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# Evolve Theatre To Debut At Long Beach Playhouse

■ By **SAMANTHA MEHLINGER**  
Senior Writer

Evolve Theatre, a new theater company with Long Beach roots, is making its debut at the Long Beach Playhouse's Studio Theatre on March 18 with a new play entitled "Choosing Us\*." Managing Director Kenny Allen and Artistic Director Ryan Weible are the founders and leaders of the theater company, which is dedicated to enacting positive social change through its performances.

Allen holds a bachelors degree in theatre arts from California State University, Fullerton and has worked in marketing and administrative capacities for the Segerstrom Center for the Arts, The Laguna Playhouse, Shakespeare Orange County and South Coast Repertory. Weible holds a bachelors degree in performance studies from San Diego State University and a masters in educational theater from New York University. In addition to roles directing and script-supervising productions in New York, Weible has directed more than 50 plays and musicals in California.

The two were inspired to have Evolve Theatre's first project focus on transgen-



Kenny Allen, managing director of the new theater company Evolve Theatre, is pictured outside the Long Beach Playhouse where his firm is making its debut March 18 with the play "Choosing Us\*." The Playhouse is located at 5021 E. Anaheim St. near Pacific Coast Highway. For more information about the play, the company and performance dates and times, visit: [www.evolve theatre.org](http://www.evolve theatre.org).

der issues when they learned of the 2014 suicide of transgender teen Leelah Alcorn. After meeting with leaders of the transgender communities in Long Beach and Los Angeles, Allen and Weible commissioned two transgender writers, Lino Martinez and Rain Valdez, to write "Choosing Us\*." Vanessa Espino served as a co-author and advisor to the two playwrights, who are also playing the lead roles.

"It's the story of two different characters both on their own journeys of self discov-

ery," Allen told the Business Journal. "Throughout the play they get closer to finding out more about who they are and what love and family means to them, and finding out what their gender expression means to them."

The play is being funded by an Indiegogo crowdfunding campaign, according to Allen, who noted that the new theater company is sourcing its funding from private donations.

In the future, Allen said Evolve intends to address whatever issues need the most attention, as suggested by the community. "Already we've had different community leaders and organizations that have been

asking if we would consider doing a project in the future," he said.

While "Choosing Us\*" is a traditional theatrical performance, Allen said future productions are likely to be done in the style of interactive theater, in which audience feedback and participation are sought during and after performances. Eventually, he would like to mount full seasons of performances.

"Choosing Us\*" performances take place March 18, 19, 25 and 26 at 8 p.m. at the Long Beach Playhouse, 5021 E. Anaheim St. General admission is \$15, and the cost for students and seniors is \$10. For tickets and more information about the theater company, visit [www.evolve theatre.org](http://www.evolve theatre.org). ■

## Arts Council's Mobile ArtSpace Receives Architecture Award

■ By **SAMANTHA MEHLINGER**  
Senior Writer

The Arts Council for Long Beach's Mobile ArtSpace – a transportable black cube that transforms into a space for arts events – was one of five winners of Architect Magazine's Progressive Architecture Awards in February. The award ceremony, which also recognized projects such as a skyscraper and an entire cultural district, took place at New York's Museum of Modern Art.

The Mobile ArtSpace was designed by a team comprised of Los Angeles-based architecture, design and branding firm 64North, along with BuroHappold Engineering, architecture firm Formation Association, and artist Steve Roden.

Architect Magazine described the Arts Council's cube as "mysterious and seemingly inert," but noted that its creative design allows it to come to life at night; its sides light up and, before a show, a lighted balloon floats above it, acting "as a beacon

to lure people to the site and the strange black cube." For performances and events, its sides drop down, creating a flexible stage space. The cube is able to be transported via flatbed truck.

One of the jurors for the awards, Matthew Kreilich, said in an Arts Council news release that the Mobile ArtSpace has a powerful impact on culture. "It's doing some things most architecture isn't trying to understand," he stated.

"The Progressive Architecture Awards embody the most innovative, ambitious architecture in the United States and worldwide," 64North Director Wil Carson said in an Arts Council news release. "The Mobile ArtSpace is in many ways a perfect match for this award, given its radical redefinition of the role the arts can play in our city and community."

The cube will continue be used throughout Long Beach, and perhaps later in other cities, according to the Arts Council. "The Arts Council is excited to host wildly diverse arts programming throughout the city – and in an award-winning architectural space," Arts Council Board President Marco Schindelmann stated. "The architecture, along with the arts programming, will inspire." ■



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The Arts Council for Long Beach's Mobile ArtSpace is a transportable venue for arts events. The structure is designed as a black cube (above) with a shiny exterior that lights up at night. Its sides are able to fold down to create a re-configurable stage (right) for hosting a variety of arts and cultural events. (Arts Council photos)



# International Women’s Day

(Continued From Page 1)

well as many European countries such as France, Germany and Norway, plus water-bound nations like New Zealand, Barbados and others.

For women professionals and business owners, gender parity remains an issue worldwide, as well as within the United States. In the U.S., 21 percent of senior-level jobs are held by women, according to an annual international business report by Grant Thornton, an international accounting firm. The 2015 report is based on a survey of more than 10,000 business leaders from 35 economies.

Russia ranks first for its share of women in senior leadership, with 40 percent of women holding top-level positions, according to the report. The U.S. doesn’t even rank in the top 10 countries – which, in addition to Russia, include Georgia, Poland, Latvia, Estonia, Lithuania, France, Armenia, Sweden and South Africa.

In fact, the U.S. barely scrapes past being listed among the bottom 10, ranking neck in neck with Nigeria. Japan comes in last, with women holding only 8 percent of top positions, and 66 percent of Japanese businesses having no women on their senior leadership teams.

A 2015 report about women in the workplace by business advising firm McKinsey & Company and Lean In, a nonprofit dedicated to helping women achieve their ambitions, found that the number of U.S. women in senior-level positions has increased since 2012, but not by much.

The number of women comprising all C-Suite, or top ranking, positions increased by 1 percent to 17 percent overall from 2012 to 2015, according to the McKinsey/Lean In report. The number of women comprising senior vice president positions increased from 20 to 23 percent, vice presidents increased from 23 to 27 percent, senior managers/directors from 28 to 32 percent, managers from 33 to 37 percent, and women in entry-level positions grew from 42 to 45 percent.

The Grant Thornton and McKinsey/Lean In reports both found that women are less likely to advance than their male peers. The latter study pointed out that this partially has to do with the ambition of women. Across all position levels, from entry-level to senior management, women are less likely than men to express a desire to be a top executive. The top reason for a disinterest in obtaining a top job, cited by both women who have children and women who don’t, was that they don’t want to deal with the stress or pressure of the role.

However, minority women are more likely to express interest in being promoted than both female and male white employees, the report found. “On average, they are 43 percent more interested in becoming a top executive than white women and 16 percent more interested than white men,” according to the report.

The barrier to advancement isn’t just a matter of personal ambition. The McKinsey/Lean In report stated that women are nearly four times as likely as men to think their gender is a barrier to their advancement within a company. Women also still do the majority of chores and childcare within their homes, which may be a contributing factor to the issue.

## Women Business Owners

When it comes to women business owners and entrepreneurs, progress seems to be pacing somewhat faster. The National Women’s Business Council (NWBC) recently released a report analyzing the preliminary results of the 2012 Survey of Business Owners by the U.S. Census Bureau, and cited encouraging figures.

From 2007 to 2012, the number of women-owned firms in the U.S. grew to make up 36.2 percent of all non-farm businesses – an increase of 29.6 percent. In that time, their total receipts increased by 35.1 percent to \$1.6 trillion. These businesses employ nearly nine million people.

Amanda Brown, the executive director of the NWBC, pointed out that over the 10-year period from 2002 to 2012, the growth rate of women-owned businesses is even more impressive. “The numbers are crazy in terms of the surge that’s happening,” she said. “The number of women-owned firms has increased by 52 percent. Employment by these firms has grown by 18 percent, and then the revenues that are being generated by women-owned firms . . . increased by 51 percent in this 10-year period.”

Looking back even further, the growth comparison is more stark. “When you think about the council history, we were formed back in 1988,” Brown said.

“The reason congress created us was because at the time there were a bunch of state laws that required a woman to have a male relative co-sign a bank loan if she was trying to get a bank loan. In 1988,” she emphasized. “Not even 30 years later, we have now hit this amazing milestone of 10 million women-owned businesses.”

Now is what Brown is calling “the tipping point” for women in business. “The momentum is there. . . . The appetite for entrepreneurship is there.” But women in business still face major barriers, particularly when it comes to access to capital.

“We talk about parity a lot. In no way have we achieved that,” Brown said. “We have a long way to go until women are actually receiving the same sort of investment.” She continued, “I hate to say it, but it really does all come down to the money.”

The NWBC receives federal funds every year to research issues impacting women business owners and entrepreneurs, and to translate that data to “actionable policy recommendations” which are then passed along to the Small Business Administration, congress and the White House, according to Brown. The three main areas of focus for the NWBC are increasing women’s access to capital, national and in-

(Please Continue To Page 22)



Amanda Brown is the executive director for the National Women’s Business Council (NWBC), a federal advisory council dedicated to researching issues impacting women business owners and entrepreneurs, and presenting policy recommendations to address those issues. (Photograph provided by the NWBC)



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# International Women’s Day

(Continued From Page 21)

ternational markets, and federal contracts. The federal government has a goal to allocate 5 percent of its contracts to women-owned small businesses, but it has yet to achieve that goal, Brown noted. Although women’s access to capital isn’t on par with men’s, it is improving. More women are receiving SBA loans, according to the NWBC’s recent report. And innovations like crowdfunding platforms are enabling more women to gain startup dollars and investments. For example, the NWBC’s report points out that 42 percent of Indiegogo’s crowdfunding campaigns are run by women. When asked about the lower odds women

have of advancing to higher levels within companies, Brown responded that “Progress is always slow.” She speculated that, in part, slow progress is due to generational issues. Brown, a millennial, noted that it seems women in the generation prior to her were more competitive because fewer positions were available for women when they were coming into the corporate world. “There was like that one slot for a woman. And now, I think what you’re starting to see amongst even the younger generation, or millennials, you don’t really see that same sort of competition,” she said. Brown’s own story, while not framed in the corporate world, is one that illustrates how women can progress through the ranks and succeed. She started her career in college in 2005 as an intern for then-Senator Barack Obama. “When I graduated in 2007, I was

actually planning to go to law school. And I moved to Chicago to go to law school and actually ended up going to a fundraiser for him,” she recalled. “This was like four months after he announced that he was running for president. And he convinced me that I should go work for him on the campaign and defer law school.” After the election, Brown became assistant to the director to the White House Office of Political Affairs, and then moved on to the U.S. Department of Energy as an advisor for strategic planning. Finding the field of energy not suited to her, she moved on to become the national political director for the nonprofit organization Rock the Vote. In 2014, she became executive director of the NWBC. “There were honestly very few things that could ever lure me back into the government, because it is such a bureaucracy and I am the ultimate millennial who wants to see

things happen tomorrow,” Brown reflected. “This is a space where there is just so much work that needs to be done. And I am such a champion for women entrepreneurs.” Brown said she has a personal connection to her work, having watched her mother try time and time again to break the glass ceiling in corporate America as she grew up. “We have made so much progress, but it’s one of those things where I think people get really excited about progress and then it’s like okay, we should stop doing all the work that we’ve been doing,” Brown said. “Now more than ever we have to double down. We have gotten the train moving. We can’t stop it or let it slow down. At this point it’s just got to keep going and we’ve got to keep it on track.” “It’s a really exciting time for women in our country,” Brown concluded. “There is so much possibility for them.” ■

## In Its 99th Year, The Long Beach Bar Association Is Led By President Neyleen Beljajev

■ By **SAMANTHA MEHLINGER**  
Senior Writer

Throughout her career, Long Beach resident Neyleen Beljajev has been guided and encouraged by accomplished female mentors. Knowing firsthand how such guidance can help put young professionals on a solid career path, as the newly installed 99th president of the Long Beach Bar Association, Beljajev is placing an emphasis on mentorship, as well as community outreach. “There is such a need for mentorship, and it was shocking to me that there wasn’t an established mentorship program yet within the bar organization,” Beljajev told the Business Journal. She explained that, if the dean of her international studies department at Hawaii Pacific University hadn’t mentored her and suggested she go to law school, she might not be where she is today. “That’s why I’ve started a mentorship program this year: not only to bring in new members, but as a way to bridge the gap between the new members and the members with so much more experience in the law and in work-life balance.” After graduating from Loyola Law School, Beljajev worked for Los Angeles law firm Girardi Keese for eight years until launching her own firm, Beljajev Law Group, this past November. Her clients are predominantly women business owners. She has been a member of the Long Beach Bar Association since 2010, when she came on as a boardmember. “So many women have helped guide me to where I am today, and, if it weren’t for them, I don’t think I would be able to manage having a successful law practice, lead-



**Attorney Neyleen Beljajev, president of the Long Beach Bar Association, is pictured outside the Deukmejian Courthouse in Downtown Long Beach. (Photograph by Taylor Kalander, Taylor-K Photography)**

ing the bar, having two children and a nearly decade-long marriage,” Beljajev reflected. Her mother, her former college dean, and 2nd District Court of Appeals Justice Judith Ashmann-Gerst, whom she worked for in law school, have all provided valuable mentoring and guidance, she noted. It’s particularly important for women in law to support and guide one another, according to Beljajev. “We face unique challenges in that we have to decide how to make a work-life balance work – and that’s not an easy task,” she said. Of all the women she attended law school with, about half of them have already retired or gotten out of the business, she said. “When I was pregnant with both my children, the most common question I was asked was whether I was coming back to work,” Beljajev recalled. With student loan debt and a mortgage, she never second-guessed that she would go back to work. “Not only that, but I have worked so hard for my career. . . . My entire identity is wrapped in my career. It never occurred to me that I wouldn’t go back to work,” she said. Changing the perception that women who are mothers cannot or should not continue on with their careers is “a massive challenge,” Beljajev said.

When asked if she feels there is gender parity in terms of women in law being able to advance to senior levels or earn as many billable hours, Beljajev replied, “I think that looking at the numbers of female equity partners [and] of women who are name partners – looking at those numbers will tell you the answer to that question.” The National Association of Women Lawyers recently released its ninth annual survey on the status of women in law, which found that 18 percent of women comprise equity partnerships in the U.S. – only 2 percent more than in 2006. The survey also found that “the typical female equity partner earns 80 percent of what a typical male equity partner earns, down from 84 percent in the first survey.” Female equity partners typically bill for only 78 percent of what their male counterparts bill; however, these women reportedly worked a median of 2,224 hours, while men worked 2,198. To resolve these issues, “We need strength, and that strength comes from mentorship,” Beljajev said. “If you don’t find mentors within your own law firm, then look outside your firm,” she continued. “That’s why the Long Beach Bar Association’s mentorship program is really important.”

As the association’s new president, Beljajev is also placing an emphasis on giving back to the community. Each month this year, the association is going to contribute – either through services or other means – to local organizations. “This month we’re focusing on For The Child, which is a phenomenal organization,” she said. Based in Long Beach, For The Child is dedicated to helping families and children build lives free of abuse, neglect and violence. One of For The Child’s programs provides calm, friendly places within nine Los Angeles County Superior Court-houses for children who have to come with the parents or guardians. Each child is given a book to take home, according to Beljajev. To support this effort, the Long Beach Bar Association is holding a book drive this month. “I love the work that I do at the Long Beach Bar,” Beljajev said. “It’s a great place to give back and grow our network.” Like the City of Long Beach, the association is made up of diverse members, she noted. As the youngest female president and the second Mexican-American to lead the association, she hopes to build upon that diversity, and infuse new energy and ideas into the organization. ■

# Who's Who WOMEN IN BUSINESS

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

Renee Shaffar completed her undergraduate degree in Business Management at Pepperdine University. Renee's own divorce experience prompted her to go to law school. She studied and earned her Executive Juris Doctorate at Concord Law School. After completing law school, Renee trained directly under the founder/owner of Alternative Divorce Solutions (ADS), Lani Baron, Esq., at the ADS Institute of Best Practices. Renee is now proud to be part of the team that once guided her through her own divorce and honored to make a positive impact on the lives of families in the Long Beach area.

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**Suzanne Mills-Winkler, President**  
*Dynamic Designworks, Inc.*

Suzanne is the owner of Dynamic Designworks, a cutting edge digital marketing agency, specializing in social media. She started her company in 2001 as a product development firm for the toy and entertainment industry. In 2010 she expanded her services by launching Blip Toys' award-winning Squinkies social media campaign. Suzanne leads a talented staff of designers and marketing strategists providing cutting edge paid media, social management, design services and in-depth reporting for all their clients' social media channels. Suzanne has called Long Beach home for more than 25 years. She is very active in the community donating her time as PR Chair of Steel Magnolias.

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**Monika Zuzanska, Founder**  
*EcoCleaning Solutions, Inc.*

Monika Zuzanska is the owner and founder of EcoCleaning Solutions, Inc. She has been actively involved in the cleaning service industry since 2003. Monika's house cleaning service grew over the years. Her commitment to each and every homeowner is to provide the highest quality service in every home and business on every single visit. Monika has dedicated this business to helping homeowners and businesses protect their investments while maintaining clean and healthy living and working environments. She also participated in Goldman Sachs 10,000 Small Businesses program. Monika welcomes your inquiries and looks forward to talking with you.

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**Mary Whirledge, Realtor**  
*Coldwell Banker Star Realty*

A Real Estate professional for well over 20 years, Mary Whirledge is a member of Pacific West Board of Realtors, California Association of Realtors and National Association of Realtors. She holds a RECS and an e-Pro designation defining her dedication to continuing education. Mary shows versatility with a foreclosure/short sale designation as well as being a Corp. Relocation and Coldwell Banker Specialist for high end properties. Besides being a listing agent Mary holds a designation as an Accredited Buyers Representative. UC Davis prepared Mary with strong public relations and economic skills to negotiate in today's challenging market. Call Mary today for all of your Real Estate needs.

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**Dr. Alyson Emery, Owner**  
*Emery & Emery*

Dr. Alyson received her B.S. from UCLA and her D.D.S. from the University of Pacific School of Dentistry. She has practiced dentistry with Dr. Doug Emery in Long Beach for over 25 years. She prides herself in providing high quality dentistry while making patients feel very comfortable. Dr. Alyson believes in being part of the community and has volunteered for numerous organizations. She is a past President of The Harbor Dental Society, LB Chamber Women's Council, and National Charity League. "The most meaningful volunteer work I do is providing dentistry to the young ladies in the Pathways to Independence program."

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**Mu Zhang, President**  
*Encore Awards/Jensen Rubber Stamps*

Mu Zhang is the industrious owner of Encore Awards/Jensen Rubber Stamps. She combines her engineering degree with having worked for a Fortune 500 corporation and years of manufacturing expertise to operate her business. Mu has expanded Encore Awards from not only retail but also to wholesale and promotional product lines. She is prominent in the local business community and is a member of several Boards of local non-profits. Some of Encore's accounts include the Academies of Motion Pictures and Country Music, and many local businesses. Mu's business recently received the Signal Hill Chamber's Business of the Year 2015 Award.

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**Brigitte G. Dutil, ATR, LPCC, LMFT**

The Lesbian, Gay, Bisexual, and Transgender community continues to face challenges and prejudice. It is important for service providers to know and understand how these difficulties can negatively impact us, our families, and our children. I provide a safe, compassionate, and nurturing environment to help clients feel better able to share their thoughts, fears, and goals. As a Family Mediator, Parenting Plan Coordinator, and Collaborative Divorce Coach & Child Specialist – I assist people in reaching an agreement or settlement when terminating a relationship, addressing post-relationship issues, or establishing parental and/or custodial agreements.

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**Tomilee Tilley Gill, Founder & President**  
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Noelia Rodríguez assumed the newly created position of managing director of communications for the Port of Long Beach about six months ago. In her career, she has served in such capacities as press secretary to First Lady Laura Bush and, most recently, chief communications officer for Metro Los Angeles. (Photograph by the Business Journal's Larry Duncan)

# Beyond Limits: The Port's Head Of Communications Reflects On A Storied Career And Leaving The Door Open For Others

■ By **SAMANTHA MEHLINGER**  
Senior Writer

Noelia Rodríguez's recent arrival at the Port of Long Beach comes at a time when there are some big "firsts" for women in the harbor department: the port is being led by its first female-majority board of harbor commissioners, and, for the first time in its history, the board has all female officers. Then there is Rodríguez herself, who as the first managing director of communications is also the only woman who has an office behind the glass doors of the harbor department's 8th floor executive suite.

Rodríguez has been a "first" on more than one occasion. But to her, breaking the glass ceiling – or in this case, the glass doors – is not nearly as important as ensuring those doors stay open behind her.

"I have been in my career, a number of times, the first fill-in-the-blank. And of course, I have been very proud of that," Rodríguez told the Business Journal in an interview at her office. "But to me, my personal measure of success for myself is not that I was the first, but what I did to make sure that there was a second and a third and a fourth."

After six months at the port, Rodríguez hasn't quite finished unpacking her photos and other memorabilia, but the pic-

tures that do adorn her office give a glimpse into her varied career in communications. As the first and longest-serving press secretary for First Lady Laura Bush, it's no wonder there are a number of framed photos labeled with the words "compliments of the President" in Rodríguez's office. Casually propped on a chair against a wall is quite possibly the most striking of these photos, in which, in the center of the oval office, President George W. Bush embraces her.

Prior to her service at the White House, Rodríguez began her career at Southern California Edison as a corporate spokesperson. From there, then-Los Angeles Mayor Richard Riordan took her on as his press secretary, and later bumped her up to the position of deputy mayor overseeing communications and scheduling. In 2000, Riordan appointed her to the position of president and CEO of the L.A. Convention 2000, which hosted the Democratic National Convention.

Riordan impressed upon Rodríguez the understanding that she is no less important than anyone else, no matter what that person's position, she recalled, adding that the former mayor's guidance helped build her confidence. "He always said to me, 'Don't call him Mr. So-and-so. He's John,'" she said. "As a woman, I think we need to re-

member that. Don't give away your power," she continued. "Even by a simple gesture like saying to somebody, 'Yes sir.' You know, in our society there is a connotation when you say something like that, that you're basically telling someone they're more important than you are."

In 2001, Rodríguez moved on to the White House to work for the First Lady. "The White House is an experience in and of itself. It's something that is a very small club, of course," she said. Some of the most memorable moments of her career and life took place there, such as being introduced to Pope John Paul II at his summer residence in Italy by President Bush (another framed photo she has in a box somewhere, she added), or being part of a White House luncheon for famed baseball players like Sandy Koufax and Hank Aaron.

"Of course the No. 1 experience was 9/11. That changed the course of history," Rodríguez said. "It changed all of our lives individually, and it really was a time when we lost our innocence as a nation. And I was there front row and center for that experience. It just really changes you," she reflected.

"Every day since, I have always felt so fortunate to be an American," Rodríguez continued. "The unity that we saw in the days and months after that was amazing. I

wish that we could get back to that feeling as a nation." The unity and bipartisanship that prevailed in America following 9/11 reflects her own values and worth ethic. "I really miss the days of bipartisanship. I lived it; I have been a lifelong Democrat working for Republicans, even at the White House," she said. "I am very proud of that, because I am able to see both sides. And not everybody has either that ability or desire."

Following her time at the White House, Rodríguez's positions have included chief of staff for the Broad Foundation, vice president of corporate communications for Univision, director of communications for the City of Irvine and director of Harvard University's John F. Kennedy Jr. Forum for political speech and debate. Immediately prior to joining the port, she was the chief communications officer for Metro Los Angeles.

A dedication to public service, a love for international matters and the persistence of Port of Long Beach Chief Executive Jon Slangerup are what brought Rodríguez to her current position. "I have to give kudos to Jon Slangerup, because he was very gracious and persistent in asking me to join the team. It wasn't something I sought," she said.

As managing director of communications, Rodríguez oversees the port's government relations and communications bureaus. "The priority is to really integrate the two so that they are working hand in glove," she said. "It's one thing to have the government relations team out advancing our legislative agenda on behalf of the port and working with the mayor's office on behalf of the city, but if we're not coordinating with the communications team, including community relations, so we can maximize our impact not only here in Long Beach but [also] across the country, then I don't think we're doing the job the best way possible."

Rodríguez's first day on the job at the Port of Long Beach was the same day Harbor Commissioners Lori Ann Farrell, Lou Anne Bynum and Tracy Egoscue became the president, vice president and secretary of the board. "I thought, wow, this is going to be a 'chicks rule' kind of a place," she recalled.

Chief Executive Slangerup has appointed and promoted women to high-level positions since he joined the port in 2014, Rodríguez noted. "I am not saying it's enough. More needs to be done and more will be done. But the important message is that there is forward motion, and that's a good thing." The harbor department's efforts to encourage and promote women aren't limited to its own ranks, she noted. The port sponsors a yearly event called the Women In Trade luncheon, in which high school girls are able to talk to women working in the field of international trade and learn about career opportunities.

While Rodríguez acknowledged that women, including herself, have faced and continue to face challenges in the business world, she said she has chosen to look beyond that as she has moved through her career. "It's a great time for women in business, and I think the limits are your own imagination. I know that's my limitation," she reflected.

"My advice is, don't limit yourself," Rodríguez said. "Look at where the opportunities are, because they might come in shapes and sizes and colors that you never would have expected for yourself." ■

# Who's Who WOMEN IN BUSINESS

**Dr. Christina Turner, OD, MS**  
*Eye Land Optometry*

As a California board-certified optometrist, Dr. Christina Turner has dedicated her career to providing the best vision care in a wide range of health care settings. She earned her Doctor of Optometry from Southern California College of Optometry in 2011. Prior to her training in Optometry, she received a Master's of Science in Health Care Administration at CSULB and a Bachelor's in Chemistry at UCSB. Her volunteer work with the visually impaired during her undergraduate studies motivated her to pursue a career in Optometry. Her dream was always to open her own practice and that came true one year ago when she purchased Eye Land Optometry in North Long Beach and is enjoying the opportunity to serve the local community.

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**Ivy Arlinda Goolsby, Director**  
*International Realty & Investments*

Ivy Arlinda Goolsby, Long Beach Native, has been Director since 2001. Her vast experience is a result of various positions she held during her 25-year tenure at Pacific Bell/SBC before retiring as HR Manager in 2000. She is dedicated and committed to providing the highest quality of service to clients while acting in the most professional and courteous manner. She strives to be a respected leader in the field of Property Management by displaying honesty & integrity. In addition to overseeing the day-to-day operations of the Long Beach office, she remains active on numerous boards and committees in the community.

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**Patricia Watts, Founder, President & CEO**  
*FCI Management*

Ms. Watts is the founder, President & CEO of FCI Management. FCI provides expertise, knowledge and leadership to its customers by delivering innovative strategies and solutions in the energy and water industries, creating a sustainable global environment. With over 30 years of experience in the utility industry, Ms. Watts has held management positions in customer service, energy services, marketing, public affairs, and community relations. Ms. Watts is also an executive member of several boards (VP of the Low Income Oversight Committee and Hall of Fame inductee for the National Association of Women Business Owners), in addition to other prestigious organizations.

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**Janis Krantz, Owner**  
*J & L Jewelry*

Long Beach native Janis Krantz, owner of J&L Jewelry, has been in the jewelry business since 1967 and opened her business in 1991. Janis attended all Long Beach schools – Our Lady of Refuge, Saint Anthony High School and Long Beach City College. You can find quality jewelry items at J&L ranging from \$10 to whatever your heart may desire. We carry platinum, white gold, yellow gold, sterling silver, gold or silver-plated items and estate jewelry. J&L Jewelry is very involved in our community helping local charities and schools. Our slogan is: "Welcome to J&L Jewelry where women get into trouble and men get out of it!" We are diamond specialists.

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**Karen Codman**  
*Karen Codman/FSC Securities Corp.*

Karen Codman is an Investment Advisor Representative with FSC Securities Corp. and an Accredited Investment Fiduciary. She has been a financial planner for 14 years. Karen specializes in providing her clients with distinctive strategies that are inspired by your unique situations. Karen guides you in defining your vision for the future, and nurtures your portfolio to help you fulfill that vision. If you are an entrepreneur, Karen will help you integrate your personal financial goals and your business benefits and retirement solutions to achieve the best results. Karen's motto is "Distinctive Financial Strategies designed for your life."

Securities and advisory services offered through FSC Securities Corporation, member FINRA/SIPC and a registered investment advisor. Certain insurance products offered by Karen Codman as a licensed agent independent of FSC Securities Corporation. Investing in securities involves risk including potential loss of principal.

**1165 E. San Antonio Dr., Ste. G • Long Beach, CA 90807**  
**(562) 728-5800 • [www.karencodman.com](http://www.karencodman.com)**



**Barbara Irvine-Parker, Realtor Associate**  
*Keller Williams Pacific Estates*

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

**2883 E. Spring St., Ste. 100 • Long Beach, CA 90806**  
**(562) 208-9726**



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

Joel Garnica is a visionary whose determined spirit and work ethic helped her create an award-winning interior design firm that has been in business for over 12 years in Long Beach's revitalized downtown; an area she also calls home with her twin boys and husband Diego. Her desire to help her clients create beautiful, functional interiors is also what drives Joel to help her community as a member of several community boards and as President of the East Village Association. Joel is currently working to become Long Beach's 2nd District Councilwoman in order to continue to make Long Beach a better place.

**218 The Promenade North • Long Beach, CA 90802**  
**(562) 242-9122 • [garnicainteriors.com](http://garnicainteriors.com)**  
**[joegarnicaforlongbeach.com](mailto:joegarnicaforlongbeach.com)**



**Andrea Testa, Realtor**  
*Keller Williams Pacific Estates*

Formerly the founder of FreeSpirit Yoga, Andrea obtained her California Real Estate License in 2013 and was honored with Rookie of the Year, Volume, for 2014. Her clients and vendors boast her professionalism, availability, communication, resourcefulness and service. She's a member of National Assoc. of Realtors, California Assoc. of Realtors, Women's Council of Realtors, and International Women's Leadership Assoc. Andrea's also a community liaison for Bixby Knolls Business Improvement Assoc., member of the Senior Advisory Council for the Senior Activities Center at Expo, is on the non-profit KW Cares committee, and on her Church Council at Cal Heights United Methodist Church.

**2883 E. Spring St. Ste. 100 • Long Beach, CA 90806**  
**(562) 833-9642 • [athomes77@gmail.com](mailto:athomes77@gmail.com)**



**Lourdes Valles, Founder**  
*Gems & Jewels Fine Jewelry and Repair*

Lourdes Valles is a local resident and founder of Gems and Jewels Fine Jewelry and Repair. Lourdes is a diamond expert and is a graduate of the Gemological Institute of America. Lourdes is a proactive member of the community. When she is not in the office, she is out organizing neighborhood clean up events. She is also a member of the BKBIA. Gems & Jewels carries national brands like Citizen and Honora Pearls. The services we offer include watch repair, jewelry design, engagement rings, Certified Diamonds, Jewelry appraisals, and jewelry tailoring. We have a full production workshop located inside our Bixby Knolls showroom.

**4130 Atlantic Ave., Ste. 102 • Long Beach, CA 90807**  
**(562) 426-8601 • [www.bixbyjewelers.com](http://www.bixbyjewelers.com)**



**Kellie Sherrill, President**  
*Knightling Inc.*

Kellie Sherrill founded Knightling, Inc. in 2007. Initially beginning as a graphic design firm, it swiftly grew into the website design firm it is today. While Knightling still provides branding, graphic design and photography services to its clients, Knightling's specialty is small business websites. Whether you have one employee or 50, Knightling can help you achieve that perfect first impression online and keep people coming back for more as you truly capitalize on the resource a great website can be. Every website Kellie creates is mobile friendly and optimized for SEO. Kellie is a member of and the Executive Director for the Executives Association of Long Beach.

**(310) 780-1462**  
**[www.knightling.com](http://www.knightling.com) • [kellie@knightling.com](mailto:kellie@knightling.com)**



# Owners Of New Book Publishing Company In Long Beach Aim For Great Writing And Design In All Forms

■ By **SEAN BELK**  
Staff Writer

Award-winning journalist Wendy Thomas Russell and local architecture writer Jennifer Volland have set out on a mission to prove that there is still demand for great storytelling, even in today's fast-paced technological age.

The two moms and self-made entrepreneurs, who met through their daughters and a mutual love of books, teamed up two years ago to launch a new independent book publishing company called Brown Paper Press.

The goal was to develop a model that would fill "gaps" they said exist among publishing houses, such as large New York presses ignoring the relevance of niche books or small publishers disregarding the importance of design. They also want to lend a professional hand to authors uninterested in self-publishing, often considered a "vanity" project.

Through the use of e-books and print-on-demand technology, in which a certain amount of copies are ordered as demand grows, more publishing opportunities have become available to authors, said Russell, a former Long Beach Press-Telegram reporter.

"It is completely shifting how people get books and how they produce books," she said. "It has opened up this breeding ground I hope for people like us who want to come in and take advantage of what's available for people who really deserve to be published."

Brown Paper Press employs a team of outside professionals and has partnered with IngramSpark, a subsidiary of major distributor Ingram Content Group, for print-on-demand services, making books readily available at bookstores and in libraries.

Having an outside firm handling distribution frees up time to focus on editing and design while reducing waste, since books aren't stored in warehouses, Russell said.

The main goal of the company, currently the only "general-interest" book publisher in Long Beach, is "bringing thought-provoking, well-designed books to the public in a way that is both generous to authors and mindful of the environment," she said.

The impetus for starting the book publishing company partly emerged out of Russell's desire to publish her first full-length book, "Relax, It's Just God: How and Why to Talk to Your Kids About Religion When You're Not Religious."

Russell said the idea for the book, which offers advice to secular parents on talking about religion with their children, came

about "accidentally" as her then-six-year-old daughter blurted out from the back seat one day, "Mommy, God made us!"

"We never talked about religion or God at all, and it just kind of hit me in the face," she said. "Oh my gosh, I've got to figure out how to handle this situation and talk to her about religion in a way that does not indoctrinate her into my beliefs but lets her find things out on her own."

The subject quickly took on a life of its own and is something Russell has become very passionate about, she said. Thousands of copies of the book have sold and it was also featured on the PBS NewsHour. Russell now writes columns and a blog called "Natural Wonderers" at Patheos.com about secular parenting.

The subject, however, wasn't always what she wanted to write a book about, Russell said.

"That's not the book I've been wanting to write all my life at all," she said. "It's a book that came to me very, very fast . . . Then the idea stuck around because I kept thinking, 'this is really good and there's nothing out there like it.' We are at a time and a place in our history in America that it's a perfect time to talk about tolerance."

Volland, co-author of Long Beach Archi-

tecture: The Unexpected Metropolis in 2004 and Edward A. Killingsworth: An Architect's Life in 2013, said Russell's book fit into the company's mission and is exactly what they hope to produce.

"It was a timely topic with a fresh perspective and I think that's something that we look for," she said.

On February 23, the company released its latest titles, "I'm Dying Here: A Life in the Paper," a personal account about the demise of the print newspaper industry by longtime Long Beach Press-Telegram columnist Tim Grobaty, and "Burdens by Water: An Unintended Memoir," a book about aging in Southern California by Alan Rifkin, who teaches creative writing at California State University, Long Beach.

Volland said the books give a personal touch to past and present cultural history. Selecting the right books to publish, she said, involves a multi-tiered screening process to see if an author's work, personality and writing style fit the company's mission.

While the company's first three books are nonfiction, Brown Paper Press doesn't want to become tied to any one specific genre and expects to eventually expand into fiction and graphic novels, among other genres, Volland said.

Russell said the company also doesn't plan on becoming a regional press or working solely with local writers, although there are many talented authors in Long Beach and they hope to energize the local cultural scene. She said the company is already mining talent from across the nation.

Russell and Volland, who tend to duties as mothers and have other writing projects, said they don't consider the company a "hobby" but aren't expecting major growth at first either, adding that they plan to take their time to build a reputation as a quality press.

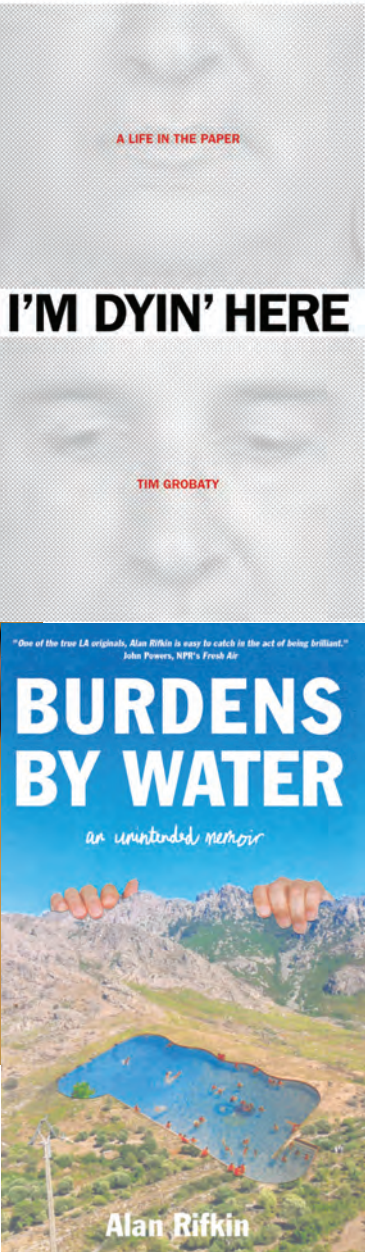
The future of book publishing, Russell said, is one that not only puts stock in great writing and design but also embraces books in all formats, whether print or online. She said the company prides itself in being environmentally friendly through the use of print-on-demand technology and e-books.

"I'm an avid e-book reader, but print is absolutely not going anywhere anytime soon," Russell said. "And to be successful right now in publishing you have to go to both."

Grobaty and Rifkin will be signing copies of their books on April 2 at Barnes & Noble at 6326 E. Pacific Coast Hwy. in Long Beach, and April 18 and 19 at the Los Angeles Times Festival of Books at the University of Southern California. ■



Wendy Thomas Russell, left, an award-winning journalist, and Jennifer Volland, a local architecture writer, launched a new book publishing company in Long Beach two years ago that utilizes print-on-demand technology to make books readily available in a new environmentally friendly way. The two moms are holding copies of their latest titles at Barnes & Noble Bookstore in Long Beach, where the books are sold. Two of those are pictured at right: "I'm Dying Here: A Life in the Paper," by Press-Telegram columnist Tim Grobaty, and "Burdens By Water: An Unintended Memoir," by university professor Alan Rifkin. (Photograph by the Business Journal's Larry Duncan)



# Who's Who WOMEN IN BUSINESS

**Marta L. Callotta, DC, CCSP**  
*Long Beach Spine & Rehabilitation*

Dr. Marta Callotta has been serving Long Beach communities for 18 years. When treating a patient she considers the whole person. She is a Certified Chiropractic Sports Practitioner and is currently working on her Diplomate in Sports Medicine. Honored with the CA Chiropractic Association's 2007-08 "Doctor of the Year" award, she is a team doctor for USA Volleyball and was the Official Chiropractor for the Orange County Roller Girls from 2009-2011. Emphasizing biomechanical health and fitness, customized nutritional requirements and exercise programs, focusing on individual needs and goals, helping you to be the best you can be, naturally.

**3434 Los Coyotes Diagonal • Long Beach, CA 90808**  
**(562) 938-8770**



**Charlene Ferry, Owner**  
*Salon Indah*

Salon Indah is a full-service salon with a unique style that accompanies its friendly and down-to-earth atmosphere. Operating out of the same location for the past 25 years, they've built a committed clientele of all ages that include both men and women. Recently certified in organic natural hair color, owner Charlene Ferry is committed to providing natural treatments and organic products, which are available for purchase. They also offer makeup services, waxing, spray tanning, massage and organic facials. Stop by Salon Indah for a free consultation, refreshments, and check out their promotions on Facebook, Yelp and on their Website.

**189 Argonne Ave. • Long Beach, CA 90803**  
**(562) 498-1557 • www.SalonIndah.com**



**Hilda Sanchez, President**  
*Minuteman Press*

Hilda Sanchez is the President of Minuteman Press of Long Beach, which she and her husband Dave Rigby established in 2002. Minuteman Press is a printing, design, marketing and promotional products firm. It's a one-stop shop for all your printing needs and is nimble enough to meet your pressing deadlines. The company has received numerous awards in recognition of its quality, customer service, graphic design and community involvement. Hilda serves on several local boards and the company is active in the Long Beach Chamber of Commerce and the Printing Industries Association of Southern California.

**137 W. 5th St. • Long Beach, CA 90802**  
**(562) 436-8500 • www.longbeach.minutemanpress.com**



**Silvia Quinones, Owner**  
*Salon Medusa*

Silvia Quinones opened Salon Medusa in 2008 after her children had grown and she had more free time to do her creative thing. She is a graduate of Vidal Sassoon academy. Her new mission is Aveda and its natural beauty products. At Salon Medusa, they care about the art of hair and the environment. Their professional and experienced stylists love creating a WOW experience for their guests. With each service their stylists go above and beyond customer service conducting stress-relieving rituals with natural Aveda products. Come experience the Aveda difference. "We are beauty professionals in pursuit of a higher art and natural beauty."

**4232 Atlantic Ave. • Long Beach, CA 90807**  
**(562) 427-7977 • www.salonmedusalb.com**



**Patty Gadd, Sr. Loan Officer**  
*New American Funding*

Patty has been in the Lending/Real Estate industry for 38 years. As a seasoned lender she has focused on providing the best service and knowledge to get borrowers the best loan programs that will fit their needs. Anywhere from first time buyers, to Super Jumbo loans. Patty has counseled and educated her borrowers to get the best loan programs at the lowest cost and best rates! NMLS # 485809

**6621 E. Pacific Coast Hwy., Ste. 160 • Long Beach, CA 90803**  
**(562) 708-1222 • www.newamericanagent.com/pattygadd**



**Vali DeVries, Agent**  
*State Farm Insurance*

Vali is observing her 31st year as a State Farm Agent this week, serving the needs of friends and neighbors with their homeowners, auto, life and commercial insurance coverages. A Long Beach native, Vali attended local schools, is a 1981 CSULB graduate and resides in the Los Altos area with her husband, Dave, and their two daughters. "I enjoy helping people, providing protection at a good price and solving their problems so they can sleep better at night," Vali states. Like a good neighbor, State Farm (and Vali DeVries) is there. \* CA License #0667954

**1777 Bellflower Blvd. • Long Beach, CA 90815**  
**(562) 494- (562) 494-7700 • www.validevries.com**



**Kari Barba, Owner**  
*Outer Limits Tattoo*

Kari Barba has been Tattooing since 1979. She is a world renowned artist who has won over five hundred awards including: "Best Tattoo Artist" twice nationally and once internationally. She has owned and operated tattoo studios since 1983. Currently, she owns two shops under the name, "Outer Limits Tattoo". First is the Long Beach location. This is the oldest continuously running shop in the USA- second in the world. The second location is at the CAMP in Costa Mesa. She employs a staff of amazingly talented artists and piercers. Kari tattoos five days per week at the Long Beach location.

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



**Imelda Lorena R.H., Owner**  
*Stephanie's Linens and More*

Backed by 15 years of experience as a Marriott party professional, our owner took over her mother's small party supply business in 2004 and added a wider selection of services to her repertoire. Named in honor of our owner's own daughter, Stephanie's Linens and More provides beautiful events for each and every client. Impress your guests with gorgeous party and linen rentals from their special event experts in Signal Hill, California. Stephanie's Linens and More is the only name you need to know for the best party supplies in the area. Amazing selection and even more amazing prices available.

**1416 E. Burnett St., Ste. D • Signal Hill, CA 90755**  
**(562) 618-8980 • www.stephanieslinens.com**



**Pamela Kelly, Owner**  
*Pamela Kelly Communications*

Bring out your professional BEST! Through personalized speech coaching and trainings, Pamela Kelly, corporate trainer, master teacher and author of "Speak with Passion, Speak with Power!" (Amazon), works with all industries to develop your confidence and credibility in presentations, clarity in pronunciation, vocal power and charisma. Abraham Navarro, Executive Director, Bureau of Street Services, City of L.A., said, "Your seminars improved the presentations of civil service employees who speak to community groups. Ultimately, the citizens benefit from your efforts." Danay Garcia, lead actress in *Prison Break*, said, "I'm no longer afraid to express myself and speak more freely now, without thinking twice about it. Working with Pam has given me much more than I expected."

**(562) 599-1462 • pkellycom@aol.com • www.pkelly.com**



**Janni Buaiz, MS, CWS, CHC, Founder & Director**  
*Wellness-in-Motion, a wellness coach partnership*

As a Certified Wellness Specialist & Holistic Health Coach with a Masters of Science in Exercise Physiology, Janni offers innovative approaches to wellness and \*lifestyle medicine. **Being Well Programs** offer clients private wellness sessions that help identify key health risk factors and improve physical fitness, energy, nutrition, mindful practices and quality of life. Working together, clients develop "sustainable" wellness strategies, learn to integrate healthier habits and behavioral changes that encourage a shift to healthy living. Clients gain a deeper understanding of what food and lifestyle choices work best to achieve personal health/lifestyle goals. \*specialty cancer/chronic lifestyle conditions

**PO Box 41012 • Long Beach CA 90853**  
**jbuaiz@wellness-in-motion.net • 714.293.4848 • www.wellness-in-motion.net**



# U.S. Customs Facility A Must To Move The Airport And Long Beach Forward

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

(Note: This perspective was uploaded to the Business Journal's website and facebook page, and as a newsflash on February 22. To sign up for the **free** newsflashes and our Monday Morning Coffees (a brief look at events for the week), please visit: [www.lbbizjournal.com](http://www.lbbizjournal.com), scroll to the bottom of the home page until you see the box: subscribe to our mailing list. Then follow the instructions.)

The potential of having a U.S. Customs facility at the Long Beach Airport should be a no-brainer. It doesn't alter the city's airport noise ordinance but it does expand the airport's and the city's economic potential and international image and influence.

We are and will continue to be the International City, with one of the best port complexes in the world, a diversified

population and one-of-a-kind cultural arts programs – including the Museum of Latin American Art and an emerging Cambodia Town. Additionally, we're home to the internationally recognized Queen Mary, the Toyota Grand Prix of Long Beach, the new all-electric e-Prix – of which Long Beach is one of 10 host cities worldwide – and we have Sister City relationships that stretch from Ecuador to Kenya to China and Russia. Our positive international reputation is also enhanced with companies such as Mercedes-Benz USA, Virgin Galactic and Shimadzu Aircraft Equipment USA establishing operations adjacent to the airport.

A customs facility to welcome international travelers is a natural next step that will open the door to tourists and conventioners, boosting our hospitality and tourism industry and possibly even foreign entities opening branch operations in our city. We've heard it time and time

again, when business people visit Long Beach for the first time, they fall in love with our city, its people and our unbeatable weather.

While JetBlue Airways is the entity that made the request for customs service, it would be far from the only user. Corporate aviation businesses at the airport will be in a better position to participate in a citywide economic development vision. These include entities such as Gulfstream, which has customers worldwide and is increasing its presence and jobs at the airport. Currently, those aircraft customers must clear customs in other areas of the country or at LAX before flying into Long Beach. Other airlines already here – American and Delta – will examine opportunities for international flights, as will the city's newest carrier, Southwest Airlines, which is expected to begin service over the next few months.

The beauty of all this economic activity – which translates into additional high-pay-

ing jobs – is that this can be accomplished without interfering with the city's noise ordinance. It also does not cost taxpayers a dime because user fees cover all the costs.

While we recognize there is an ongoing feasibility study that was approved by the city council to examine these facts – a process that is important – we see no downside to a customs facility. Those who politicize this project, or wish to use it to create fear by communicating misrepresentations that are less than truthful about its impacts, are doing a disservice to the city and to its residents. The airport manager, city staff and councilmembers should move quickly to put the facility into operation – and we do know it can be accomplished in a very short timeframe. Any effort to drag this out is, again, purely politically driven.

We urge city officials to immediately move forward with establishing a federal inspection customs facility at the Long Beach Airport.

## CalChamber Backs Renewed Effort On Federal Water Bill Plan Improves Ability to Capture/Store Water

(Note: The following is from the California Chamber of Commerce and was prepared by the chamber on February 26.)

■ By **VALERIE NERA**  
Policy Advocate  
CalChamber

U.S. Senator Dianne Feinstein has introduced an updated proposal to provide long-term and short-term solutions to the state's historic drought. The California Chamber of Commerce supports the effort to move drought relief legislation this year and improve the ability to capture and store water in wet times for use in dry ones.

Feinstein's proposal includes provisions to allow more water to be captured and stored during the drought, and to promote both the building of new reservoirs and increasing the capacity of existing ones.

In introducing the bill, Feinstein estimated that if all the projects identified in the bill were completed, nearly 1.4 million acre-feet of "new" water could be made available.

The CalChamber and other business, grower and water groups from the Western states have previously called for action on bipartisan Western water and drought relief legislation.

There is a growing consensus that Western water users need every tool available to survive and recover from the current drought and to prepare for the hard, dry years that the future may hold.

### Water Storage Projects

To help store water during wet years for use in dry ones, the bill:

- Authorizes \$600 million for water storage projects in California and other Western states. These may include both federal projects (Shasta) and nonfederal projects (Sites, Temperance Flat, Los Vaqueros).
- Sets deadlines for the federal Bureau of Reclamation (Bureau) to complete feasibility studies to allow Calfed storage projects to compete for the \$2.7 billion of bond funding that California's Proposition 1 earmarked for water storage. The Calfed Bay-Delta Program is a collaboration of 25 state and federal agencies to improve the state's water supply and the ecological health of the San Francisco Bay/Sacramento-San Joaquin Delta.
- Updates U.S. Army Corps of Engineers dam operations to increase water supply while reducing flood risk.

### Emergency Operations

Emergency provisions to make water delivery more efficient during the drought include the following. The provisions would last as long as the Governor's drought declaration is in effect or for two years, whichever is longer.

- Improved data to operate pumps at higher levels when no fish are present and reduce pumping levels when fish are nearby.
- Allow agencies to keep the additional water they are able to pump during winter storms.
- Require agencies to explain pumping reductions due to the Delta smelt biological

opinion. The agencies must explain decisions to reduce pumping to protect the Delta smelt based on improved data rather than relying on intuition.

- Require agencies to maximize water supplies consistent with applicable laws and biological opinions. Agencies cannot harm fish in violation of biological opinions, but should try to increase water supplies.
  - Open Delta cross-channel gates more often so that water from the Sacramento River is used to control salinity instead of water released from the Central Valley Project.
- Three provisions aim to make greater use of water transfers, a voluntary, market process to move water to where it is truly needed.
- Extend by five months the period within which water transfers may take place. By making the transfer window the months of April through November instead of the current July through September, water transfers can be available during the spring planting season.
  - Allowing 1:1 water transfer ratio, versus the past practice of requiring water users to send more water downstream than can be pumped out. Environmental law and biological opinions still must be followed.
  - Expediting review of water transfers and construction of temporary barriers.

### Other Provisions

Other sections of the bill provide:

- Desalination. Reauthorizes the Desalination Act and authorizes \$50 million over five years for desalination research projects, such as improving existing technology, reducing environmental effects of seawater desalination and developing next-generation technologies to reduce the cost of desalination. Also authorizes \$50 million over five years for feasibility and design of sea and brackish water desalination projects.
- Assistance for drought-stricken communities. Rural and disadvantaged communities with fewer than 60,000 residents may apply for grants through the Bureau to help stabilize water supplies.
- Water recycling, conservation, efficiency. Authorizes \$200 million in increased funds for the Bureau's water recycling and reuse program. Authorizes a U.S. Environmental Protection Agency program to label water-efficient products for consumers, similar to the Energy Star program. Authorizes a Department of the Interior program to establish an open system with data on water quality, climate and weather effects, and erosion. The system would be accessible to the public online.
- Additional funding. Authorizes \$200 million for a loan guarantee program to allow water districts and municipalities to leverage loans and loan guarantees for water projects. Also increases funding by \$150 million for the Bureau's WaterSMART program.
- Endangered/threatened fish and wildlife. Authorizes \$55 million for short-term, low-cost proposals to protect and assist in recovering endangered or threatened fish populations, including Delta salmon and smelt.

### What's Next

Senator Feinstein's bill will be taken up soon by the U.S. Senate Energy and Natural Resources Committee, chaired by Senator Lisa Murkowski (R-Alaska).

*(Valerie Nera specializes in advocacy on agriculture, water, water storage, resources, telecommunications, crime, and banking and finance issues for the California Chamber of Commerce.)*

## Inside City Hall

### Why Sex Trade Is Bad For Long Beach



By **GERRIE SCHIPSKE**

**“B**ack in the day,” as the expression goes, when local police departments referred to the offering of sex for money, it was called “prostitution.” Women were controlled by male “pimps” and in many areas of the country, prostitution was looked upon as a “victimless crime.”

However, prostitution has become human trafficking. As more and more gangs have found it difficult and dangerous to sell illegal drugs, they have found a much easier source of money: the buying and selling of girls as young as 11 and 12 for sex. Unlike a shipment of illegal drugs that can be sold once, the same young girl can be sold over and over and over.

Today, human trafficking - sex trade - has become one of the fastest growing crimes in the U.S., and particularly here in Long Beach.

The issue first came to light in 2012, when Los Angeles County Supervisor Don Knabe announced that as many as 84 percent of children arrested in Los Angeles County for prostitution lived in Long Beach and the South Bay. These girls had been forced into prostitution and in fact were victims, not criminals.

When Knabe first raised this issue, some “movers and shakers” wanted the issue downplayed about Long Beach. I know, because I placed an item on the city council agenda to get a report from our police and to see what could be done about it. I immediately received phone calls about how a council discus-

sion would hurt our travel and tourism industry. And for the first and only time, I removed an agenda item in order to let the rest of the city catch up on the outrage I was feeling, knowing this horrendous crime is happening here.

Fast forward to 2014 and the issue had gained widespread attention – again thanks largely in part to the relentless efforts of Supervisor Knabe. Community groups got involved and finally the city council did as well – establishing the Human Sex Trafficking Task Force in the police department.

Just this February, more than 400 people attended a day long “Youth Exploitation Safety Symposium - YESS! 2016” symposium sponsored by the Long Beach Human Trafficking Task Force which is dedicated to “working to end modern day slavery in our community.”

Long Beach is on the move to eradicate this horrible violation of human rights. But we also need to raise awareness that sex trafficking would not occur without customers. That’s why my favorite religious order of nuns, the Sisters of St. Joseph, did an awesome thing the week of the Super Bowl. They contacted the managers of 220 hotels in the vicinity of the game and asked four questions:

- 1) Have employees received training to recognize potential occurrences of human trafficking in their hotels?
- 2) Is there a protocol in place for hotel employees to document and report possible incidences of trafficking?
- 3) Are hotel employees/managers aware of the local groups to end trafficking?
- 4) Is the hotel willing to make anti-trafficking information available to guests?

We need to do the same with all of our hotels.

Next column: Just Four Little Words. (Gerrie Schipske was elected to both the Long Beach Community College Board of Trustees and the Long Beach City Council. She is the author of several books on Long Beach history. Her blog is [www.longbeachinside.blogspot.com](http://www.longbeachinside.blogspot.com).)

## Technology And Innovation

### Empower The Wright Sisters To Take Flight



By **FOROUZAN GOLSHANI**

**A**merica soared to prosperity with inventions like the Wright brothers’ first successful airplane. A century later, in order to keep up with the significant advancement in the rest of the world, the United States must make major adjustments to carry on its steady flight. Similar to a bird trying to fly with one wing, the U.S. technological edge is hindered without women’s full contributions to technology innovation. Simply put, inequality and the gender gap retard not only the advancement of women but the progress of engineering itself.

In 2010, for the first time in the United States, more women earned a Ph.D. degree than men. However, in engineering, only 20 percent of doctorates were awarded to women. Yet another alarming statistic revealed that, while the number of women who earn an engineering degree has increased marginally, as a percentage of the total graduating class, the ratio of women graduates in engineering has dropped slightly.

With multiple indicators clearly highlighting a serious regional and national need for more engineers, increasing the participation of women in engineering seems a commonsense solution. However, implementing this solution has proven to be an extremely complex undertaking. Adding to the complexity is the fact that what worked for Gen Xers may not work for Millennials. Ironically, while the fields of law and medicine are now experiencing gender parity, engineering’s gender gap problem has worsened or at best has stayed the same.

There is yet another angle to this issue, namely the very nature of the field of engineering, aspiring to be all about innovation. History has shown that the first and foremost driver for innovative solutions is the ability to identify and understand the need. Such ability, highly reliant on individuals’ life experiences, has been a compelling factor in many recent major inventions. Since different people have different experiences, engineering organizations would be most successful when there are diverse backgrounds among its intellectual capital. In a nutshell, women’s equal participation in engineering innovation is bound to produce much better solutions – even-keeled, well-rounded, and more in tune with life on this planet.

Several recent studies point out the importance of family in influencing young women (and men) to choose engineering. Specifically, we now know that young girls from families with college-educated parents have a higher probability of choosing engineering. This fact is supported by another study confirming millennials’ receptivity toward parental involvement in their education path. Another recent study, surveying nearly 850 freshmen engineering students, concluded that over 40 percent gained their knowledge about engineering professions from their families.

We can almost double the numbers by concentrating on the success of women in engineering at all levels—students, professors, practicing engineers, engineering and technology managers, and, above all, the policy-makers. Only when the engineering gender gap issue is resolved will the U.S. be able to soar toward future technological innovations on two wings.

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

## Third Sector Report

### The Ethics Of Community Leadership

(Continued From Page 1)



By **JEFFREY WILCOX**

This reality is truer today than ever before.

The fact is that America’s confidence in charities is low. It is estimated that fewer than half of the contributors throughout our nation actually believe that a donated dollar will be

used for its intended purpose. Media coverage surrounding the results of America’s outpouring in times of crisis, disaster and national emergency have only reinforced public doubts; while accounts of criminal acts by nonprofit leaders has fueled a growing population of skeptics.

When one nonprofit makes an ethical

mistake, the entire nonprofit sector suffers.

Unfortunately, the question of ethical behavior usually comes from an outside source and is the result of a questionable action that often can’t be reversed. Rarely do most community leaders perceive a need for taking a more proactive approach, providing training on nonprofit ethics, or putting a self-policing process in place. That’s too bad, given that safeguarding ethical decision-making and behaviors is the least expensive form of risk management.

While there is not a universal “code of ethics” that exists for The Third Sector, experience has taught us that the giving public generally measures the ethical behavior of community leaders and their organizations through one or more of four lenses.

The first ethical lens is the degree to which the common good is truly being served. Ethical behavior puts the good of the community above all others, maintains a reasonable overhead to accomplish that good, and uses the values and mission of the organization as a barometer for carrying out and measuring its community worth.

The second lens is demonstrated integrity. There is an expectation that people make decisions with a demonstrated earnestness for developing, facilitating and serving a common agenda rather than serving their own or a hidden one.

Even the IRS has become involved in this lens of community service ethics by demanding a conflict of interest policy in nonprofit organizations. As “social benefit” corporations, nonprofit boardmembers must disclose private interests that could influence the use of charitable funds that were afforded a tax-deduction benefit. Ethics tells us that knowing how to manage conflicts of interests before they occur is a first step towards demonstrated integrity.

The third lens is due diligence in decision-making. Basing decisions on facts, listening and accounting for the opinions of others, soliciting bids before awarding large contracts, producing representative and truthful evaluation data, and establishing criteria for making fair choices about honorees, who to serve, and who to invite onto the board are all examples of due diligence at work.

The fourth lens is openness to and the demonstration of public accountability. Nonprofit leaders are stewards. Reticence to share how people’s discretionary resources have been managed is a red flag especially as it relates to executive compensation, calculating overhead, and reporting service delivery and community impact.

In simple language, these lenses are what builds a nonprofit’s credibility and a community leader’s reputation. Credibility and reputation are the prerequisite equity a nonprofit must manage if it hopes to create financial resilience.

If you don’t believe it’s worth a board’s time to look at, discuss or teach ethics in serving the community, think again. There are some things that money cannot buy, and for a nonprofit organization, public confidence is the prime example.

The Next Third Sector Report: The ABC’s Of Great Community Boards.

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

HealthWise

Millions Of Americans Experience Vision Loss – Could You Be One Of Them?



By RAVI MENGHANI, M.D.

More than 3.4 million Americans 40 years and older are either legally blind or are visually impaired, according to the Centers for Disease Control and Prevention. Like most parts of the body, overall health affects the eyes. Chronic conditions can worsen or even increase the risk of developing eye conditions. Eating healthy, exercising and avoiding smoking can result in healthier eyes. Protecting the eyes from the sun also can help prevent long-term damage. It's important to consider preventative measures and learn about common eye conditions, so they can be treated correctly and immediately.

Common Eye Conditions

**Cataracts:** In most cases, mild cloudiness of vision is caused by cataracts, which is cloudiness of the lens inside the eye. Initially it can be treated with glasses, but vision may worsen and require surgery. Causes of cataracts include aging, excess exposure to UV rays, excessive use of steroid medications and uncontrolled diabetes.

**Corneal Ulcers:** Corneal ulcers are open sores on the cornea often caused by an infection. People who repeatedly sleep in their contact lenses are at higher risk. Symptoms include redness, pain and blurred vision. If the ulcer is in the center of the vision, it's dangerous and requires long-term extensive therapy. Untreated ulcers can result in scarring and loss of vision. The typical treatment is medicated drops.

**Diabetes Retinopathy:** Diabetes retinopathy or "diabetes in the eye" occurs when blood vessels get full of glucose and leak inside the eye. The eye can look normal, but doctors may see blood and hemorrhages in the retina. There are four stages of diabetes retinopathy, and during the first three no treatment is needed. Well controlled blood sugar, blood pressure and cholesterol is vital to preventing its progression.

**Glaucoma:** Glaucoma is the slow deterioration of the optic nerve that affects peripheral vision. Left untreated, glaucoma can result in vision loss or blindness. While there is no definitive cure for glaucoma, medical, laser and surgical treatment can slow or in many cases halt the progression of glaucoma – worsening of peripheral vision. Open-angle glaucoma has no symptoms, so to prevent vision loss, it's important to get screened early and regularly, especially if there is a family history.

**Macular Degeneration:** Macular degeneration damages sharp and central vision, which is needed for seeing objects clearly and affects reading and driving. There are two forms – wet and dry. Wet is when abnormal blood vessel behind the retina start to grow under the macula. Dry is when the macula thins overtime as part of aging process, gradually blurring central vision. There are no early treatments, but for later stages, studies have shown that certain combinations of high doses of vitamins can help reduce the progression.

Many common eye conditions don't present symptoms and can only be caught during a dilated eye exam. Prevent vision loss later in life by scheduling your annual eye exam today.

*(Ravi Menghani, M.D., is an ophthalmologist at Community Hospital Long Beach.)*

Small Business Dollars & Sense

Avoid Being A Victim Of IRS Imposter Scam

Learn To Spot Scams, Avoid Tax Fraud



By BEN ALVARADO

With tax season upon us, it is also time for Internal Revenue Service (IRS) imposter scams that could lead to tax fraud for some unsuspecting victims. Here are some of the most common tax scams, and information to help you take steps to avoid these scams that can wreak havoc on your financial well-being.

Scam #1: Identity Theft

What is it? Scammers steal your personal information for illegal or fraudulent activities, like filing a tax return in your name. Prevention tips:

- Use a unique username and password for tax filing software (as well as for every financial institution you have accounts with), and update them regularly.
- Do not routinely carry your Social Security card or share your Social Security number with others unless absolutely necessary.
- Shred sensitive documents before discarding.
- Avoid storing personal information on your mobile devices.
- Review your credit report every year. You can receive a free copy of your report every 12 months from each of the credit reporting agencies as well as AnnualCreditReport.com.

Scam #2: Fraudulent Phone Calls

What are they? Scammers, posing as the IRS, call you claiming you owe taxes or are due a refund. Prevention tips – Be wary of discussing financial information if the caller:

- Demands immediate payment without giving you the opportunity to appeal.
- Uses aggressive tactics, such as threatening arrest, deportation or license revocation.
- Requests credit, debit or bank account numbers over the phone.

- Appears legitimate by sharing the last four digits of your Social Security number or other identifiable information.

To help protect yourself, never provide information to someone who calls or e-mails you first. Instead, contact the IRS directly to confirm the validity of the request. If you think it is a scam, call the Treasury Inspector General for Tax Administration at 800/366-4484.

Scam #3: Phishing E-mails, Text Messages Or Social Media Posts

What are they? Phishing or fraudulent e-mails may contain links to phony websites and request your personal or financial information by using a variety of techniques. Fraudulent text messages and social media posts use similar tactics to convince you to divulge confidential information. Prevention tips:

- Never provide passwords, account numbers or personal information in response to e-mails or other messages. The IRS does not solicit information via e-mail, text or social media.
- Do not reply to suspicious messages – delete them.
- If you have clicked on a link and opened an attachment, or have provided personal information call your bank immediately.

If you fall for a tax scam

Take action immediately:

- File a complaint at the Federal Trade Commission's website and if the complaint involves someone impersonating the IRS, include the words "IRS Telephone Scam" in the notes.
- Also report identity theft on the Federal Trade Commission's website, all three credit reporting agencies, banks and credit card companies.
- Close any suspicious or affected accounts.
- If your Social Security number is stolen, contact the IRS and read about Social Security number theft on their website.

For more information about scams, you may Google the IRS's "Dirty Dozen Tax Scams" and you may find tips to help protect yourself at wells Fargo.com/fraud.

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

Effective Leadership

Good Relationships Help Prevent Organizational Brain Drain



By MICK UKLEJA

There are new challenges that threaten to undermine the well being of our organizations. The giant sucking sound that could be heard is the sound of knowledge being drained out of organizations by retirements and other turnovers.

Over the next few years we will see the greatest transfer of knowledge in the history of the world. The transfer of tacit information does not effectively happen without the building of relationships between the experienced worker and the younger millennial generation.

Stop and think about it. Every organization on the face of the earth at one time or another is dependent on entry-level people learning from seasoned employees. Arguably, the greatest competitive advantage an organization has is not in the knowledge that resides in its company manuals,

but the knowledge that is captured within the experience of people who have spent a career acquiring it.

Transfer of knowledge is one of the key reasons for building a relationship with the millennial generation. If boomer professionals do not attract and connect with this generation, the loss will be more than a tranquil work environment.

Tacit knowledge passed down from one generation to the next cannot be over-emphasized. Explicit knowledge is formal and is written down. Tacit knowledge is the kind of knowledge that is difficult to transfer from one person to another by simply writing it down. When we have tacit knowledge we are often not even aware that we possess it, let alone how valuable it can be to transfer to others.

This inability to transfer information is a serious threat. When there is retirement and voluntary turnover, it's not just people that leave. Information leaves with them. The term brain drain was first coined by the Royal Society to describe the immigration of scientists and technologists to America from postwar Europe. The term has been broadened to define the loss of skilled people from one organization to another.

As baby boomers retire there is the looming reality of a boomer brain drain. Companies will face it over the next few years with increasing intensity. One NASA spokesperson said (Washington Post), "If we want to go to the moon again, we'll be starting from scratch because all that knowledge has disappeared."

According to the Bureau of Labor Statistics, the aver-

age large company will lose 30 to 40 percent of its workforce over the next 5 to 10 years. The replacement for the baby boomer mass exodus is, and will continue to be, millennial professionals.

If baby boomer (1946-1964), and gen x professionals (1965 -1980), do not attract and connect with millennials, the loss could be devastating. If there is a disconnect between the experienced and the young, odds are that some tacit knowledge will be lost in the organization.

The more millennial employees perceived their managers to be interested in them and in their personal development, the harder they worked for their managers. Managers who have poor relationships with their employees are far less likely to share tacit knowledge with them. That's because it's done through mutually respectful relationships. Along with this, millennials are less likely to ask for information they are not given. Growing up they were used to being given thorough details for every assignment in school. As a result, they often fail to ask for details in the workplace.

Having the leadership skills to connect with millennials and leverage their strengths not only results in deeper engagement, lower turnover and transition costs, it is also a key to retaining and building organizational knowledge.

*(Mick Ukleja keynotes on topics related to leadership and personal productivity. He's president of LeadershipTraQ, and author of several books. His clients have included Fortune 500 corporations and nonprofit organizations. Check his weekly blog at www.leadershiptraq.com.)*

# Realty Views

## Multi-family Market On The Rise



**M**ulti-family housing has always been a strong component of investment real estate. As someone once said, people always need a place to live, and the fundamentals of supply and demand – especially when so many people lost their homes in the recession – continue to be strong.

By **TERRY ROSS** During the worst of the housing bubble, many homeowners became renters because they could no longer afford to own their home. The rental side of residential real estate – including homes and apartments – continued to thrive with multi-family units doing particularly well since they are normally a less expensive alternative to renting a single-family home.

Because the recession put a crimp in just about all kinds of building – including homes and apartments – the upward demand continued while the supply did not keep up. But things changed in 2015.

According to research by Freddie Mac, more than 300,000 multi-family units were built and entered the market last year – the most since 1989. Although the increase is predicted to drive up vacancy rates somewhat, most observers contend that this area of real estate will continue to stay strong for the foreseeable future.

“Favorable demographic trends, strength in the job market and reduced affordability of owning a home will continue to fuel strong demand for multi-family rental units,” noted Freddie’s multi-family economic outlook for 2016.

Steve Guggenmos, vice president for multi-family research and modeling at Freddie, expects the construction of new units will remain elevated over the next few years: “We see baseline demand being around 310,000 units per year, and if you add in pent-up demand that jumps up all the way to 450,000 units per year.”

From these numbers it is pretty evident that the demand should be there for strong fundamentals in this sector of real estate – despite the increase in supply.

Even though vacancy rates rose slightly in the fourth quarter, Guggenmos said he is not concerned because there is so much momentum in the multi-family market.

He predicts vacancy rates will reach 4.8 percent by the end of 2017, which still would be below the long-run average of 5.3 percent.

In 2015 the multi-family sector had strong annual revenue of growth rate of 4.6 percent due to low vacancy rates and rising rents. Guggenmos projects property revenue growth of 3.9 percent in 2016 and 4.3 percent in 2017. The long-run average is 3.3 percent.

These calculations are based on employment growth and the supply of new units coming on the market as well as other factors. “That gives us a robust view that on the ground the economics [are] stable,” he said. “We do continue to see growth.”

Even though the housing recovery has continued, the increases in prices in that sector have made many neighborhoods unaffordable and driven consumers back into apartments.

For lenders of multi-family projects, the increases in apartment construction have been lucrative and a huge part of the recovery, even though some fear that this segment could get overheated and lead to the problems that set off the housing crisis.

Lenders originated a record \$256 billion in multi-family loans in 2015, according to the Mortgage Bankers Association. Freddie Mac purchased \$47.3 billion in multi-family loans in 2015 and Fannie Mae purchased \$42.3 billion in multi-family loans.

Federal regulators warned late last year that they are worried about credit and interest rate risk on apartment and other multi-family loans. They urged lenders to contain concentrations of commercial real estate on their books and to rein in their loosening underwriting standards.

But to keep steady growth in both the single family and multi family sectors of real estate, loosening of underwriting standards will almost become a necessity to free the logjam in lending that has constricted the market over the past few years.

Given the gains in economic growth and diminishing of risk in this sector of the real estate market, look for the lending climate to brighten and investor money to increase into this area of real estate.

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

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#### EDITOR & PUBLISHER

George Economides

#### SALES & MARKETING EXECUTIVE

Heather Dann

#### PHOTOGRAPHER AND

#### STAFF ASSISTANT

Larry Duncan

#### EDITORIAL DEPARTMENT

#### SENIOR WRITER

Samantha Mehlinger

#### STAFF WRITER

Sean Belk

#### CONTRIBUTING WRITER

Gerrie Schipske

#### COPY EDITOR

Pat Flynn

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#### Office

South Coast Publishing, Inc.

2599 E. 28th Street, Suite 212

Signal Hill, CA 90755

Ph: 562/988-1222 • Fx: 562/988-1239

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

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# Trade And Transportation

## Freight Planning Taking Center Stage



**T**his past year has seen a renewed emphasis on freight planning at the national and state levels. In the fall of 2015, U.S. Transportation Secretary Anthony Foxx released a National Freight Strategic Plan. The NFSP offers specific policies and proposals to address the challenges of moving freight in and through the world’s largest trading nation. In December, President Obama signed a new surface transportation bill, the Fixing America’s Surface Transportation (FAST) Act, which establishes both discretionary and formula-based funding programs targeted at freight-serving infrastructure projects.

And closer to home, in July of last year, Governor Brown issued an Executive Order with regard to freight planning in California. Governor Brown’s order is an attempt to integrate the various planning efforts of statewide agencies with an eye toward balancing three critical goals: improving freight efficiency; transitioning to zero-emission technologies; and increasing the competitiveness of our state’s freight system.

These goals have often been viewed as discrete pursuits of a single agency with, for example, the California Air Resources Board (CARB) providing the environmental focus and Caltrans the infrastructure focus. This resulted in a number of different plans, with sometimes competing and conflicting goals, at least as they were perceived by the people who move the goods.

So it’s no small feat that this new integrated, inter-agency planning effort involves not only CARB and Caltrans but also the California Energy Commission, the Governor’s Office of Business and Economic Development and the Natural Resources Agency. It’s also no small feat that the planning process is fast tracked. The new Sustainable Freight Plan, as it is to be called, is set to be released this July.

A quick planning process is of course no guarantee of success. Neither is one that involves so many agencies; but it is a worthwhile goal to create a plan that, if successful, could also help create a unified voice for the importance of goods movement to the state. Even better if the plan manages to balance those three goals of efficiency, competitiveness and a move toward zero emissions.

Statewide freight planning is not new but has taken on an added importance that reflects the nature of freight activity, which cannot be contained within the boundaries

of a single community. A statewide approach allows for a consideration of freight at the corridor-wide level.

While California was at the forefront of statewide freight planning a decade ago, other states have since undertaken their own efforts with lessons that are useful for us here. Some of those lessons involve where freight is housed within the state department of transportation. California, like most states, houses freight within the transportation planning unit.

However, in recent years some states have shifted the freight focus to a more industry-facing business or services unit. These include New Jersey and Maine.

Organizational structures and the internal freight priorities of state DOTs are critical, but so too are the modes of engagement used to gain comprehensive feedback from every stakeholder in the statewide supply chain. This outreach component includes strategic messaging, public information dissemination, public events, and in-person and online stakeholder engagement.

The Florida Department of Transportation’s 2013 Freight Mobility and Trade Plan (FMTP) provides a valuable approach to broad-based supply-chain engagement. Well over 750 members from Florida’s private businesses and agency partners were involved in the process. Participation was all encompassing, ranging from local community planners and freight users, to business leaders.

Similar to the Florida freight plan, Texas drew insights from a series of listening sessions that were designed to engage a cross section of public- and private-sector freight stakeholders in urban, suburban and rural communities across Texas with the goal of incorporating local issues and concerns into its freight plan. This knowledge helped the state analyze its supply chains by commodity (e.g. automotive, cotton, beef) and the plan presents each product’s focused supply chain accompanied by its own process flow.

The latter approach helps make the plan more than just a plan. It serves as an educational tool for the state’s population and demonstrates to the freight community the importance with which the state views its contribution to economic competitiveness.

California has also undertaken its own statewide outreach process, but the number and variety of planning efforts to date have confused the message. The new integrated Sustainable Freight Plan then provides an opportunity to hone the message. If, in the process, it manages to strike that delicate balance between efficiency, competitiveness and environmental sustainability, it will find a more welcome audience for that message.

*(Dr. Thomas O’Brien is the executive director of the Center for International Trade and Transportation at CSULB and an associate director for the METRANS Transportation Center, a partnership of USC and CSULB.)*



# Green

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