

## THIRD SECTOR REPORT

### The ABCs Of Great Community Boards

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

**W**hen Jim Collins published his game-changing book, "Good to Great" in 2001, a set of concepts about what it takes for an organization to advance in authentic and profitable ways found their way into board rooms across the country.

The nonprofit sector was not immune. After all, many of the boards of community organizations are comprised of business leaders who were smitten with concepts like getting the right people on the bus, focusing on the hedgehog strategy, and understanding that being satisfied with good will never lead to greatness.

The concepts work in community organizations. It's the execution, however, that presents a whole new ballgame. Community leadership has a few variables involved in its equation that business leadership does not. Leveraging voluntary resources, mining charitable capital sources, delivering a measured social profit, and navigating the complexity of stakeholder versus stockholder relations are only four factors among at least 10 that differenti-

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## 'Dangerous' Time For Public Higher Education: Institutions Preparing For A Future Potentially Without State Funding

By **SAMANTHA MEHLINGER**  
Senior Writer

**A**sk the president of any state-funded college or university in the region if they are adequately funded to meet growing demand and, as the Business Journal found out, the answer is a unanimous and resounding "No."

While state funding for the California State University (CSU) and community college systems has nearly returned to pre-reces-

sion levels, their needs have surpassed those of that time period. As higher education becomes more of a necessity to enter the workforce, these institutions are searching for ways to adapt and meet their communities' needs in spite of waning state funding.

"The demand is probably at the highest it's been in quite some time, and the economic challenges are probably among the most difficult in a long time," Willie Hagan, president of CSU Dominguez Hills

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See Story Page 18**

told the Business Journal. "It's a tough proposition."

Eloy Ortiz Oakley, superintendent-president of Long Beach City College (LBCC), agreed. "The needs are definitely outpacing the availability of state resources, and, given that the state has all sorts of competing needs, it's difficult to see how the public will continue to be able to fund our colleges and universities at the same levels they once were," he said.

The ratio of those who apply to California State University, Long Beach (CSULB) versus how many the university is able to admit due to funding constraints depicts a sobering example of this dynamic.

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Jane Close Conoley, president of California State University, Long Beach, said the university recently had to turn away more than 27,000 applicants, who actually met the university's entry requirements, due to funding constraints. (Photograph by the Business Journal's Larry Duncan)

## Cyber Security Threats Becoming A Growing Concern For Health Care Organizations

By **SEAN BELK**  
Staff Writer

**A**s new technology has enabled people to communicate and exchange data in a vast network called "the internet of things," cyber security threats have become an increasing concern for health care organizations, according to industry experts.

Just last month, two health care facilities in Los Angeles County announced they had been attacked by ransomware, a computer virus that disables systems and then demands money in return for restoring access.

Hollywood Presbyterian Medical Center staff discovered that the hospital had been subject to a ransomware attack in early February after staff began having trouble accessing the hospital's computer network.

According to a statement from the hospital, the malware locked access to computer systems and prevented the hospital from sharing communications electronically.

The hospital was forced to pay about \$17,000 (40 bitcoin) to obtain a decryption key and restore its medical record system. While

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## Low Turnout Expected For April 12 Primary, But Stakes High

By **GEORGE ECONOMIDES**  
Publisher

**I**n less than a month, voters from most areas of Long Beach have an opportunity to vote for a city council candidate, a member of the board of education

or a trustee for the community college district. Due to district overlaps, some residents may cast votes in more than one race.

While the turnout for the April 12 election is expected to be very low across the city, the stakes are high as labor advocates push for a stronger hold on the city's elected positions while others look for a more neutral makeup of the governing bodies.

For stakeholders who are concerned that two-thirds of the nine-member city council is pro labor, the election provides an opportunity to bring political balance to the group that has become increasingly more liberal since 2000. But that may prove too difficult of a mountain to climb as incumbents – always favored – are running in two of the three city council races, although one must run a write-in campaign.

Candidates seeking seats on the K-12 and city college five-member boards are attempting to push for a labor-friendly majority in an

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### SPECIAL SECTION SALUTING THE MUSEUM

## MOLAA Celebrates 20th Year With New Accolades, Expanded Focus

By **SAMANTHA MEHLINGER**  
Senior Writer

**T**he Museum of Latin American Art (MOLAA) has grown immensely since its beginnings 20 years ago, when founder and philanthropist Dr. Robert Gumbiner decided to share his personal collection of Latino art by opening a new museum in Long Beach. Not only has the museum itself grown – a \$10 million expansion was completed in 2007 – but so have its collection, its cultural focus and its myriad of educational programs.

The museum entered its 20th an-

niversary year freshly recognized for its professionalism, having earned accreditation from the American Alliance of Museums in November. Stuart Ashman, the museum's president and CEO, counts this among the museum's greatest achievements since he took on his leadership position in 2011.

"Accreditation from the American Alliance of Museums (AAM) is a voluntary program, and it indicates that you are committed to best practices," Ashman said. "Right now, there are over 22,000 museums in the United States and about 850 are accredited."

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## Revisiting The Long Beach Adaptive Reuse Ordinance

By **GEORGE ECONOMIDES**  
Publisher's Perspective

**S**ince its inception a few years ago, the Long Beach adaptive reuse incentive program and subsequent ordinance can be credited with many successes. And no doubt many more are on the way.

The most recent example is the former Edison/City Hall East building at 1st Street and Long Beach Boulevard that has been converted to 156 apartments with ground floor retail. Known as Edison Lofts, new tenants are being welcomed. Two other large downtown office buildings now being converted to residential use with ground floor retail are the 15-story Ocean Center Building at 110 W. Ocean Blvd., and the nine-story Verizon office building at 200 W. Ocean Blvd. Combined, they are adding another 160 much-needed residences to downtown. Two smaller projects, one in North Long Beach and one in West Long Beach, are converting retail or office space to apartments or artist lofts.

As with any new program with good intentions, there may be a few

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**– George Economides, Founder & Publisher**

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# City Forecasts Higher Budget Deficits In FY 2017-18, But Economic Growth To Offset Declining Oil Revenue

■ By SEAN BELK  
Staff Writer

Long Beach city officials are projecting higher than expected budget deficits for the next two fiscal years as oil revenue continues to decline, but they add that strong economic growth in other sectors will help mitigate negative impacts.

In a presentation on the city's fiscal outlook at a special meeting of the city council earlier this month, financial management staff said the city is expected to face budget deficits totaling \$10.6 million from Fiscal Year (FY) 2017 to 2018. The new forecast anticipates a \$5.9 million deficit in FY 2017, which begins October 1, and a \$4.7 million deficit in FY 2018.

The combined deficits are \$300,000 more than what was predicted last November but \$4.7 million less than what was estimated last July at the release of the current budget for FY 2016, which city officials said is on target to end with a \$675,000 surplus. City officials added, however, that they are carefully monitoring the city's financial situation the rest of the year.

City of Long Beach Budget Manager Lea Eriksen said the sharp drop in the price of oil has had a major negative impact on city revenue.

After reaching nearly \$100 a barrel in FY 2014, United States crude oil fell steeply last year and then in January hit a

12-year low, dropping below \$30 a barrel. Experts have blamed the price drop on a global oversupply of oil and geopolitical factors. The price of oil has since started to rebound in recent weeks and as of March 11 was above \$37 a barrel.

After the city downgraded its budgeted baseline for the price of oil to \$55 a barrel last year, the city is now budgeting oil at an average of \$35 a barrel, Eriksen said.

"We've had to again adjust our projections for oil since there is no indication that prices will return to the \$100 level," she said.

Since FY 2014, total oil revenue for the city has decreased by nearly \$60 million, with uplands oil revenue, which covers some General Fund operations and one-time investments, dropping by \$26.7 million and tidelands oil revenue, which covers operations and capital investments in the tidelands area, decreasing by \$32.8 million, Eriksen said.

Oil revenue tied to the General Fund now accounts for just 1.4 percent of the budget (\$5.8 million) while in FY 2014 it was 4.4 percent of the budget (\$17.5 million), Eriksen said.

The oil price drop has also negatively impacted revenue derived from Proposition H (a 25-cent increase in the city's oil production tax approved by voters in 2007), the city's oil barrel tax, oil-related property tax and a portion of sales tax, Eriksen said.

In addition, the city has seen less tax rev-

enue from gasoline service stations because of lower gas prices at the pump and from pipeline franchises because of lower natural gas prices, she said.

At the same time, the city is forecasting increases in employee pension costs related to paying off unfunded liability and changes the California Public Employees' Retirement System (CalPERS) board made to its investment strategy in November to minimize risk, requiring cities to contribute more toward pension plans, Eriksen said.

In addition, portions of park maintenance previously covered by the County of Los Angeles will now be paid for by the city, she said, adding that the city is also expected to see higher employee costs for maintenance at expanded parks, staffing at the new Michelle Obama Branch Library in North Long Beach and implementing the city's new minimum wage policy.

Though oil revenue continues to decline, Mayor Robert Garcia said projected deficits, representing about 1.5 percent of the entire city budget, are "manageable" and relatively comparable to what was projected last November thanks to "conservative budgeting practices."

"Even though oil continues to tank beyond our expectations, our General Fund budget deficit has essentially remained the same for the next two years," he said. "We've still got to keep the belt tight, but we're looking forward to seeing where this goes."

Garcia added that a rebound in the price of oil, which he said has been predicted, would help fund needed tidelands projects, such as the new Belmont Plaza pool, but the city isn't counting on it.

Eriksen also pointed out that the city's financial situation would have been worse if not for fiscally prudent decisions made by the city council and mayor in recent years, noting that the upcoming deficits aren't nearly as much as the city dealt with during the recession.

Over the past 10 years, the city has made about \$134 million in budget cuts and has eliminated nearly 700 positions while employee labor unions have agreed to pension reform, expected to save the city more than \$250 million in pension costs over a decade, she pointed out.

In addition, Eriksen said the city council has "held the line" on new spending to minimize future budget issues and has invested in efficiencies, critical infrastructure and technology innovation to reduce operating costs.

The city's strong economic health, particularly with regard to sales tax revenue, will also help offset the decline in oil revenue and labor cost increases, she said.

Still, the upcoming deficits will likely result in service cuts to some departments, Eriksen said, adding that the community will have an opportunity to weigh in during the budget process.

City Manager Pat West said the upcoming budget shortfalls are going to be "difficult" to handle but smaller than previous deficits thanks to the mayor's and city council's "fiscal discipline."

"We'll be taking steps to proactively ad-



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dress the shortfall, looking at all options, focusing on public safety and our core services,” he said.

West said the city will develop structurally balanced budgets regardless of the outcome of the proposed ballot measure for the June 7 election in which city officials are calling for an increase to the sales tax to cover public infrastructure needs and boost police and fire departments.

The city is currently negotiating new contracts with most of the city’s unions, with police and fire union contracts expiring September 30. At this time, it is not known how much money will be needed if pay raises are approved later this year.

The city manager is expected to present the FY 2017 proposed budget to the mayor, as required by the city charter, by July 3. After a series of budget meetings, the city council is required to approve the budget no later than September 15. ■

# SEADIP Update Draft EIR To Be Released Prior To Community Open House March 26

■ By SEAN BELK  
Staff Writer

A draft environmental impact report (EIR) on an update to the Southeast Area Development and Improvement Plan (SEADIP), guidelines for property development near Alamitos Bay and the Los

Cerritos Wetlands, is being released this month, according to city officials.

The plan, originally written in 1977 and officially adopted in 1980, is being updated after development proposals primarily at 2nd Street and Pacific Coast Highway (PCH) at a site currently occupied by the aging Seaport Marina Hotel, have failed to move forward because of potential impacts on nearby wetlands and other issues.

Since 2014, local property owners, developers and environmentalists have collaborated through a citizens advisory committee to update the plan, which they have concurred is outdated and in need of revisions. The plan is now being called the Southeast Area Specific Plan (SEASP).

Advance Planning Officer Christopher Koontz told the Business Journal that a draft EIR on the update process, that is to be completed by the end of the year, is being released a few days before a community open house scheduled for Saturday, March 26, from 11 a.m. to 3 p.m. at the Best Western Golden Sails Hotel at 6285 E. PCH. The open house comes after a scoping meeting was conducted for the city to receive community input last November.

“For over a year, the city has talked about land use changes to that area and a community vision,” Koontz said. “We’ve been hard at work putting together a document that ties all of that together and this will be a chance for the community to come and see that and ask questions.”

The draft EIR for the SEASP, which encompasses an area including the Golden Sails, the Marina Pacifica mall and 2nd Street

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## SEADIP Open House

(Continued From Page 5)

and PCH, requires approval from the California Coastal Commission that could take about a year after being completed by the city, Koontz said. The new plan revises past guidelines so there is more of a wide range of land uses, including wetlands conservation, commercial and residential uses, he said.

“The community vision all throughout this process is to create something that’s more walkable, has more landscaping and has more bike lanes,” Koontz said. “The way you do that is through redeveloping those parcels and creating something that has a broader mix of uses, which includes retail but also residential and hotel uses.”

For more information on the SEASP, visit [www.lbds.info](http://www.lbds.info) or call 562/570-6288. ■

# Jacobs Engineering Begins Study On Feasibility Of U.S. Customs Facility At Long Beach Airport

■ By **SEAN BELK**  
Staff Writer

An aviation consultant has begun preliminary work on a study to examine the feasibility of adding a Federal Inspection Services (FIS) facility to provide United States Customs and Border Protection clearance that would permit international flights at Long Beach Airport, airport officials confirmed with the Business Journal.

After the city council approved at its meeting on January 19 to select Texas-based Jacobs Engineering Group to perform the study for about \$350,000, a

contract agreement was officially signed and a notice to proceed was issued earlier this month after some negotiation, stated Stephanie Montuya-Morisky, a spokesperson for the airport, in an e-mail.

“Jacobs has started preliminary work,” she said. “However, it must be understood that it is still very early in the study.”

The study comes nearly a year after the airport’s primary air carrier, JetBlue Airways, which holds 35 daily flight slots, formally requested that the airport consider offering international flights, a process that would require approval from the Federal Aviation Administration (FAA).

Despite opposition from airport-adjacent residents who have fought airport improvements and argue that adding international flights would open legal challenges to the city’s noise ordinance, the city council, in a 6-3 vote, agreed to move forward with a study.

While the airport commissioned a study in 2013 by New York-based Frasca & Associates, LLC to examine the potential for an FIS facility, Airport Director Bryant Francis, who is leaving at the end of the month to lead Oakland International Airport, stated that the prior study focused only on financial feasibility, and a more comprehensive study was needed for the city council to make an informed decision on the matter in the future.

Jacobs Engineering, which is subcontracting with Frasca & Associates as well as other firms, was selected to perform the study after the airport received three responses to a request for qualifications (RFQ) issued last September. Airport staff expects the study to be completed in July, after which findings will be presented to the city council.

Two community meetings on the study are tentatively scheduled for March 30 and April 20, Montuya-Morisky said. While the first meeting will likely be held at the Long Beach Gas & Oil Department’s facility at 2400 E. Spring St., the airport is currently looking for adequate space to hold the second meeting, she said.

Airport staff outlined the scope of work and minimum requirements for the analysis to be performed by the consultant and its subcontracted firms in two separate phases, according to Montuya-Morisky.

Phase 1 will include a market analysis and forecast of demand for domestic and international flights; determining airport scope and capacity by evaluating the physical layout of the airport (airfield, runways, facilities, etc.); and evaluating financial feasibility, including estimating the cost of planning, design and construction of an FIS facility.

Phase 2 will include: assessing the economic impact to the local and regional economy; assessing environmental impacts and providing guidance for the future; and identifying potential security threats associated with an FIS.

JetBlue Airways representatives have stated that adding international flights at Long Beach Airport would enable the airline to become more profitable at its West Coast hub by offering flights to popular leisure and business destinations south of the border. ■

## Catalina Express Lowers Fares, Expands Service

Effective March 11, Catalina Express has lowered its fares to Avalon and Two Harbors, and has launched a new departure schedule from Long Beach, San Pedro and Dana Point. The reduction is a reflection of lower fuel costs. For rates, schedules and more information, visit: [www.catalinaexpress.com](http://www.catalinaexpress.com) ■

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# Queen Mary Task Force Discusses Connectivity To Downtown, Bike Paths And Aerial Tram Concept

■ By **SEAN BELK**  
Staff Writer

Local stakeholders tasked with identifying preferred development alternatives for 43 acres of property surrounding the Queen Mary discussed connectivity from the historic ship to Downtown Long Beach, adjoining bike path projects and an aerial tram concept this month.

The 12-member Queen Mary Land Development Task Force received several presentations on mobility and transportation issues at its meeting on March 2.

Task force members heard various reports on ongoing infrastructure projects, including the state's I-710 Freeway project, the Port of Long Beach's Gerald Desmond Bridge replacement project and the city's bike master plan, all of which may eventually become factors in possible development at the Queen Mary site.

The task force also received presentations from Long Beach Transit about public transportation options, including the Aqualink and Aquabus water taxis, and public parking availability in the downtown area.

During the task force's previous meeting in February, city officials said prior demand analyses have indicated that development surrounding the ship could include new outdoor entertainment venues with supporting retail, a boutique hotel, a mega-yacht marina and possibly residential units.

Economic feasibility for such development, however, would largely depend on resolving various "development impediments," including tidelands land-use restrictions, parking restraints and public access issues, city officials stated.

Los Angeles-based Urban Commons, which replaced Garrison Investment Group as the ship's master leaseholder last year, has expressed interest in a "unique entertainment and boutique hotel development" at the property, according to Michael Conway, the city's director of economic and property development.

This month, the task force received presentations on proposed bike paths being built in and around the Port of Long Beach and neighboring the Queen Mary property.

Along with adding bike and pedestrian access to the new Gerald Desmond Bridge, the port is working on a project to extend an existing bike path to provide a continuous route around the Maya Hotel, the Queen Mary site, the Spruce Goose dome and the Long Beach Carnival Cruise Line terminal, ending at Pier J.

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This rendering shows a proposal by the Port of Long Beach to create a bike and pedestrian path extension on the south waterfront around the Maya Hotel, the Queen Mary site, the dome and the Long Beach Carnival Cruise Line terminal, ending at Pier J. (Rendering provided by the Port of Long Beach)

## Queen Mary Task Force

(Continued From Page 7)

Allison Yoh, transportation policy manager for the Port of Long Beach, said the port is proposing to turn a vehicle roadway into a dedicated two-directional bicycle path along Queensway Drive to increase public access on the waterfront while adding new streetscape and sidewalk elements.

The task force, meanwhile, also received a presentation on an aerial tram concept.

Alex Bellehumeur, owner of Statewide Developers, Inc. and a former Long Beach harbor commissioner, briefly discussed a proposal for an aerial cable car

system that he had brought forward years ago before the Queen Mary's former master leaseholder, "Save the Queen," defaulted on loans following the bankruptcy of the ship's past operator QSDI.

He said the aerial tram system, similar to a concept being proposed in San Diego, could become its own attraction in Long Beach, shuttling people in cable cars over the water from the Aquarium of the Pacific to the Maya Hotel to the Queen Mary site and then to the cruise line terminal.

Bellehumeur will provide a full presentation of his concept at the task force's next meeting scheduled for April 6. The task force also plans to take a tour of the Queen Mary property on Saturday, April 2. ■



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# Long Beach, L.A. Ports Break Cargo Volume Records In February

■ By **SAMANTHA MEHLINGER**  
Senior Writer

Both the Port of Long Beach (POLB) and the Port of Los Angeles (POLA) had the highest-ever February cargo volumes in their histories, the twin ports announced in early March. The POLB handled 561,412 twenty-foot equivalent units (TEUs) of cargo, a 35.9 percent increase over February 2015, while the POLA took in 713,721 TEUs for a 42 percent year-over-year increase.

The Port of Long Beach partially attributed the highest volume February in its 105-year history to a visit by CMA CGM's massive 18,000 TEU cargo vessel, the Benjamin Franklin, which was inaugurated there in a special ceremony.

"In February, we showed the world we can handle today's megaships by inaugurating the 18,000-TEU CMA CGM Benjamin Franklin," Chief Executive Jon Slingerup said in a port statement. "The future of big ships is here and our customers are choosing Long Beach because we offer the fastest, most efficient way to get cargo from Asia to the rest of the United States."

Less than a month after this event, CMA CGM announced it would be deploying five more mega ships of this size for serv-

ice between Asia and the United States' West Coast ports.

The POLA's record-breaking February followed its busiest-ever January in its 109-year history. "Back-to-back record months to start 2016 indicate consumer confidence in the U.S. economy and strong shipper confidence in our terminal and supply chain partners to deliver on speed and efficiency," Executive Director Gene Seroka said in a POLA statement.

Exports for both ports increased by 11.1 percent compared with last February. POLB's imports increased by 44.7 percent, and POLA's increased by 46.6 percent.

Both port statements noted that they benefited from increased shipments from Chinese exporters, who sent many goods out in advance of the Lunar New Year, during which time production slows. Both the POLA and POLB expect to see a lull in shipments in March for the same reason. ■

# BNSF Plans To Spend \$180 Million On Rail Infrastructure In California This Year

■ By **SEAN BELK**  
Staff Writer

Burlington Northern Santa Fe (BNSF) Railway plans to invest up to \$180 million in maintenance and upgrades to rail infrastructure in California this year, the railroad company announced this month.

The company is primarily focusing on maintenance projects to operate a "safe and reliable network" while replacing and upgrading rail, rail ties and ballast on tracks throughout the state, according to a statement from BNSF. The capital investment is part of the company's \$4.3 billion network-wide capital expenditure program for 2016.

Regular maintenance of the railroad enables the company to keep its network infrastructure in "optimal condition" and reduces the need for unscheduled service work that may slow down goods movement and reduce capacity, according to BNSF, which adds that the investment reflects the success the company has had in adding capacity in prior years to support customer demand.

"California plays an important part in the

success of our overall network and the broader economy," said Mark Kirschinger, BNSF general manager of operations for the company's California division. "At BNSF, we will always remain focused on operating a safe and reliable network while helping connect products made in California and imported from across the world with key consumer markets."

BNSF's investment plan in California this year includes approximately 1,100 miles of track surfacing and/or undercutting work, the replacement of about 35 miles of rail and more than 70,000 ties, as well as signal upgrades for federally mandated positive train control (PTC), and acquiring locomotives, freight cars and other equipment, according to BNSF. ■



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# MemorialCare Health System Expanding In Long Beach With New Facilities, Additional Services

By **SAMANTHA MEHLINGER**  
Senior Writer

“Population health care is not just about hospitals. It’s actually becoming less about them as we look into the future and more about serving patients in still very high quality, but lower cost settings that are more appropriate.”

**Karen Testman**  
Chief Financial Officer  
MemorialCare Health System

Ask any local commercial real estate agent what sector is driving demand in the office market, and they’ll tell you it’s the health care industry, which has been adding employees, services and office space ever since the advent of the Affordable Care Act. MemorialCare Health System is no exception – it’s in growth mode in Long Beach as it expands with new facilities and operations, adds employees, and continues to grow its network of physicians and enrollment in health plans.

Driving this growth is MemorialCare’s push to center its services on community population health rather than the traditional model, which was more focused on hospital care.

To accommodate this model, the system is investing in more ambulatory, or outpatient, facilities and services in community-based settings, health system CFO Karen Testman and MemorialCare Medical Foundation CEO Mark Schafer told the Business Journal in an interview at their Fountain Valley offices. The non-profit foundation Schafer oversees includes MemorialCare’s two physician medical groups.

“Population health care is not just about

hospitals,” Testman said. “It’s actually becoming less about them as we look into the future and more about serving patients in still very high quality, but lower cost settings that are more appropriate,” she explained.

“We’ve been growing our ambulatory services in the Long Beach area,” Schafer said. Over the past few years, the health system has invested in primary and urgent care services, and surgery and imaging centers, particularly in the Long Beach area, he noted.

MemorialCare is building on its expansion into the airport-adjacent Douglas Park, where last year it debuted a new surgery center. “We’re opening up a new 30,000-square-foot ambulatory center in Douglas Park,” Schafer said. “It will open some time around September, and it will have primary care, specialty care [and] imaging.” The center will provide “full-service” imaging operations, PET Scan, CAT Scan, MRI, X-Ray and ultra sound machines, he noted. “It’s a very high end center,” Testman said.

Three years ago, MemorialCare opened a similar center in Los Altos. “After three years, it’s really bursting at the seams and really busy,” Schafer said. “That’s why we went forward with the decision to open another ambulatory center not too far away.”

Today’s consumers are demanding more

ambulatory centers within their communities, according to Testman. “They want that care as convenient and low cost as possible, and that typically translates to something away from the acute care hospital that’s closer to where they live or work in their community,” she said.

MemorialCare is also expanding locally through a new joint venture with Fresenius Medical Care North America to operate more than a dozen kidney dialysis centers in Los Angeles and Orange Counties. Three existing centers are in the greater Long Beach area, and a new center is planned in Long Beach as well.

Kidney disease is becoming an increasing problem in Long Beach and throughout the U.S. due to prevalent health issues such as hypertension, diabetes and obesity, Schafer explained. “We found this to be a really great opportunity to partner and provide better care to dialysis patients,” he said.

“As we add facilities, we will be adding more people,” Schafer said, adding that the new Douglas Park ambulatory center and the future new dialysis facility will both be hiring.

As MemorialCare expands, it continues to add physicians to its medical groups, which Schafer said are the health system’s fastest growing entities. “We’ve been adding roughly 20 providers per year,” he said, adding that there are currently about 240 MemorialCare-employed providers in the MemorialCare Medical Group. There are about 2,000 health care providers affiliated with this group and the Greater Newport Physicians Independent Practice Association, another physician group within MemorialCare.

Over the past few years since the Affordable Care Act was enacted, MemorialCare has been steadily growing its health plan options. In addition to offering its own Seaside Health Plan, MemorialCare is part of four accountable care organizations (ACOs) for Medicare patients. Combined, the ACOs account for about 80,000 enrollees, Schafer said. MemorialCare is also part of Anthem Blue Cross Vivity, a health plan launched in 2014 that includes six other hospital systems. All of these plans are growing, Schafer noted.

As a “key market” for MemorialCare, the health system plans to continue investing in Long Beach. “We’ve had that hospital [Long Beach Memorial Medical Center] for over 100 years, and we’ve been serving that community for that long and intend to continue to do so,” Testman said. “So we’re looking for ways to continue to improve how we serve that community.”

Long Beach’s population is growing, and much of it is aging as well, Schafer noted. “There is a real community need in Long Beach for more medical services,” he said. ■



Karen Testman, CFO of MemorialCare Health System, and Mark Schafer, CEO of MemorialCare Medical Foundation, told the Business Journal that the health system is continuing to invest in Long Beach with new facilities and expanded services. (Photograph by the Business Journal’s Larry Duncan)





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# New Technologies Helping To Improve Quality And Convenience Of Dental Care



Dr. Art Laos, a dentist who has been in practice in the local area for more than 30 years, said investing in three-dimensional (3D) digital imaging technology has enabled him to evaluate parts of the mouth that were once difficult to identify using standard X-rays. His office is located at 3532 Howard Ave. in Los Alamitos. (Photograph by the Business Journal's Larry Duncan)

■ By **SEAN BELK**  
Staff Writer

Visiting the dentist may still come with some pain, but dental care in general is becoming more efficient and convenient for patients thanks to new digital imaging and other technologies.

While oral surgeons have used three-dimensional (3D) imaging for years, today more dentists are employing such technology in general practice to be cost effective

while improving quality of care as prices for equipment have dropped, according to specialists in the dental field.

Dr. Art Laos, a dentist at Volterra Dental in Los Alamitos, said investing in a cone beam computer tomography (CBCT) scan machine, which provides 3D digital images, has enabled him to evaluate parts of the mouth once difficult to precisely identify through standard one-dimensional X-rays.

"You can actually get a three-dimen-

sional picture, rotate it and do all types of things to evaluate the joints, the jaw and where the teeth set relative to where the nerve is to determine whether teeth are fractured," he said. "These are things we kind of had to guess at before . . . Now, you can accurately diagnose exactly what is going on."

The technology is a useful visual aid in root canal procedures and implants while making dental visits more convenient for patients since images can be taken at the office, said Laos, who has been in practice in the local area for more than 30 years.

"Instead of having to send patients someplace to have the scan done at an imaging center, we're actually able to do it here in the office, which makes it convenient for them," he said.

Over the past decade, costs for CBCT machines as well as computer-aided design and computer-aided manufacturing (CAD-CAM) technology, which enables dentists to perform "same day" crown procedures, have fallen significantly, said Glenn Showgren, California zone general manager for Henry Schein, a worldwide provider of dental office technology and health care products that resulted in more than \$10.6 billion in sales last year.

"Dental technology is evolving at an extremely rapid pace," he told the Business Journal. "We now have technology that can

take that impression digitally in one third of the time of the old way and that gives much more accurate readings."

Dentists now have access to "intraoral cameras" that can "illuminate" decay and help identify needed treatment without exposing the patient to radiation through dental X-rays, said, Showgren, a 20-year employee specializing in dental technology for Henry Schein.

Even X-rays, if needed, can now be done with much lower doses of radiation than in the past and give highly accurate information, he said.

Entry into CAD/CAM for general practice dentists is still expensive, with initial investment averaging about \$100,000, but prices have decreased and quality has improved from years ago as multiple companies are now producing the technology instead of one major firm, Showgren said.

"Now you can get the same material on your CAD/CAM machine that your dental lab would produce," he said. "Quality improved and price came down as more companies came into that market."

With the latest technology, dentists can now expect to see a return on investment in just 16 to 18 months after purchasing a CAD/CAM system, Showgren said.

A major factor spurring the shift toward technological advances in dentistry is a push for doctors to become more efficient



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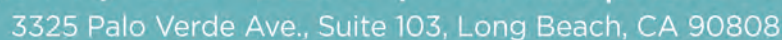
“It’s easier than taking X-rays because it basically just hovers over the teeth and then scans them in three dimensions, and then [the image is] immediately available to show to the patient on a computer screen,” Pakiz said. “It’s part of what we do now for all of our patients because we feel that

“We’re able to get some amazing results that were only possible through some very expensive, painful surgical procedures in the past,” he said. “I really think that the lasers that we’re using now in conjunction with everyday hygiene appointments have made a lot of difference in people’s ability to keep their gum tissue healthy. . . I think that it has helped quite a bit.” ■

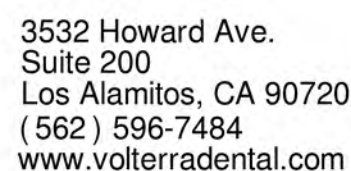


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# Cyber Security Threats

(Continued From Page 1)

the ordeal lasted nearly two weeks, the hospital stated that, “patient care has not been compromised in any way.”

Also last month, the Los Angeles County Department of Public Health found “remnants” of a ransomware thread on a handful of computers in its system during a regular check of the department’s network.

Though the issue was resolved without the county having to pay a ransom, the health department’s spokesperson, Michael Wilson, told the Business Journal that health care organizations should be prepared for such cyber attacks that have increased since the beginning of the year.

“Globally, certainly there’s been an uptick since the New Year in these kinds of attacks against health care systems,” he said. “Health care systems need to be prepared and have the appropriate security measures in place to protect against these types of things.”

Wilson said the county, which has 23 departments, successfully prevents more than 20,000 malware attacks on its information technology (IT) infrastructure every day, adding that, out of more than 500 million inbound e-mails a year, 88 percent are blocked because they contain malicious software.

Research shows that cyber attacks – often motivated by financial, notoriety or geopolitical gains – on health care organizations have been on the rise in recent years.

Last year, about 35 percent of all regis-



Bryan Sastokas is chief information officer (CIO) and director of the City of Long Beach Technology and Innovation Department.



Reena Vaswani is president of E.K. Associates, which provides cyber security and IT services for the Port of Long Beach.



Sudhaker Gummadi is vice president of IT security for Long Beach-based Molina Healthcare, which has made sizable investments to protect data and records of more than 4 million members from cyber security attacks

tered data breaches in the United States targeted medical companies (the second most breaches of any sector), according to a report by the San Diego-based Identity Theft Resource Center.

In addition, a global survey conducted last year by PricewaterhouseCoopers (PwC) reported that the number of security breaches among health care providers internationally jumped 60 percent from 2013 to 2014, almost double the increase seen in other industries, with a nearly 282 percent increase in financial losses.

Though representatives of some local health care organizations declined to comment to the Business Journal about cyber security for fear of increasing vulnerability, most officials said health care organizations are spending more time and money on the issue.

Long Beach-based Molina Healthcare, which is responsible for records of more than 4 million current members in addi-

tion to past members, has made sizable investments to protect data from cyber attacks, stated Sudhaker Gummadi, vice president of IT security for Molina Healthcare, in an e-mail.

The health care provider has invested in “workforce security awareness training, the latest technology and tools to monitor its network, end points and data as it is used within and outside the enterprise,” he told the Business Journal.

Molina also has teams dedicated to preventing, detecting and addressing cyber attacks, Gummadi said, adding that the company has put in place a “cyber defense center” and works with third-party service providers to ensure they are properly handling shared data.

“The threat to organizations is real, and all organizations are the target of attack by malicious entities,” he said. “The concern has earned the attention and support of all workforce members at Molina Healthcare,

from executives to the rank and file, in providing quality care for our members and our brand. Because of this concern, Molina Healthcare has invested in people, a good process and the use of the latest cyber security technology commensurate with the latest cyber security threats.”

Bryan Sastokas, chief information officer (CIO) and director of the City of Long Beach Technology and Innovation Department, said cyber attacks come in many different forms. Hackers often try to gain access, infiltrate or take down websites externally through spam e-mails with false links or other phishing schemes.

“[E-mails] that look very professional or have an official nature cause the user to activate that Trojan horse or malicious software that would be imbedded in those links,” he said.

There are other situations where computer systems might become infected inter-

(Please Continue To Page 15)

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## Ethical Considerations Of Sexual Expression In Long-Term Care

■ By MARIA CLAVER, ELLEN WONG, ELENA IONESCU, STUART MIZOKAMI, AND JOY MILLER

Health Care Administration Department, California State University, Long Beach

Sexuality is an innate component of every human’s identity and comprises a broad range of sexual expression and behaviors influenced by one’s social environment. Despite the fact that society tends to equate sex with youth, sexual expression continues long after a person’s reproductive years. Sexual expression has been recognized as an important factor for attaining quality of life for many older adults. For some older adults that rely on long-term care, such as adult day health, or live in residential long-term care facilities, such as assisted living and skilled nursing facilities, sexual expression can become more complex.

Although broaching the subject of sexual expression in long-term care is important, it is still perceived as a sensitive and potentially embarrassing topic. Therefore, responding to older adults’ expression of sexuality is rarely a topic discussed by the long-term care community. Despite progress in debunking myths surrounding sexual expression and older adults, the responses of long-term care staff still reflect challenges in understanding, supporting, and allowing older adults to freely express their sexuality.

Compassionately responding to the sexual expression of older adults in long-term care is an intricate process because of issues related to consent, ethics, and potential for abuse. Honoring older adults’ autonomy and making sure residents are not exploited is a complicated negotiation among staff members, facility administration, families and residents themselves. The complexity challenges facilities to establish a clear policy concerning decision-making capacity and intimate relationships among residents. Ideally, policies about sexual expression would be based on the ethical considerations of the professions represented by staff in these facilities: gerontologists, nurses, social workers and health care administrators. However, a study by CSULB faculty members and graduate students has found that professional codes of ethics have not played a significant

role in staff decision-making about how to address the sexual expression of the older adults they serve, either in adult day health centers or long-term residential facilities.

The lack of reference to a professional code of ethics by the study respondents may indicate the need for further educational intervention regarding sexuality among older adults, facility policies, and the code of ethics document itself. Additionally, there may be lack of clarity in the code of ethics documents regarding how to handle sexual expression in long-term care facilities. The National Association of Social Work Code of Ethics outlines a code of conduct for sexual relationships, harassment, and discrimination. The Code of Ethics for the National Association of Professional Gerontologists, the American Nurses Association, and the American Academy of Medical Administrators cover little to nothing on sexual expression, relationships, or harassment and there is no universal code of ethics for health care administrators.

The rapidly-growing population of older adults will surely result in an increase in the number of older adults that will utilize residential and non-residential long-term care. It is essential that we prepare for all of the needs of this population, including the basic human need of sexual expression. ■



nally, such as through a disgruntled employee who might implant a virus in retaliation to being disciplined or terminated, Sastokas said.

He added, however, that most viruses come through “benign” or “seemingly passive interactions,” such as through e-mails.

“When you’re on the Internet and connected you’re exposed to those types of threats,” Sastokas said. “These things can happen from any venue from almost anywhere in the world.”

While technological advancements may make operations more efficient and cost effective, public and private sector organizations often have to weigh the potential security risks associated with new technology, he said.

“It’s always a challenge as you try to expand your network,” Sastokas said. “We really want to make sure things are encrypted and want to make sure information that is shared does not fall into the wrong hands.”

He said the key to preventing cyber attacks in any organization is education and training.

Sastokas, who previously worked in IT for insurance firm John Hancock Financial, noted that many private and public sector organizations are already required to have policies and systems in place to safeguard personal identifiable information, such as medical history, social security numbers and credit card numbers.

Health care organizations are required to follow the Health Insurance Portability and Accountability Act (HIPPA) that protects the privacy and security of health information.

The Long Beach Health and Human Services Department has an officer dedicated to ensuring that the health department is in compliance with HIPPA laws, said the department’s director, Kelly Colopy.

The health department, which has not reported any major cyber attacks or security breaches in recent years, is also protected under “firewalls” and “encryption” systems that secure personal information for all departments in the city, she said.

“We follow all the HIPPA privacy laws and all the best practices to make sure our systems are encrypted,” Colopy said. “The city has a very strong infrastructure and is always being tested.”

Still, even large companies that invest heavily in cyber security can become a victim of a cyber attack, such as Sony Pictures Entertainment that was hacked in 2014, as hackers are always finding new ways to breach systems, Sastokas said.

“We make sure we try to do our best effort in providing the necessary security testing for any deficiencies that might be both internally or externally within the city,” he said. “You’re never going to be 100 percent protected. You try your best because it’s always a changing, evolution of threats that are out there.”

Sastokas said it’s important for cyber attacks to be publicized when they occur so public and private organizations can learn from one another.

Reena Vaswani, president of E.K. Associates, that provides cyber security and IT services for the Port of Long Beach, said public and private organizations should regularly check systems and run a full “penetration test” at least every six months.

“If there are a lot of servers, every time they upgrade, new patches come up and

your network is going to change,” she said. “It’s always updating . . . It’s not just a one-time thing . . . You have to be on it every six months and do the same activities so that your network is safe.”

In addition to risks of personal information compromised, cyber attacks are also a concern for health care organizations because of the threat to patient health, experts said.

A recent report by Texas-based Independent Security Evaluators (ISE) that assessed 12 health care facilities from January 2014 to January 2016 found that hospitals and health care organizations in the study were ill prepared in protecting patient health from a potential cyber attack.

The report titled “Securing Hospitals” states that health care organizations are using the wrong approach to address cyber security by focusing more on shielding med-

ical records rather than protecting the health of patients, which is the primary “asset.”

Also, many hospitals are now using wireless or remotely operated medical devices, such as insulin pumps and heart rate monitors, which if compromised by adversaries pose more risks to patient health, according to the report.

“I think the overall conclusion is that patient health is at great risk and that’s because we have had an outdated approach to how we address security in health care,” Geoff Gentry, director of healthcare for ISE, told the Business Journal. “What is currently driving the security mission of hospitals is patient records and what needs to drive security mission of hospitals is patient health.”

He noted that, in the case of ransomware, even if a health care organization’s network has been restored after

being compromised, it might not be able to be used again since malware may still be hidden somewhere in the network.

Providing a blueprint for the health care industry to address cyber security, ISE states that it’s important for hospitals and medical professionals to evaluate the security level of medical devices and new technology before purchasing or using them rather than relying on large brand-name companies.

“One of the problems is that hospitals purchase equipment from major brands and they rely on those companies to ensure that those devices are secure,” Gentry said. “Instead of purchasing devices and not knowing if they are secure before you buy them, you should do your due diligence prior to that purchase and deployment, whether that’s through a third party evaluation or an internal security team.” ■



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# Public Higher Education

(Continued From Page 1)

The university received more than 90,000 applications for the coming school year, but is only able to accommodate about 37,500 students total, which is the current level of enrollment based on per-student funding from the state.

Many who were turned away didn't deserve to be, as CSULB President Jane Close Conoley pointed out. "My admissions [department] told me that we sent letters about two weeks ago to 27,500 applicants who actually met our requirements, but there was no room for them," she said. "I look at it like, these students did what we asked them to do, and now we don't have seats for them."

The increasing demand for college degrees and credentials has nothing to do with the size of the population – according to Oakley, populations and enrollment throughout the state's K-12 systems are decreasing. Instead, the cause is a shift in what employers consider the standard requirements to enter the workforce.

"The needs are in some ways greater now because the economy has changed dramatically since 2008," Oakley said. "The workforce has changed dramatically, and the need for more individuals with a college credential has increased." He added that he expects to see more and more adults already in the workforce seeking to attain some level of higher education.

faculty – a point Hagan, Conoley and Oakley all touched upon. "Dominguez Hills does not have the number of full-time, tenure-track faculty we feel are necessary to execute the things we need to do," Hagan said.

While CSULB is currently hiring about 76 new full-time faculty members and hired nearly as many last year, Conoley said the university still has more part-time instructors than she is comfortable with. "Where we are really struggling is hiring enough tenure-track faculty to meet the increased number of students," she said.

Upgrading school infrastructure for seismic safety and to accommodate growth and new technology is another unfunded need for public higher education institutions. "The biggest one that hangs over my head and I worry about a lot is the infrastructure," Conoley said. "You know, we have buildings that are 50 years old and have seismic problems."

CSU Dominguez Hills has similar needs. "We need additional dollars to renovate our facilities and to equip the laboratories to take advantage of technology, not only to educate but also to make us more efficient in terms of reducing our costs," Hagan said.

In addition to increasing per-student funding, Oakley counted upgrading LBCC's infrastructure as a top need for the college. Investing in energy-efficient equipment and building upgrades could ultimately help the college save money and use those funds for other needs, he noted.

Rather than sitting back in the hopes that

Boeing to meet its aerospace workforce needs, and the nursing program is heavily supported by local hospitals, she added.

CSUDH is focused on developing similar partnerships in the private sector. "If there is a demand for more students to be trained in the area of global logistics because that's a growing industry, then it might be that we need to sit down with the logistics businesses in this area and talk about what we can provide to help meet their workforce needs," he said. The business partners would in turn provide resources to strengthen the program, he explained.

Public higher education institutions are also increasingly looking at alternative revenue streams as potential ways to bolster their budgets. Conoley, for example, has reached out to Amazon to see if the internet giant would consider placing one of its shipment lockers on campus, where people can pick up their orders in a secure locker instead of having their packages delivered to a porch. Amazon would pay to use campus space. "It would be good for their business and it gives us a revenue stream that we haven't had before," she said.

"Here at Dominguez Hills, we also want to leverage our land," Hagan said. "We have needs for faculty and staff housing. It may be possible to build housing that will not only provide for the needs of our workforce but also would generate revenue that we could then plow back in to our programs."

While private universities are known for their fundraising programs, public institu-

both for themselves and for their students.

All segments of the public school system – grades k-12, community colleges, the CSU and the University of California – must work more closely together to improve student transitions between these institutions, Oakley said. Doing so would "make much more efficient use of students' time at every level and at every institution," and would save both the institutions and students money, he explained.

"We're not effective if we're not working with the groups that feed us students, and we're not effective if we're not working with the groups that receive our students," Hagan said.

In an effort to be more efficient, some public higher education institutions are working together. "In the CSU for example, the greater L.A. colleges formed what's called 'The CSU 5.' We partner on various large scale grants," Hagan noted.

Leveraging technology may also prove effective in reducing costs and assisting students. Providing online resources, from coursework to open source textbooks, cuts down on cost, Oakley pointed out.

Technology should also be used to provide better analysis of student needs, he added. "If you think about banks or Amazon and the way they've reached us through technology [in] that they can predict our needs or behaviors, we can use the same kind of technology to help our students be more successful and leverage the great talent of our counselors and advisors so that we don't have to invest precious resources only on personnel," he said.

To keep costs down, CSULB is likely to offer more hybrid courses, in which, for example, a class would meet once a week in a classroom and the second session of the week would be held online, Conoley said. This reduces the need for classroom space, freeing it up for additional classes without having to build more facilities, she explained.

CSULB is also developing programs to help students get through the university faster and at lower cost, such as by offering a year-round program. The difficulty there is that a large portion of CSULB students attend on Pell Grants, which cannot be applied to summer courses. "If we can convince congress to do summer Pell Grants, that would make all the difference in the world for us," she said.

Conoley is also planning on creating customized programs for students who are close to graduating but are having difficulty doing so due to lack of funds or personal reasons.

As Conoley put it, "There's no magic wand" to solve public higher education's dilemma of low funding versus demand and community need. "It's a dangerous time for public higher education," she said. Some economists predict there may be no public funding available for higher education by 2060, she noted.

"We have to do a better job certainly in L.A. County, the central valley and in many parts of the state to improve education attainment; otherwise, we are going to have two very distinct California's," Oakley said. "One that is very high wealth but with a relative few members of the state, versus the other California, which is struggling," he explained. "And I think that's dangerous to the future of California. So we really need to figure out how we're going to solve this dilemma sooner rather than later." ■



**"My admissions [department] told me that we sent letters about two weeks ago to 27,500 applicants who actually met our requirements, but there was no room for them. I look at it like, these students did what we asked them to do, and now we don't have seats for them."**

Jane Conoley, President  
California State University, Long Beach

(Photograph by the Business Journal's Larry Duncan)

Conoley shared his perspective. "It used to be you had to have a high school diploma. Now, more and more, it's becoming a college diploma," she said.

Per-student funding must also be increased to better accommodate the needs of students who are admitted, according to Oakley. "Per-student funding continues to be less than \$6,000 per full-time student [at Long Beach City College]. We still feel that is too low," he said. "It doesn't provide enough support to help students, such as the ones we educate here in Long Beach who have a number of different challenges, including coming from low income backgrounds."

Another major need of public higher education institutions is to hire more full-time

the State of California will increase funding, these higher education leaders are searching for other sources of funds, and are striving to increase internal efficiencies to reduce costs. As Hagan put it: "We know we can't count on the state to be the only way that we obtain resources to achieve our goals."

Partnering with industry is at the top of the list of funding pursuits. "We're looking at partnerships with business and industry," Conoley said. "I am always on the lookout for those kinds of partnerships. For example, we just introduced a program in engineering about construction in coastal waters, and we have a strong partnership with the Port of Long Beach for that," she said. CSULB's engineering department works closely with

tions haven't invested quite as much in these efforts, according to Conoley. Last year, CSULB changed that, launching its first massive fundraising campaign. "Our goal was \$225 million, and we raised \$238 million," Conoley said. "About half of that is going for scholarships, and the other half for research programs or other kinds of programs across the university."

Oakley said LBCC is working with its foundation to boost fundraising efforts. "We're trying to expand our efforts at tapping into our alumni network, which is something new for community colleges," he said.

Public colleges and universities are also examining ways to boost internal efficiency and to restructure programs to save money





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# Better Preparing A Skilled Workforce For The Future

■ By **SAMANTHA MEHLINGER**  
Senior Writer

Private sector demand for workers skilled in a variety of technical fields, from digital technology to automotive work to manufacturing, is increasing – but are enough students graduating from our public school systems prepared to enter these growing fields? And are they all receiving the training and education to meet technical skills requirements that are becoming increasingly standard among all industries?

Universal Technical Institute (UTI), a national private sector post-secondary school for automotive, diesel, marine, motorcycle and other vehicular technical fields, is striving to meet a growing need for more skilled workers, according to Larry Hohl, president of the Long Beach campus at Douglas Park. That campus offers automo-



The Boeing Company and California State University, Long Beach's College of Engineering have a growing partnership through which Boeing provides equipment and laboratories, such as the one pictured, as well as internships. Boeing benefits by contributing to the education of a skilled workforce, which it needs for its aerospace programs. Pictured, from left, are: Dr. Forouzan Golshani, dean of the College of Engineering; Mitra Rogers, Boeing's government relations manager; Dr. Daniel Whisler, assistant professor in the Department of Mechanical and Aerospace Engineering; Tamika Lang, Boeing's global corporate citizenship, Western region manager; and Dr. Hamid Rahai, associate dean for research and graduate studies. (Photograph by the Business Journal's Larry Duncan)

tive and diesel technical programs, as well as a collision repair program.

"When you look at the national numbers, they project that there will be more than 1.2 million jobs in automotive/diesel collision repair, or motorcycle and marine technician type categories, by the year 2024," Hohl said. "That means we've got to find and fill 37,000 technician jobs on average every year," he explained. "The projections for California are that between 2012 and 2022 the need for technicians will increase by 15 percent."

UTI, which Hohl said is the single largest provider of post-secondary education in these fields, cannot keep up with this level of demand.

Part of the problem is that today's youth are often given the impression that attending a college or university is their only post-high school option – attending a technical school isn't often pitched as a viable path, according to Hohl. "Our society tends to suggest to our youth that you need to go the traditional path of a four-year university or, worst case, a two-year community college, and almost implies that if you don't, you're a failure," he said.

"And I'm not saying that we shouldn't try to encourage students to go that route if it makes sense for them. But it doesn't make sense for everybody," Hohl continued. "There clearly is a group of students who are different types of learners with different types of in-demand skillsets . . . who would do much better if they went the route of trade schools like ours."

Another issue is a common societal misperception about automotive-related technical occupations – one summed up well in the "grease monkey" stereotype, Hohl said. But in reality, "It has become a very high tech, computer-oriented type profession," he said. "I mean, we often quote that there are more computers in a car today than there were in the early Apollo spaceships that sent men to the moon. So it's a whole different world."

UTI's entire education model is centered on getting its students into technical careers with skills-based learning – and to do so, the school partners with industry giants like Ford, Peterbilt and BMW. "We have relationships with manufacturers in the transportation industry that represent over 30 of the best-known brands in all of transportation," Hohl said. "They also support us in equipping our campuses with the right tools and training aids, and the types of things our graduates are going to need to be able to use when they go on to start a career in the transportation technician industry."

In Long Beach, the school, which just opened in 2015, already has courses designed around Nissan and Mercedes-Benz products. In fact, UTI students take courses on site across the street at Mercedes-Benz USA's one million-square-foot western

region facility, Hohl noted. "We will have one more brand-specific program in Long Beach. It is still to be announced. But we do have space dedicated for an additional program."

When asked if Microsoft is able to find the types of skilled workers it needs to fill open positions, Celeste Alleyne, director of citizenship and public affairs for Microsoft's western region, said: "No. We're not able to find them." She said the root of the issue is likely that today's youth aren't getting necessary technical training in schools. It's particularly difficult to find women interested in or trained in science, technology, math and engineering (STEM) fields, she added.

About 77 percent of jobs will require some level of tech skills within the next decade, according to Microsoft.

"A lot of schools don't have technology programs, and that's one of the areas Microsoft hopes to support, to build more opportunities and more kinds of classes and sessions, more teachers who have skilled technology training so that we can bridge this gap," Alleyne said.

To help cities and schools around the country better prepare students for the workforce of the future, Microsoft is leveraging its own resources and employees' hours. Last week, the company, in partnership with the City of Long Beach, held two "Digi Camp" events for 91 Washington Middle School students, who were about evenly split between boys and girls.

The Digi Camps featured a keynote speech from Dwaine Streater, executive director of Paramount Pictures' property operations, and a career panel made up of top-level Microsoft professionals and 1st District Councilmember Lena Gonzalez, also a Microsoft employee. After engaging in a Q&A with these professionals, students were then divided into groups and taught basic coding skills by Microsoft employees Alleyne described as "technology gurus."

Mayor Robert Garcia told the Business Journal that the city has had a business relationship with Microsoft for many years. Last year, the city formed a "digital alliance" with the company to partner on programs like Digi Camps, aimed at providing tech education to the city's youth. He said

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more Digi Camps and other events are to be held in the future. “The plan is to have more and more of these camps that provide unique, hands-on digital and technology experience for students,” Garcia explained.

“Students are going to learn coding and about a lot of different programs out there, and about jobs,” Garcia said. “It’s just a great opportunity for them. And the students participating are from some schools or neighborhoods that don’t have as much access to technology. So I think that’s an important part as well.”

Similar to Microsoft, The Boeing Company has a need for workers skilled in STEM who have basic technical training, and strong communications and teamwork skills, according to Tamika Lang, global corporate citizenship western region manager for the company, and Mitra Rogers, manager of government relations.

Lang said the public school system is “making strides” in preparing students for skilled technical careers through programs like Long Beach Unified School District’s Linked Learning pathways, in which students’ curricula are centered around specific industries, such as engineering or forensic sciences.

For example, LBUSD’s newest high school, the Sato Academy of Mathematics and Science, has learning pathways centered on biomedical sciences and engineering. The high school opened this year, and currently has 120 ninth graders enrolled, according to Principal Mona Merlo.

Coursework at the Sato Academy is designed to meet college entry requirements, but also prepare students for careers

through hands-on and industry-related learning. All students are required to take a course backed by the national nonprofit Project Lead The Way, which focuses on how the human body works, going beyond textbook learning. “The students have manequins and they’re building all the organs and the internal structure of the body and the muscle, so they truly have an understanding of how it’s all connected inside the body,” Merlo said of the class.

Another required course is an introduction to engineering design. This too, provides students with hands-on learning, and gives them a chance to learn how to use advanced technology. “We have 10 3D printers so that all students truly have an opportunity to create and print,” Merlo said.

To further schools’ progress in preparing students for future workforce needs, Boeing wants to become increasingly involved in public-private partnerships, Lang said.

“If you look at the K-12 level, a big area where we invest in is actually in teacher professional development,” Lang said. “What we’re finding, especially in common core and next generation science . . . is there is a much higher expectation of teachers to really be proficient in STEM,” she continued. “And many of those teachers don’t have that experience, that content knowledge, or know how to teach those areas, number one, and two, don’t know how to get students excited about pursuing careers in those areas.”

The main way Boeing supports teacher and student development is by funding nonprofit organizations. “We work with the Mind Research Institute, which works with

Long Beach Unified in helping with math skills,” Lang said. “We work with Engineering In Elementary, which is an engineering teacher professional development program that we’ve funded with ABC Unified.”

In addition to funding programs, Boeing also sends its employees out to schools to engage teachers and students about STEM. For the recent National Engineers’ Week, Boeing sent employees to California schools to teach lessons related to engineering, such as how to build a plane or a helicopter, Lang noted. “They talked about those concepts and then they led those kids in a design challenge where they said okay, now you go ahead and design your own helicopter.”

California State University, Long Beach’s (CSULB) College of Engineering

works closely with Boeing, and has been the beneficiary of donated laboratories and equipment, as well as internship programs, to help prepare students for future employment in the aerospace industry. Recently, following the shutdown of Boeing’s C-17 Globemaster III program, CSULB and other local schools were able to visit the C-17 production site and take valuable equipment needed for their programs.

“I’m pleased to say that . . . we had over a dozen schools come to the C-17 facility and basically load their trucks and drive off with things that were on their wish lists,” Rogers said. “Several of the schools shared with me that these items really made a huge difference in the success and continuation of their program.” ■



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# Celebrating

(Continued From Page 1)

To receive the recognition, the museum had to submit its core documents, such as

its bylaws, code of ethics and strategic plan, Ashman explained. A written submission responding to questions about the museum's processes was also required. Once that was reviewed, the AAM sent out a visiting com-

mittee of museum directors to assess their own experience at the museum against the documents MOLAA submitted. A commission, also made up of museum directors, eventually made the final decision.

The museum recently announced another big change – one that generated buzz in the arts world and Southern California community, as well as in the media. Last year, the museum expanded its focus to include the works of Chicanos, American-born Latinos. “When I first came to the museum, I was surprised that there was sort of a restriction on Latin American art and artists having to live or work in Latin America,” Ashman recalled. “Basically, it separated the museum from the immediate community, who recognized that they were Latin American in some way, but were not able to be represented,” he explained. “So my idea was to open that door to make that happen, because museums have to be relevant to their communities. Otherwise, they don't survive.”

Ashman continued, “The community had already been crying out for this kind of action. So I think the implications are big.” MOLAA's first exhibit centered on Chicano art, “Somewhere Over El Arco Iris: Chicano Landscapes, 1971-2015,” that debuted last October. Since then, the museum has added about a dozen Chicano works to its collection.

“We have plans in 2017 to do a retrospective of Frank Romero, who is one of this group called ‘Los Four,’ which are credited with being the seed planters of the Chicano art movement in the '60s,” Ashman said.

In addition to furthering the museum's mission to showcase Latin American art, the move to include Chicano art also opens up potential fundraising opportunities. “It allows us to include Chicano businesses in our fundraising efforts,” Ashman said.

Beyond these achievements, the museum has built up its professional core and expanded upon its initiatives over the past few years.

A 2014 grant from the James Irvine Foundation allowed MOLAA to develop and strengthen the cohesion of its board of directors, according to Ashman. “The

(Please Continue To Top Of Next Page)



Stuart Ashman, president of the Museum of Latin American Art, provides a glimpse into the museum's permanent collection. The museum is celebrating its 20th anniversary with a special exhibition highlighting pieces from its collection, which will be rotated later in the year. (Photograph by the Business Journal's Larry Duncan)

## MOLAA An Asset For The City's Convention And Tourism Industry

■ By **SAMANTHA MEHLINGER**  
Senior Writer

The Museum of Latin American Art (MOLAA) is the only museum in the United States dedicated to exhibiting modern and contemporary Latin American art. As such, it not only rounds out the cultural and arts offerings of Long Beach for the enjoyment of its many residents, but it also attracts visitors from outside the area, according to Steve Goodling, president and CEO of the Long Beach Area Convention & Visitors Bureau (CVB).

“They've given us more offerings in the city and, for the City of Long Beach, the more types of art offerings we can provide – whether it's musical or visual art – the more visitors we can bring into the city,” Goodling said.

The museum has been instrumental in the CVB's efforts to attract certain conventions to Long Beach. “There have been some cases where we've had specific conventions that are art related, and MOLAA has been

very important in helping us bring those conventions to our city,” Goodling said.

MOLAA not only serves as a draw for art lovers, but it's also a unique events space, Goodling pointed out. “I love the ability to have really great special events in that facility,” he said, adding that his fa-

vorite venue within the museum is its sculpture garden and courtyard. “It's so different from anything else in the city,” he said of the space. “It's enclosed. It has some really fun art, and you get the experience of an art museum but you also get to be outside and enjoy it. It's really that California indoor/out-

door experience, which most visitors like.”

Goodling noted that MOLAA is known for its quality, curated exhibits. “We're very fortunate that MOLAA exists in our city because it has helped to round out and expand the art offerings in Long Beach,” he reflected. ■



Photograph by the Business Journal's Larry Duncan



biggest challenge has been to develop the board from what we would call a founder's museum board to a more acceptable institutional model," he said, explaining that, because one man founded the institution, its support system and board were made up of his personal associates. With the foundation grant, MOLAA hired consultants to work with and develop the board. "There is now 100 percent agreement from everybody on the board, family [of Dr. Gumbiner] or otherwise, [about] the direction we want to take the museum."

Educational initiatives have also been at the top of Ashman's priority list since he joined the museum. Since then, the museum has added The Port to Learning, a special gallery to educate visiting students about exhibits and events currently taking place at the museum. And with community donations matched by Hyundai, two years ago MOLAA purchased a school bus, which it sends to underfunded schools to pick up students for free field trips to the museum. These moves were made in part to supplement schools' arts programming, which has been subject to budget cuts since the Great Recession.

As MOLAA strives to expand programming for the community, fundraising remains a challenge, as it does for many museums and nonprofits. Individual donations are particularly challenging to pursue, Ashman said. "We're a niche museum, so we can't catch everybody, because some people might not be interested in Latin American art," he explained. Decreasing grant resources among govern-

ment agencies at all levels also presents funding difficulties, he added.

That's not to say the museum isn't on sound footing, however.

"We're fortunate that, because we're Latino [-focused], we have corporate and foundation support that we may not otherwise have from their corporate affinity groups and things like that," Ashman said.

"We have a great staff, and we've been able to in the last couple of years bring the museum to a place where it has the beginnings of what looks like financial stability and sustainability through efficient use of resources and fundraising, and some budget cutbacks," he noted.

Moving forward, Ashman hopes to expand the museum's ties to the business community, and increase its visibility and its role in attracting visitors to Long Beach. He also hopes to expand the museum's already significant cultural contributions as the only museum in America solely dedicated to showcasing modern Latin American art by starting a press and publishing books about museum exhibitions. He reflected, "Those are our dreams."

To commemorate its 20th anniversary, the museum is displaying a year-round exhibition drawn from its permanent collection. The first rotation, featuring about 160 works of art, runs through July, at which point the exhibit will be rotated and refreshed with new items from the permanent collection. On May 14, MOLAA is hosting a gala and auction in celebration of the anniversary.

For ticket prices and more information about MOLAA, visit [www.molaa.org](http://www.molaa.org). ■



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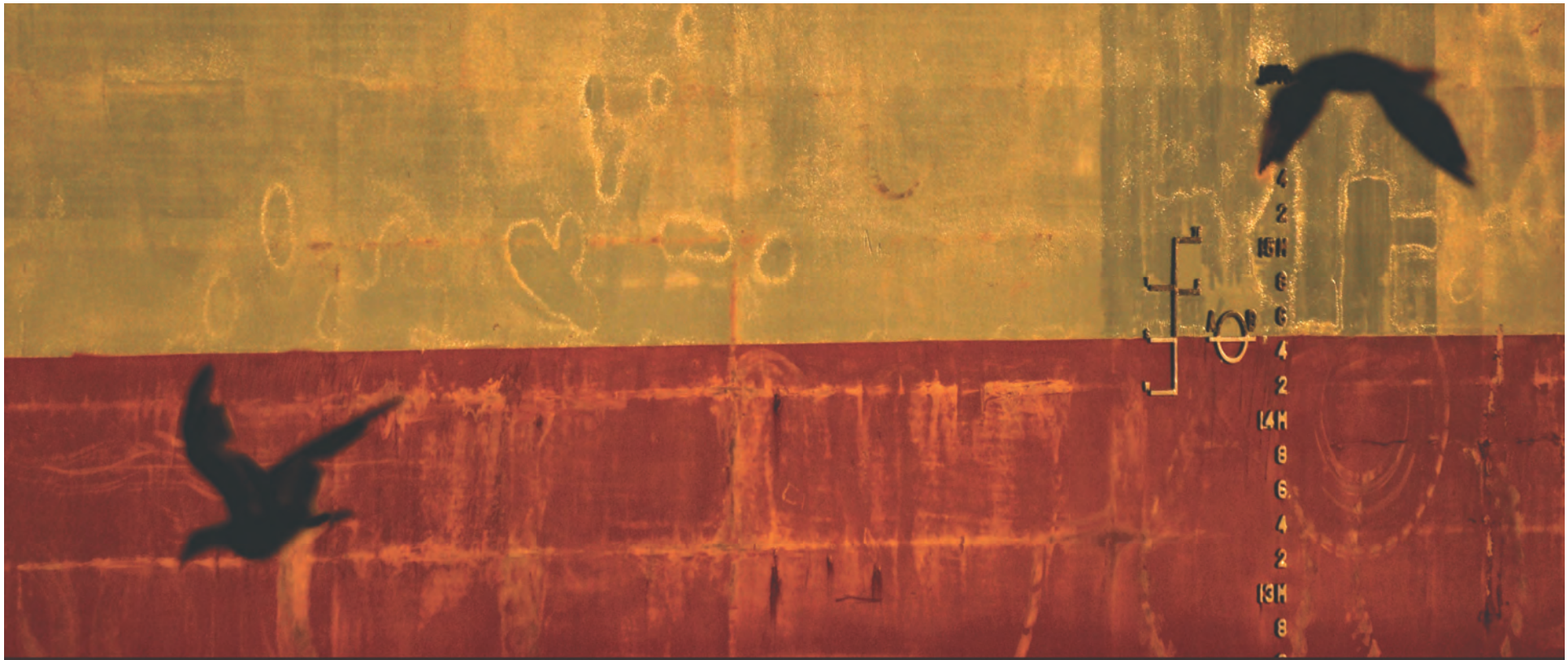
# Museum of Latin American Art (MOLAA)

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# Accessing Art: MOLAA's Art Education Programs Engage Students And Teachers

■ By **THYDA DUONG**  
Contributing Writer

Día De Los Muertos, or “Day of the Dead,” is an ancient holiday honoring the lives of loved ones who have passed. It is one of the traditions highlighted by the Museum of Latin American Art (MOLAA)’s program to engage teachers in art education. And for many students involved with the program, “Day of the Dead” is a time when they really come alive.

For the past three years, MOLAA has been developing and providing resources for teachers to integrate art into their classrooms, says MOLAA Curator of Education Gabriela Martinez. Since then, the

museum has held twice yearly educator nights attracting up to 60 teachers each time. MOLAA’s educator workshops highlight examples of art projects that teachers can implement in their classrooms, including “Day of the Dead” activities and visual storytelling through comic books and zine making. MOLAA provides a variety of templates and tools to help teachers, including PowerPoint presentations and scripts.

“Long Beach is a very diverse city; we have people here from everywhere and there’s a real openness to learning about different cultures and traditions,” Martinez says. “I think it’s important for people to learn about Latino heritage and traditions because we make up such a large part of the population.”

Karen Lukesh, an art teacher at Gardena’s New Millennium Secondary School, has utilized MOLAA’s “Day of the Dead” resources for the past two years. This year, roughly 50 students from Lukesh’s art class and a partnering Span-



A local teacher walks her students through a gallery at the Museum of Latin American Art, which has a variety of educational programs and resources for students and teachers alike. (Photograph provided by MOLAA)

ish class developed altar displays that were then featured at MOLAA alongside the museum’s existing art collections.

“It was a huge deal for our students to see their art set aside famous artists,” Lukesh says, adding that the experience of building the art pieces was a moving

one for students. “I always have a hard time describing in words what happens inside when someone’s creating art. Being able to take something from a two-dimensional plane and create a three-dimensional object, and also have all the rich cultural knowledge that we’ve studied to-

## Docent Tours Provide In-Depth Look At MOLAA Exhibitions

The Museum of Latin American Art (MOLAA) offers exhibition tours by trained docents every week, Tuesday through Sunday. Museum docents go through a significant amount of training, according to Linda Fox, who has been a docent at MOLAA for the past eight and a half years and is now chair of the docent guild. “We have 32 hours of classroom training over six to eight weeks,” she said. Trainees then shadow permanent docents, and are required to give a presentation on a few pieces. If they pass, they continue their training by giving individual tours until graduating within a year. Susana Luna, who has been a docent with the museum since it opened, said there are typically 25 to 35 volunteer docents on staff. Docent tours focus on a selection of pieces within an exhibit in order to highlight common themes, historical information and other elements, Luna said. Fox reflected, “We’re not just a museum where you go to look at paintings and sculptures. It is very interactive.” School tours must be booked in advance. For more information about MOLAA’s docent tours, visit [www.molaa.org/school-and-group-tours/guided-tours/](http://www.molaa.org/school-and-group-tours/guided-tours/) or call 562/437-1689. Pictured, docents learn about the museum’s new “MOLAA At Twenty: 1996-2016” exhibit to prepare for future tours.

– Senior Writer Samantha Mehlinger



## Port Of Long Beach Sponsors Education-Focused Gallery At MOLAA

The wide array of arts, cultural and educational programming offered by the Museum of Latin American Art (MOLAA) is in large part made possible by the institution’s corporate sponsors. One such

sponsor is the Port of Long Beach, which has been a frequent supporter of MOLAA’s educational efforts. Last year, the port took its support a step further by sponsoring a new gallery for the museum, The Port to Learning. “The Museum of Latin American Art is a unique asset in Long Beach,” Michael Gold, director of communications for the port, told the Business Journal. “I live here, I work here and I love this community. I think it’s unique institutions like MOLAA that make it such a great place to live,” he reflected. The Port to Learning’s exhibits are designed to educate museumgoers about topics relevant to the Long Beach community and to the museum’s mission to expand knowledge and appreciation of modern and contemporary Latin American art. “The museum and the port are working on exhibits that are primarily education focused to show our commitment not only to the arts, but also to local education,” Gold said.

– Senior Writer Samantha Mehlinger





gether, is a tremendous experience. It's a chance to succeed; it's a chance to do something important."

Similarly, for David Starr Jordan High School teacher Anne Boyer, who teaches students with moderate to severe disabilities and organizes the school's Best Buddies club, a partnership with MOLAA and the opportunity to have her students' art displayed at the museum has been invaluable. The school's third annual Best Buddies Jordan High School "Art for Inclusion" Art Show will again be held at MOLAA on April 22. The annual fundraiser will showcase and sell art pieces created by students with moderate to severe disabilities, with dance performances by the school's Latin American Student Society.

"I love having the opportunity to showcase [the students'] talents, and their emotions and their feelings," Boyer says. "I can't even describe in words what it's like to see their faces when they know that their art is up on the wall . . . It's such a big deal. They are so proud."

"The ability to connect with art gives them an opportunity to express themselves where they might not otherwise have been able to," she adds, "and MOLAA has provided us with several different opportunities for our students to connect with that part of themselves."

MOLAA has also, for many years, hosted field trips from schools across Southern California to engage students.

"It's one thing for teachers to have materials in the classroom, but going on a field trip is really a special experience,"

Martinez says, adding that MOLAA operates a grant-funded bus program that allows it to provide complimentary transportation to schools that need it. "We tried to do a program where we went out into the classrooms, but we realized that teachers were really yearning for that experience of having students interact with art one on one, and in person."

Cerritos High School teacher Stephanie Fidel has been taking students to MOLAA for the past seven years, and also takes advantage of the museum's classroom resources, including "Day of the Dead" printmaking activities and zine workshops.

"I don't think students have much contact with the arts anymore in school and . . . our kids don't really have contact with Latin American art and culture, so it's nice for them to see it first-hand after they've learned about it in the books," Fidel says.

Norte Vista High School teacher Roxanne Aguirre has been taking her students from the Riverside school to MOLAA for the past two years. The field trips offer students an opportunity to receive a docent-led tour and participate in an art workshop.

"Before we go, I talk to [the students] about their own personal life stories [and] their parents' life stories," says Aguirre, whose classrooms are primarily comprised of first-generation Latino students. "And then we go see the art and see how people interpret their own life stories through art . . . I think when we go to MOLAA that's what they start to see [that] their parents' homes, their native countries [and] their stories really do affect who they are today." ■

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# Behind The Scenes: MOLAA Travel Program Gives Travelers Unique Access To Art And Artists

■ By **THYDA DUONG**  
Contributing Writer

Imagine this: after a short flight from Miami, you land in Santiago de Cuba, where after you are escorted through customs and immigration, your first stop of the day is a historic building in the center of town. As you enter the building, the Coro Orfeon choir is lined up on both sides of the door, serenading you with beautiful Baroque a cappella songs. After an hour-long concert, you are taken to lunch at a private home with an authentic, home-cooked meal.

This is your official welcome to Cuba on a trip with the Museum of Latin American Art (MOLAA), which for the past four years has led tours to Cuba and Mexico.

“Everybody has tears in their eyes because they can’t believe that two hours earlier, they were in Miami and now they’re in this magical place,” says MOLAA President and CEO Stuart Ashman, a native of Cuba who has been leading trips to Cuba since 1999, including MOLAA’s trips for the past four years. “I love to share the beauty of the island and its people, which has been for so many years closed to American visitors . . . People often have preconceived notions of what Cuba is like, and from day one, they get their minds blown.”

Ashman’s personal connections to Cuba and its artists, in particular, become evident as the trip progresses, with travelers given unique, behind-the-scenes access to artist studios, musical performances, lectures, and restaurants.

“Going to Cuba with Stuart, we felt like we were traveling in the entourage of a rock

star. He’s so well received and so well loved, and people are so gracious,” says Dallas resident Judy Shure, who has been on three trips with MOLAA (two to Cuba and one to Mexico). “Being invited into private homes and art studios, hearing from the artists directly, and being able to learn about the tensions between the U.S. and Cuba, which don’t exist between citizens of either country, I just felt like we had a very in-depth and personal experience.”

For Long Beach resident Claudia Copley, who traveled to Cuba with MOLAA in December 2014, the trip was especially personal.

“It was an absolutely life-altering experience,” Copley says, recalling an excursion to a small artist village where she connected with a painting created by a young girl in the community. “She [was] creating her own identity of empowerment through her paintings, and it just spoke to me; it resonated. Since then, her and I have had this incredible connection and we’ve kept in contact. It’s just been an amazing friendship that has blossomed, and I would never have approached that village or known about that village had it not been for MOLAA.”

Over the past four years, MOLAA has led roughly a dozen trips to Mexico and Cuba – the two countries that comprise the museum’s largest art collections. Trips are usually eight to 11 days each and are highly popular, selling out within the first six weeks of release.

For MOLAA, the trips are an opportunity to “friendraise” for the museum, Ashman explains, cultivating a diverse community of supporters and donors.

And the goal is not lost for repeat travel-

ers like Shure. “You don’t just go on one trip with MOLAA and then you’re done,” Shure says. “We are all eager for the next trip and the next opportunity.”

The museum’s April trip to Cuba is sold

out, though a trip to eastern Cuba is planned for November. MOLAA will continue to offer trips to Mexico City and Guadalajara, and is exploring the addition of Peru to its travel program. ■



Above, on a tour with the Museum of Latin American Art, a visitor snapped this photo of what looks like a by-gone era, but is actually modern-day Cuba. MOLAA has offered tours to Mexico and Cuba for the past four years. The photo of the Cuban coast was taken on one such trip. (Photographs provided by MOLAA)



## Artist Snapshot: Judithe Hernández

Although Mexican American artist Judithe Hernández has been well known for many years as a founding member of the civil rights era, all-Hispanic artist collective Los Four, her works only recently went on display at the Museum of Latin American Art (MOLAA) following its decision to begin accepting exhibitions and works from Chicano artists. “Now that they’ve changed their policy about the exclusion of U.S.-born Latino artists, I’m very happy to work with them,” she told the Business Journal. “It’s like having had half of the colors in the spectrum available to you, and now you have them all.” The museum recently acquired a few of Hernández’s paintings for its permanent collection, which are currently on display as part of a special 20th anniversary exhibition. She was the first U.S. born Mexican American woman to have artwork acquired for MOLAA’s permanent collection, she noted. Hernández is widely known for her murals and drawings, which had a strong political tone during the 1960s and 1970s. “Since then, my work and the way that I approach it visually has changed over time. Hopefully, it shows some signs of maturity,” she reflected. “My interests have

actually become more philosophical, but not any less political. I’m choosing to interpret those themes perhaps in a broader, more universal way. Certainly it has become more feminist than it was,” she said. Pictured is Hernández’s “Luchadora Trilogy,” pastel on paper works that were gifted to MOLAA. (Photograph provided by MOLAA)

– Senior Writer Samantha Mehlinger





# Artist Snapshot: Rubén Ortiz Torres

Mexican-born artist Rubén Ortiz Torres has a varied résumé and catalog of work – he’s known for his photography, film, video installations, painting, sculpture and more. In addition to showing his works at the Museum of Latin American Art (MOLAA) on multiple occasions, in 2011 the museum invited Torres to curate an exhibition – the largest and most significant exhibition he’s curated to date, he told the Business Journal. “The show at MOLAA was the first big show and it was a more academic show. It required more research and working with a team,” he said. The show, called “MEX/L.A.: ‘Mexican’ Modernism in Los Angeles, 1930-1985,” ran from September 2011 to January 2012. “MOLAA has the possibility to become a very important museum,” Ortiz Torres said. He noted that the museum’s decision to finally include Chicano art in its definition of Latin American art makes this even more likely, considering the cultural significance of Chicanos to the surrounding region. “We have to realize, the fact is that there are more Latin Americans in the United States than in most Latin American countries, with the exception of Mexico. We’re talking about 20 million people,” he said. Los Angeles has the second largest concentration of Mexicans than any other city, surpassed only by Mexico City, he added. “I don’t limit my [artistic] expression to one idea,” Ortiz Torres reflected. “It’s like, if you would ask me, ‘Well, what are the principal ideas that you express through talking?’ Well, right now I am talking about my art, but I could talk about anything else. In a way I would say the same about art.” The pictured Ortiz Torres painting, part of MOLAA’s permanent collection, is entitled “Big Bang.” (Photograph provided by MOLAA)

– Senior Writer Samantha Mehlinger





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# Long Beach City Manager Announces Appointments To Key City Staff Positions

Craig Beck Named To Lead Public Works Department; Robert Dowell To Oversee Gas & Oil Department

■ By SEAN BELK  
Staff Writer

Long Beach City Manager Patrick West announced on March 11 appointments to several key city staff positions. The appointments filled positions in the: gas and oil department; public works

department; fire department; parks, recreation and marine department; public affairs; the business operations bureau; and the airport.

Craig Beck, who has worked for the city for 30 years in fire, community development, development services and the gas and oil departments, was appointed director of public works. He officially took on the position on March 12, overseeing a department of 440 employees and a budget of \$147 million.

Robert Dowell, vice president and general manager of Long Beach-based oil and gas company Warren E&P, Inc., was appointed director of the Long Beach Gas and Oil Department (LBGO), effective in early April.

Marie Knight, who currently serves as the director of community services for the City of Orange, has been named director

of the Long Beach Parks, Recreation and Marine Department, effective March 28.

Juan Lopez-Rios, who has worked for the city since 2001 and most recently served as property services manager for the city's economic and property development, was appointed interim airport director, effective April 2. The city is conducting a nationwide search for the position.

Chris Rowe, who has worked for the city for 31 years and currently serves as assistant fire chief, was named deputy fire chief, effective March 19. Rowe replaces Dave Segura, who recently was named fire chief for the City of Huntington Beach. The city will be recruiting for a new assistant fire chief over the next few months, according to the city manager's office.

Kerry Gerot, who has worked for the

city since 2011, most recently as acting public affairs officer and prior to that in management at the airport, was named permanent public affairs officer. She officially took on the position on March 5.

Tony Foster, who has worked for the city for eight years, was named the business operations bureau manager for LBGO. He officially took on the position on March 12. Foster has also held management positions in development services as a redevelopment project officer.

"I want to congratulate the new members of the team, and I know that they will do their utmost to ensure that the city continues to provide excellent services to every resident, business and visitor," West said in a statement. ■

## Laserfiche Promotes Sean Tang To Managing Director Of International Operations



Long Beach-based software development company Laserfiche recently announced the promotion of Sean Tang to managing director of international operations. With more than 10 years of experience with the company working in both corporate and channel sales roles, Tang will manage a team of sales, marketing, technical support and operations professionals, working out of Laserfiche International Ltd.'s (LFI) international headquarters in Hong Kong.

## Laserfiche's Hedy Belttary Recognized As A 2016 Channel Chief By CRN



Laserfiche Senior Vice President Hedy Belttary has been named a 2016 Channel Chief by the trade magazine CRN. The annual award is given to leaders in the IT channel who are directly responsible for driving channel sales and growth, according to a company statement. Belttary focuses on working with Laserfiche partners to develop, manage and optimize sales opportunities.

## LBS Financial Credit Union Names Jeff Niedenthal Senior VP Member Services



LBS Financial Credit Union recently announced that Jeff Niedenthal, who has 20 years of experience in the financial industry and most recently served as vice president of deposits and card operations at Kinecta Federal Credit Union, has been named senior vice president of member services. Niedenthal will oversee several departments within LBS Financial and will be directly responsible for the credit union's payment systems, electronic delivery channels, branches and call center.

(Please Continue To Top Of Next Page)

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### Ek, Sunkin & Klink Hires Diana Rodriguez To Lead New Long Beach Office

Los Angeles government relations, public affairs and political consulting firm Ek, Sunkin & Klink announced that the company has hired Diana Rodriguez, a long-time public affairs professional, to run the company's new Long Beach office. Rodriguez has 10 years of experience as a lobbyist advocating for clients in education, water and local government sectors.

### Long Beach City College Welcomes New Deans, Michelle Grimes-Hillman And Mollie Smith

Long Beach City College (LBCC) recently welcomed two new deans to its staff. Michelle Grimes-Hillman (pictured at left) joins the community college as the new dean of academic affairs, and Mollie Smith (pictured at left) comes on board as the dean of the School of Career Technical Education. Grimes-Hillman is responsible for the school's instructional programs, curriculum, course offerings and catalog. She also oversees resources for faculty and staff, as well as enrollment management. Most recently, she served as a professor of psychology for Mt. San Antonio College, and also served on the executive board of the Academic Senate For Community Colleges. Smith oversees the college's technical training programs, focused on preparing students for vocational careers with hands-on learning. Her background includes years of instructing in a variety of technical education programs at San Diego City College and Palomar College. "We're pleased to welcome Michelle and Mollie, who both come with a wealth of knowledge and experience and are well-suited to help our students achieve success on our campus and in their careers," LBCC Superintendent-President Eloy Ortiz Oakley said in a statement.

### Long Beach Deputy Fire Chief Dave Segura Named Fire Chief For City Of Huntington Beach

The Long Beach Fire Department recently announced that Deputy Fire Chief David Segura has resigned to accept a position as fire chief for the City of Huntington Beach. Segura, who was hired as a firefighter for the City of Long Beach in 1986 and has served as a paramedic, captain, battalion chief and assistant fire chief, is being replaced by Chris Rowe, who currently serves as Long Beach's assistant fire chief. Segura's last day with the city will be March 18.

### Randy Gordon Elected New Board President Of Ronald McDonald House

Long Beach Area Chamber of Commerce President/CEO Randy Gordon has been elected 2016-17 president of the Long Beach Ronald McDonald House. Gordon is one of seven founding members that raised \$6.2 million to build the 23-room House on the campus of Long Beach Memorial Medical Center. "The House is built on the simple idea that nothing else should matter when a family is focusing on healing their child – not where they can afford to stay, where they will get their next meal or where they will lay their head that night to rest. We believe that when a child is hospitalized the love and support of the family is as powerful as the strongest medicine prescribed," said Gordon.

### Jeremy Harris Named President Of So. Cal. Assn. Of Chamber Executives

Jeremy Harris, senior vice president of the Long Beach Area Chamber, has been elected president of the Southern California Association of Chamber of Commerce Executives, which is located in Sacramento.



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**P2S Engineering Celebrates Its 25th Anniversary**

This month, Long Beach-based P2S Engineering is celebrating its 25th anniversary. Brothers Kevin and Kent Peterson co-founded P2S in 1991 with their colleague, John Sosoka. Since then, the firm has grown from these three founding principal members to include a staff of 130 people, and recently even added a satellite office in San Diego. According to a company statement, the firm handles more than 500 projects annually, on average. P2S specializes in mechanical, electrical and technological engineering for a wide array of facilities, from industrial buildings to governmental facilities. Pictured at the company's headquarters at 5000 E. Spring St., from left, are P2S employees: Melissa Klug, Gary Sewell, Jessica Nam, Abram Largoza, Charlotte Wan Dean, CEO Kevin Peterson, CFO Marie Nissen, Tara Shoorideh, Dan Sebastian, Steven Peterson, Heather Dorer and Stephan Freia-Kruse. (Photograph by the Business Journal's Larry Duncan)



**City National Bank Opens Downtown Long Beach Banking Center**

City National Bank, a subsidiary of Royal Bank of Canada with \$36.4 billion in assets, opened a new branch office and a new regional commercial banking center in Downtown Long Beach's 100 Oceangate office tower on March 1. The new 3,000-square-foot branch office is located on the ground floor, and the 14,800-square-foot Greater South Bank Commercial Banking Services Center is located on the 10th floor. "We're thrilled to open this new office," Rod Banks, commercial banking services executive said in a statement. "The Greater South Bay region's growth and diverse economy in many ways represents the future of Los Angeles. We're excited to be a part of that growth, and we're looking forward to delivering valuable financial solutions to our clients as well as the South Bay's local entrepreneurs, small businesses and professionals and their families." The bank is also investing in the local community – Long Beach's Jackie Robinson Academy was recently a grant recipient through the bank's "Reading is The way up" literacy program. Pictured at the new branch are Jodi Huston, senior vice president and Westside regional manager of the Core Banking Division, and Charles Mariano, vice president and banking manager for the site. (Photograph by the Business Journal's Larry Duncan)



**Anti-Defamation League Recognizes Local Law Enforcement Agencies With National Award**

The Long Beach Police Department (LBPd), Long Beach City Prosecutor's Office, Los Angeles County Sheriff's Department (LASD) and the California Attorney General's Office were recognized earlier this month as recipients of the Helene & Joseph Sherwood Prize for Combating Hate, presented annually by the Anti-Defamation League (ADL). According to the ADL, "The nationally recognized prize goes to law enforcement personnel who go above and beyond the call of duty to fight hatred and protect the community from hate-motivated violence." The ADL announcement said the Long Beach honorees were recognized for their role in the investigation and prosecution of a high-profile human trafficking crime. Long Beach City Prosecutor Doug Haubert told the Business Journal, "I could not be more proud of the partnership that has developed between my office and other agencies to help sex trafficking victims, and hold perpetrators accountable for their crimes. Although Jim McDonnell is no longer our police chief, we have the benefit of his role as a county sheriff and national leader on fighting human trafficking. Cases like this show that we can all benefit from cross agency collaboration." Pictured from left are: LBPd Commander Paul Lebaron; Monica Ramirez, special assistant to Attorney General Kamala Harris; Haubert; Deputy Attorney General Jessica Owen; Deputy City Prosecutor Elana Miller; LBPd Detective Chris Zamora; L.A. County Sheriff Jim McDonnell; Deputy Sheriff LaTosha Walker; Senior Prosecutor Assistant Tracy McGee; Deputy Attorney General Maggy Krell; LBPd Deputy Chief Dave Hendricks; and LASD Commander Christy Guyovich. (Photograph provided by the ADL)



## 2nd Street Beauty Donates \$25K To Breast Cancer Research

Richard and Arlene Freeman recently presented a donation of \$25,000 on behalf of their business, 2nd Street Beauty, to the USC Norris Comprehensive Cancer Center for Breast Cancer Research. Lauren Yoshida (far right), assistant director of the cancer center, accepted the check at a ceremony on March



9 at the beauty store's flagship location in Belmont Shore. The donation was fundraised in October, when 2nd Street Beauty collected a percentage of its sales to benefit the USC institution, and also spread awareness about breast cancer through a series of events. For more information about USC's Norris Comprehensive Center, visit <http://uscnor-riscancer.usc.edu>. For more information about 2nd Street Beauty and store locations and hours, visit [www.2ndst-beauty.com](http://www.2ndst-beauty.com). (Photograph by the Business Journal's Larry Duncan)

## New Firm LBL Mortgage Debuts In Long Beach

Lauren Boland recently founded LBL Mortgage, a new Long Beach business dedicated to personalized mortgage lending. Boland is a mortgage broker with 13 years of industry experience. "Right now there is a negative stigma associated in the mortgage industry, and I aim to change that," Boland said in a statement on the firm's website, [www.LBLMortgage.com](http://www.LBLMortgage.com). "People are always going to need homes and



a mortgage should be something that people get excited for. Our goal at LBL Mortgage is to completely revamp the lending process." The company is an independent mortgage brokerage, and offers lower rates and fees than traditional mortgage companies, according to its website. LBL offers FHA and VA loans, as well as conventional and reverse mortgages, and hard money loans. For more information, call 562/494-2900. (Photograph by the Business Journal's Larry Duncan)

## New Flexible-Format Target Store Opens In East Long Beach

A new "flexible-format" Target store near the Veterans Affairs hospital and California State University, Long Beach (CSULB) in Southeast Long Beach officially opened on March 9. The new store is located at 5760 E. 7th St. taking up a space formerly occupied by Ralphs at the shopping center at 7th Street, Bellflower and Pacific Coast Highway. Target currently operates 18 flexible-format stores, which are tai-



lored for urban markets and areas near college campuses, and plans to open 16 more of the small-size stores over the next two years. Jeremiah Santos, left, is store team leader. (Photograph by the Business Journal's Larry Duncan)



## Pet Food Express Debuts New Location With Largest-Ever Pet Adoption In Long Beach

Pet Food Express, a California pet supply store offering rescued pet adoptions, opened a new location in Bixby Knolls on March 12. The store features a permanent cat adoption center with room for up to 12 cats and kittens, self-service pet washing stations, an indoor dog park and a wellness center. To celebrate, the store hosted the largest-ever pet adoption



event in Long Beach in partnership with 15 animal rescue groups and Long Beach Animal Care Services. More than 125 pets were available for adoption, according to a company statement. "With the shelter being located on the east side of Long Beach, this adoption center brings opportunities to the residents in other areas of the city to find new loving pets in a convenient location closer to home," Ted Stevens, manager of Long Beach Animal Care Services, said in a statement. Pet Food Express operates 57 stores in California. The new location is at 4220 Long Beach Blvd. For store hours and more information, call 562/728-1737, or visit [www.petfoodexpress.com](http://www.petfoodexpress.com). Pet Food Express employees had a busy grand opening weekend on March 12 and 13, hosting a large scale pet adoption event and welcoming customers to the new store. Pictured from left are: Assistant Managers Nicholas Mikulka and Jared Tiedt, Group Mentor Lindsey Jeansonne, and Sales Associates Charli Rodriguez and Ashley Daugherty. Pooches Très Jolie, Noodle and Mummers check out the new Pet Food Express. (Photographs by the Business Journal's Larry Duncan)

## Retail Therapy Consulting Launches In Long Beach



Dara Samson (pictured), who has a background in the retail, wholesale, fashion and pet industries, recently started a new Long Beach-based business, Retail Therapy Consulting. The new firm was founded to offer expertise on boosting sales, expanding and bringing fresh ideas to the retail market. "With the fast moving world of retail, it's easy to get stuck in a rut if you aren't continuously evolving and analyzing your business," Samson said in a company statement. "We felt there was a need in the market for a more personal touch to helping smaller shops get help in building sales and growing." Chief Operating Officer Kevin Luenebrink stated, "Our years of experience in companies large and small, both public and private, give us at Retail Therapy the skills to help objectively look at your business and outline a path to renewed success." Samson also owns a hair accessories company for pets called Hot Bows, which she founded in 2004. For more information about the company's services, visit [www.RetailTherapyConsulting.com](http://www.RetailTherapyConsulting.com). (Photograph by the Business Journal's Larry Duncan)

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# Long Beach

## April 12 Primary

(Continued From Page 1)

effort to award teachers higher pay and improved benefits, and increase the number of teaching positions. Long-time incumbents are running in three of the four races, but the newest member of the college board of trustees, who was appointed to fill a vacancy, may be vulnerable.

### City Council

Downtown residents have three candidates vying to represent the 2nd District and replace the outgoing councilmember. Jeannine Pearce is a labor advocate, while Joen Garnica and Eric Gray are small business owners. Several residents with whom the Business Journal spoke agreed the race

is a toss-up and most likely headed to a June runoff. This is considered the most interesting of the three city council races because: 1. The candidates have been active within the district and each is well known; 2. They have raised enough money to mount a legitimate campaign; 3. Each has garnered strong endorsements from within and outside the district; and 4. Each is well informed about district and city issues and able to communicate their positions effectively.

Recent 2nd District Elections: In 2012, the incumbent faced two challengers and received 62 percent of the vote (1,530 votes). Voter turnout: 10.73 percent of 23,339 registered voters. Nearly three in four votes cast were by mail. The incumbent had run unopposed in 2008. The district covers much of the downtown area,

including the Port of Long Beach, Shoreline Village, The Pike Outlets, the high-rise residential buildings along Ocean Boulevard and the business corridors along Broadway and 4th Street.

The 6th District has three challengers up against Dee Andrews, who is seeking a third term. However, under the city's term limit ordinance, he must run a write-in campaign. If Andrews finishes in the top two, his name will appear on the ballot for the June runoff. The challengers have lived in the city at least 15 years and have been active in a number of community organizations. One candidate, Erik Miller, is a director with Operation Jump Start who has raised less than \$4,000 for his campaign as of the end of the February filing period. Another, Robert Harmon, is a medical device entrepreneur and reported no money

raised as of the filing period. The third, Josephine Villaseñor, is the owner of a party supply and rental shop who signed a form indicating she will not raise more than \$1,000, and not spend more than \$1,000 during the race, and is therefore exempt from filing further statements. Andrews, on the other hand, raised nearly \$30,000 during the same period. A common theme of the challengers is their concern about increased crime and gang activity within the district. Voter turnout is typically very low, which means any of the four candidates can pull out a victory.

Recent 6th District Elections: It's been eight years since district residents have voted for a council representative since Andrews ran unopposed in 2012. He was elected in 2008, receiving 1,473 votes to his lone challenger's 430 votes. There were 14,661 registered voters and the turnout was 13.25 percent. More than 60 percent of the votes were by mail. The district covers much of the central area of the city, including parts of Cambodia Town and the area around Long Beach Memorial Medical Center.

In the 8th Council District, Councilmember Al Austin is seeking a second four-year term. He faces two challengers, both with significant backgrounds in finance and management. Laurie Angel is a 20-year employee at California State University, Long Beach, where she has worked as a financial analyst and is a business manager. Wesley Turnbow owns and is CEO of the aerospace company EME, where he previously served as its chief financial officer. Austin currently is on the staff of the American Federation of State, County and Municipal Employees, AFL-CIO. As of the February filing deadline, Turnbow reported the most money raised, about \$30,000, while Austin and Angel were both under \$8,000. Austin, however, is expected to benefit from independent expenditures by labor unions.

Recent 8th District Elections: In 2012, Austin was up against two opponents and easily won the open seat, grabbing nearly 56 percent of the vote. Of the 23,285 registered voters at that time, 3,978 – 17 percent – cast votes. Just over 57 percent of those voted by mail. In 2008, the incumbent ran unopposed. The district includes most of Bixby Knolls, Los Cerritos and parts of North Long Beach.

### Long Beach Unified School District

School community organizer Jessica Vargas-Alvarez, who did not respond to the Business Journal's request for information, is challenging the Area 2 incumbent, Felton Williams. Williams, who was first elected to the board of education in 2004, currently serves as its president. He won reelection against single opponents in 2008 and 2012 and is expected to easily win a fourth term.

Jon Meyer is the Area 4 incumbent and is being challenged by Rosi Pedersen, a retired educator who served the school district for more than 30 years as a teacher and administrator. This race is much more interesting than Area 2's contest in that Pedersen has a well-organized effort and endorsements from numerous well-known members of the community. This may be the race where an upset is possible. Meyer has served on the board since 2003 when he won a special election for the seat. In 2008 and 2012 he won reelection easily. Meyer worked for the district for 40 years, serving as a teacher and a principal.

Historically, school district elections



## 2ND ANNUAL

# Building A Better Long Beach

Publishes March 29, 2016

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### Good News Editorial To Include:

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- Two Of Long Beach's Leading Economic Engines:  
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- Office Space: A Wide Array To Fit Your Needs
- Douglas Park Update: The Expansion Continues
- Development Projects In The Pipeline
- The Role of Business Improvement Districts  
In Moving Long Beach Forward

- City Incentives For New & Growing Businesses
- Getting Your Piece Of The Pie:  
Bidding On Local Public Sector Projects
- Update On City Innovation Team Efforts
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Long Beach Business Journal





generate no more than a 12 percent to 15 percent turnout. In 2012, approximately 7,000 votes were cast in Area 4, but the district encompassed more than 56,000 registered voters, resulting in a 12.7 percent turnout. The 2012 election in Area 2 was even worse, with a turnout of 8.3 percent.

Long Beach Community College District

Doug Otto is the Area 4 incumbent on the board of trustees and is currently serving as president. He is facing a familiar challenger, Davina Keisser, a Long Beach teacher, who lost to him four years ago. Otto, a local attorney, was first elected to the board in 2004 and ran unopposed in 2008. He has served in leadership positions on numerous Long Beach organizations and task forces, and headed up Mayor Robert Garcia's transition team in 2014. Keisser has been a district teacher since 1979. She is actively involved with the Long Beach and California teacher associations. In the 2012 election, Otto easily beat Keisser, grabbing nearly 68 percent of the vote. The voter turnout that year was less than 13 percent.

The Area 2 race is where the incumbent may be in danger of losing her seat. Irma Archuleta was appointed by board trustees in September 2014 to fill an unexpired term. She was chosen from a field of 13 applicants. One of those applicants, Vivian Malauulu, is now challenging her for the seat. Archuleta, a former teacher and school administrator, is retired. Malauulu teaches a journalism class at city college and is a longshore worker whose campaign is backed by more than 20 unions.

Interestingly, Area 2 voters have not had an opportunity to cast a ballot on a trustee race since 2000. That's the year current 7th District Councilmember Roberto Uranga barely won a two-person race. He then proceeded to run unopposed in 2004, 2008 and 2012. When Uranga won the city council seat in 2014, Archuleta was selected to replace him. Uranga has endorsed Archuleta.

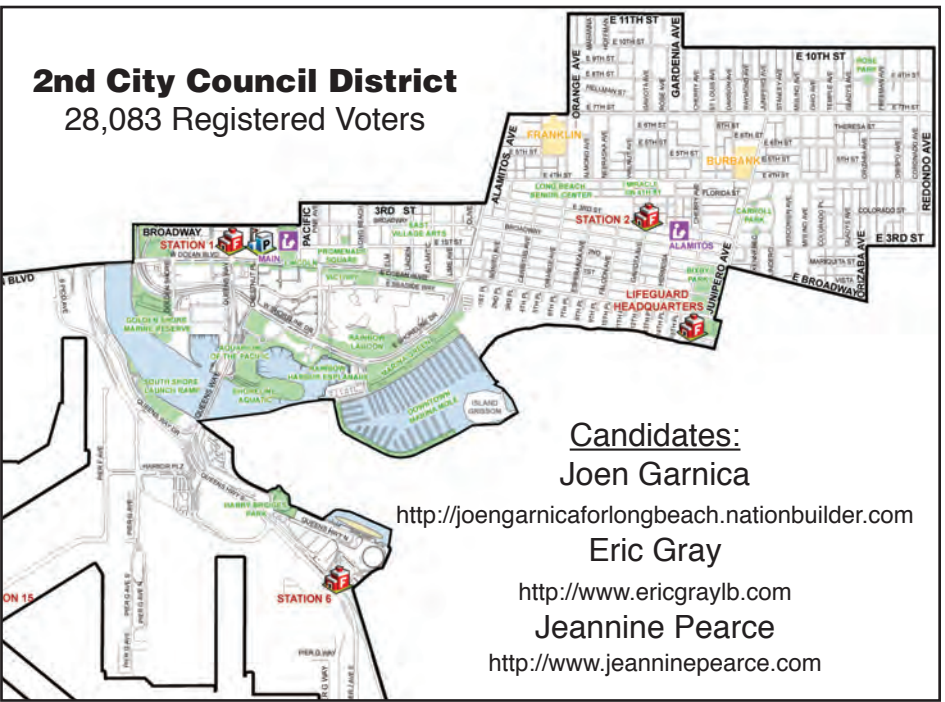
The Business Journal reached out to all the candidates with an opportunity to respond to one question – in 250 words or less. Those running for city council were asked to explain: **What Made You Decide To Run? School candidates were asked: What is the top issue facing the Long Beach Unified School District and how would you address it?** City council candidates were also asked to tell our readers if they support or oppose the sales tax measure on the June ballot (see separate box with their yes or no response). Due to space limitations, they were not given an opportunity to explain their position on the ballot measure.

Note: The Business Journal has not endorsed in the city council races. It may do so if there are runoffs. However, endorsements were announced several months ago for three of the four school board races. They are: Doug Otto, Jon Meyer and Felton Williams.

For more information on each of the candidates, visit Long Beach PADNETtv's YouTube channel at: [www.youtube.com/user/PADNETtv](http://www.youtube.com/user/PADNETtv). Each candidate has a brief video introducing themselves. ■

2nd City Council District

28,083 Registered Voters



Candidates:

Joen Garnica

<http://joengarnicaforlongbeach.nationbuilder.com>

Eric Gray

<http://www.ericgraylb.com>

Jeannine Pearce

<http://www.jeanninepearce.com>

Joen Garnica City Council 2nd District



My decision to run to be the next 2nd District Councilwoman was because of my long-standing commitment to my community. As the last candidate to enter the race, the candidates before me did not represent me as a resident, business owner, or neighborhood leader in the 2nd District, or the people I have worked hand-in-hand with over the years. I'm the only candidate that is a Long Beach native and understands not only the

2nd District, but the city as a whole. I'm also the only candidate to own a business in Long Beach, and the only candidate to have served my neighborhood associations in the 2nd District. This unique experience gives me the best perspective to help the 2nd District and Long Beach thrive and be even greater. With Long Beach's looming financial challenges, I'm the candidate that can bring financial responsibility to City Hall. I have concerns about adding all of the proposed financial increases, all at once, on our residents. A sales tax increase, a utility tax increase, a bond measure, or a minimum wage increase alone may be fine, but all at

(Please Continue To Page 32)

CITY OF LONG BEACH

BID OPPORTUNITIES

TITLE	BID NUMBER	DUE DATE
Event Party Rental Equipment	ITB PR16-024	3/14/2016
Real Estate Appraisal Services	RFP EP16-089	3/15/2016
Fire Boat 129 Maintenance Repair	ITB FS16-078	3/15/2016
Fire Boat 133 Maintenance Repair	ITB FS16-079	3/15/2016
Fire Boat 134 Maintenance Repair	ITB FS16-080	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 TI16-076	3/22/2016
Medical Bill Review	RFP LW16-071	3/15/2016
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
Medical Plan and Vision Plan	RFP HR16-109	3/24/2016
Project Management Application for Technology	RFP TI16-113	3/30/2016
Various On-Call Public Works Construction	RFQ PW16-115	3/30/2016
Street Sweeper Brooms	ITB FS16-104	3/31/2016
Purchase of Five (5) Tractors	ITB FS16-116	4/04/2016
Service Desk Application to Support Technology	RFP FS16-112	4/05/2016
Purchase of Three (3) Sweepers	ITB FS16-117	4/06/2016
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**

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

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# Long Beach April 12 Primary

(Continued From Page 31)

once may lead to further financial hardship on the citizens of Long Beach. We must find sustainable ways to pay for our public safety, infrastructure needs, and budget deficits. I'm the only candidate to have brought real solutions to my community, and the only candidate to have real solutions to address the budget deficit, and to have plans for sustainable revenue for our general fund. ■

## Eric Gray City Council 2nd District



Long Beach is an amazing city with so much potential. With economic development and community growth on the rise, we need creative, pragmatic and collaborative leadership that will keep our district vibrant and thriving, more than ever. As a local small business owner and longtime community volunteer, I've been on the frontlines for improving our neighborhoods, and I'm ready to bring this collaborative leadership to City Hall to move our district forward. ■

## Jeannine Pearce City Council 2nd District



As a community organizer, I've had the privilege of talking with thousands of residents, and I've heard the issues that matter most – better jobs and schools, safer streets and neighborhoods, and an open, inclusive government. I did not take the decision to run for city council lightly, but after years of volunteerism and policy work in the city, I knew this was the next step in servicing my community. Long Beach quickly became a place I could practice my values of inclusion, civic engagement, and equity. I'm running to build a Long Beach that works for everyone, to build a Long Beach that has a clean and safe environment, supports local businesses and provides economic opportunity for all of Long Beach's residents.

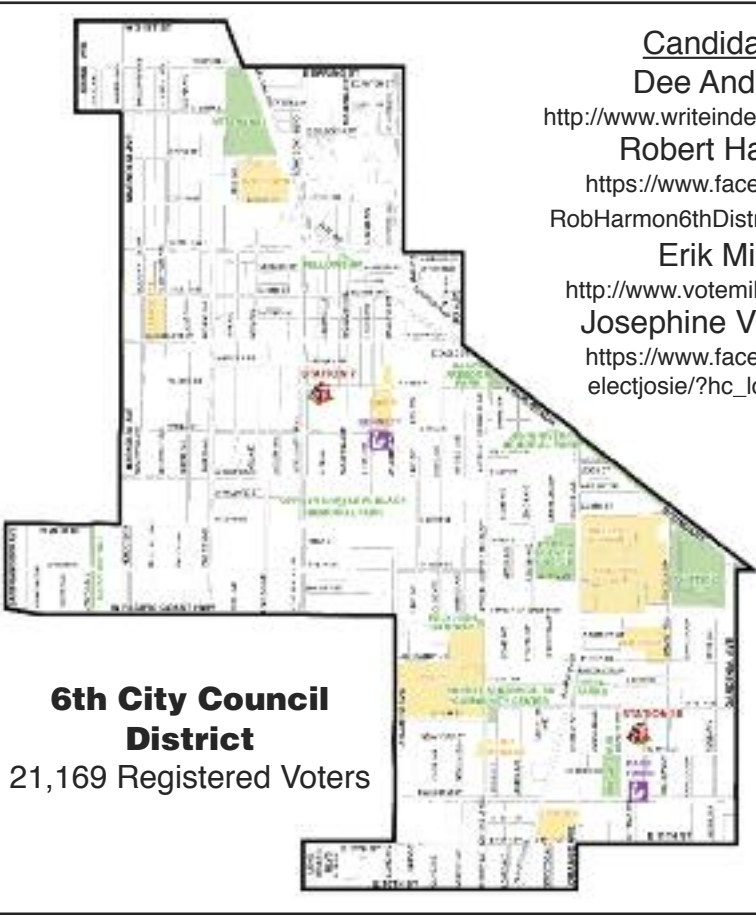
My platform came from the hundreds of conversations I have had in the district. We will build healthy neighborhoods (yes, with access to more parking while protecting our coastline), invest in green infrastructure, and continue to build an economy that works for all. I look forward to working with you to ensure that the 2nd district, and our great city, thrives.

A city that works together, thrives together. ■

## Dee Andrews City Council 6th District



I have been a resident of Central Long Beach for over 60 years and I have dedicated my life to improving our neighborhoods. I entered office during one of the worst economic recessions in our nation's history and I worked



**Candidates:**  
**Dee Andrews**  
<http://www.writeindeeandrews.com>  
**Robert Harmon**  
<https://www.facebook.com/RobHarmon6thDistrictCityCouncil>  
**Erik Miller**  
<http://www.votemiller2016.com>  
**Josephine Villasenor**  
[https://www.facebook.com/electjosie/?hc\\_location=ufi](https://www.facebook.com/electjosie/?hc_location=ufi)

**6th City Council District**  
21,169 Registered Voters

City Council Candidate Responses To: Do You Support The Long Beach Sales Tax Increase On The June 7 Ballot?	
Joen Garnica .....	No
Eric Gray .....	Yes
Jeannine Pearce .....	Yes
Dee Andrews .....	Yes
Robert Harmon .....	Undecided
Erik Miller .....	Yes
Josephine Villasenor .....	Yes
Laurie Angel .....	No
Al Austin .....	Yes
Wesley Turnbow .....	No

diligently to balance the budget for two terms. Long Beach is turning the page out of the recession and I hope to be a leader during this pivotal moment. I am running for a third term because Long Beach needs consistent, proven leadership and proven results during this sensitive time. A third term would be an opportunity to oversee the restoration of vital programs and resources lost during extreme budget cuts. My top priorities include:

- **Public Safety:** Focus on opening two police academies and restoring fire engines in every firehouse. The Long Beach Firefighters' Association and the Long Beach Police Officers' Association support me because I am a tireless advocate for keeping neighborhoods safe.
- **Infrastructure Improvements:** Long Beach has \$2.8 billion in infrastructure needs, including water system updates for conservation purposes and improved water quality. I will continue to deliver our district's fair share of resources and fight to maintain funding for graffiti removal, street/sidewalk repair, tree trimming, and the maintenance of our public spaces.
- **Helping Kids Succeed:** I will restore and create safe and educational after-school programs, develop programs to get young people engaged and invested in the

community, and work with corporate partners and colleges to offer more internship opportunities to students. ■

## Robert Harmon City Council 6th District



I decided to run because I've been encouraged by my neighbors in the MacArthur Park Neighborhood Association. In short, I've been called to duty. We're dissatisfied with the lawlessness and lack of substantial and sustained progress in the 6th District. Our home values, which are our nest eggs, are declining in value when they should be increasing in value. We need stronger and more assertive representation in City Hall. In 2008 I wrote a workable and validated "Vision plan," that could be used across the entire district and Dee Andrews is unable or unwilling to charter the project. We are no longer willing to wait. I have the experience, know-how and motivation to get the job done. I'm the only homeowner in this race . . . that's the most important thing for all the voters to know. We want to protect and grow our nest eggs. No one is motivated like a homeowner that has skin in the game. I aim to respectfully honor Dee Andrews' legacy by finishing the work he started. I pledge to always do the right thing and to work for the greater good for the greatest number of people. ■

## Erik Miller City Council 6th District



The 6th District is home to more than a third of all shootings in the City; robberies, auto burglaries and other property crimes are on the rise. I'm running for City Council because we can't afford four more years of the same failed policies. Dozens of residents have told me they want change and I believe I am the most qualified and best experienced candidate to renew their confidence in local govern-

ment and provide a new vision of hope that my neighbors and I deserve. ■

## Josephine Villasenor City Council 6th District



Our district is in the dark and I wanted to bring light and life back into it. I decide to run because I saw nothing being done from helping the small businesses, dealing with our homeless, dealing with our gang and drug problems here. Our small businesses are our backbone of the community and we need to help them by lowering taxes and fees. To help our homeless we need a place to house them because shelters are full and are hidden sometimes. The gangs here have several operations going on. They have the drug trade, human trafficking trade, recruitment of elementary children and businesses as fronts for their operations. We must first protect our children from being recruited by showing them they are worth so much more. We need to systematically verify the small businesses to make sure there is no illegal activity going on, repeal Prop 47 and bring back our [Police Department] Gang Unit. By doing this we can take back our communities, protect our children and walk free in our communities. This is my dream, my hope and my passion for my community. We need the community's help by speaking up and standing up. ■

## Laurie Angel City Council 8th District



I have lived in the 8th council district for 27 years and been civically active for 20 years. I am running because there have been few efforts made by our current councilmember to bring the community together to discuss important community issues and to listen to our interests and ideas. I feel this is a critical requirement of the council office. There have been instances where issues that will have major impact, such as the Riverwalk, high density residential housing project have been virtually finalized before coming to the public, or there has been a failure to inform the public of important developments that will impact them directly, such as the proposed U. S. Customs Facility at the airport. I know I will do a better job for the public.

I have an MBA, and over 35 years financial experience in the both the private and public sectors. I understand business, economic and community development and I am prepared to hit the ground running. I want to serve this city and the 8th Council District and I have the skills to do so. ■

## Al Austin City Council 8th District



As I reflect on the great progress we have made in Long Beach during my first term in office, I am proud and inspired about where we are headed as a city. It is truly an honor to

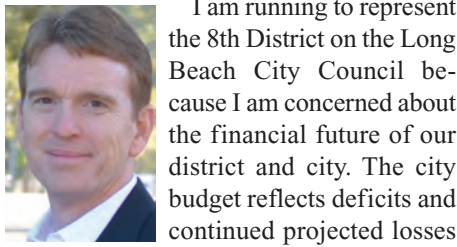


serve as a voice for my community and thousands of amazing individuals and families who make our great 8th District among the most livable areas in Southern California.

Over the past four years, dozens of new businesses have started up or relocated to my district. New grocery stores and exciting new small businesses are filling our retail centers. Our neighborhoods are transforming and strong partnerships have been forged. There is an excitement in Uptown that did not exist four years ago. We are in the midst of building a better Long Beach, and a brighter future for the next generation. Yes, there are still many challenges, but things are looking up for Uptown and the city as a whole.

I am running re-election to continue progress and build upon the strong community partnerships that I have developed during my first term. ■

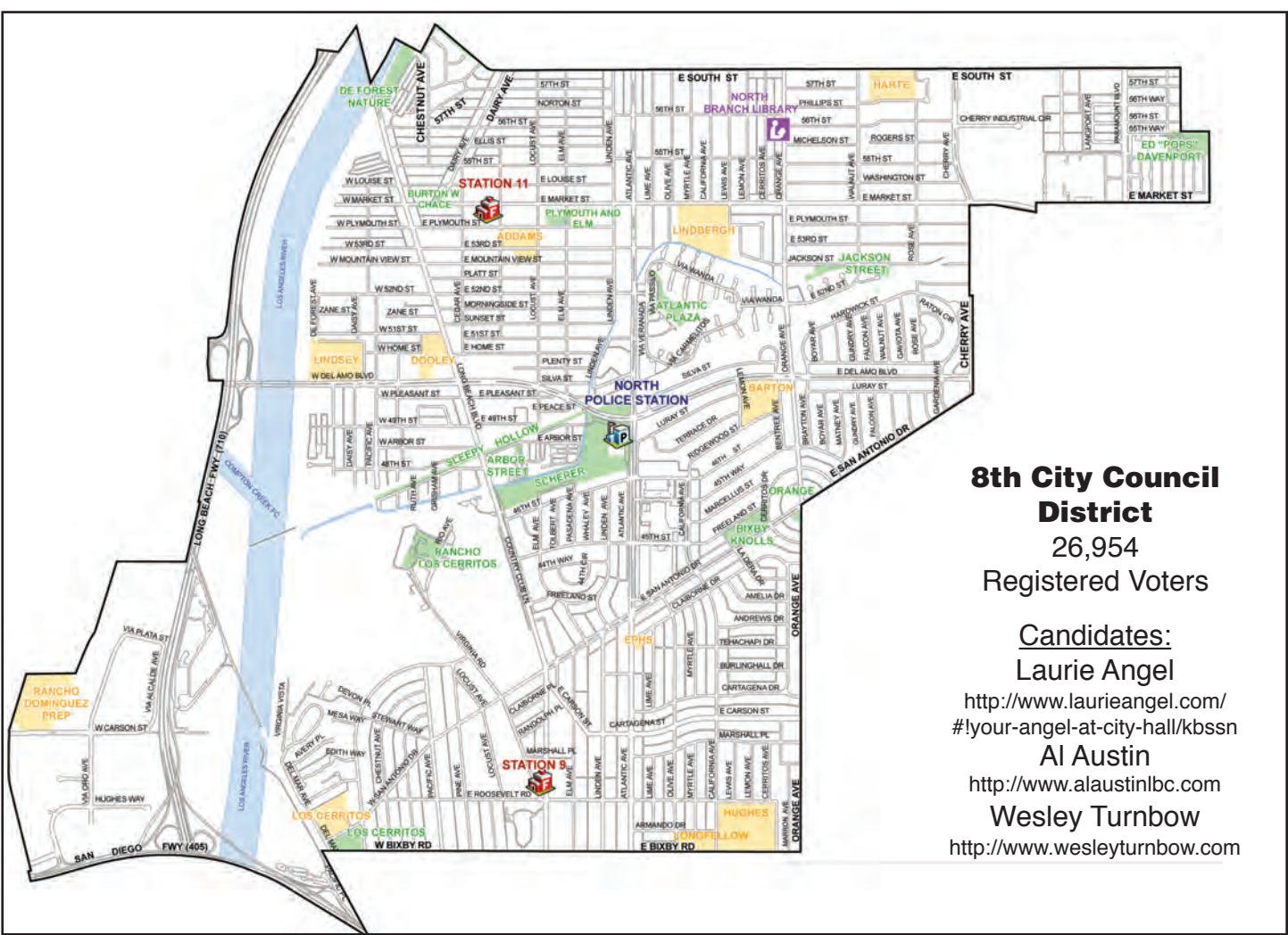
Wesley Turnbow  
City Council 8th District



I am running to represent the 8th District on the Long Beach City Council because I am concerned about the financial future of our district and city. The city budget reflects deficits and continued projected losses

through 2020. The Long Beach City Council has demonstrated little initiative in preparing for or avoiding these financial shortfalls.

As a small business owner and an accountant, I understand that the existence of



8th City Council District  
26,954  
Registered Voters

Candidates:  
Laurie Angel

<http://www.laurieangel.com/>  
#your-angel-at-city-hall/kbssn

Al Austin

<http://www.alaaustinbc.com>

Wesley Turnbow

<http://www.wesleyturnbow.com>

the company and the livelihoods of our employees count on my ability to demonstrate fiscal responsibility and make thoughtful financial decisions. I intend to bring sound financial discipline to the city council.

I am running because I am concerned about the rising trend of violent crime in our city. The Long Beach Police Department valiantly protects and serves our city. I will work to move the council's priorities into alignment with the needs of our pro-

fective services and the expectations of Long Beach residents.

I am running because of the heightened level of disconnect between City Hall and our neighborhoods. Whether regarding the

(Please Continue To Page 34)

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# Long Beach April 12 Primary

(Continued From Page 33)

City Hall Project, the International Terminal, the Riverwalk Project at Will Reid Park, or unwanted infrastructure projects when so many streets and sidewalks are neglected; it has become apparent that our resident voices are being ignored.

As councilperson, I will dedicate myself to creating standing town hall meetings, to providing our police and fire with the resources they need, to increasing commerce and the jobs that go with it, and to bringing fiscal responsibility to the budget process. ■

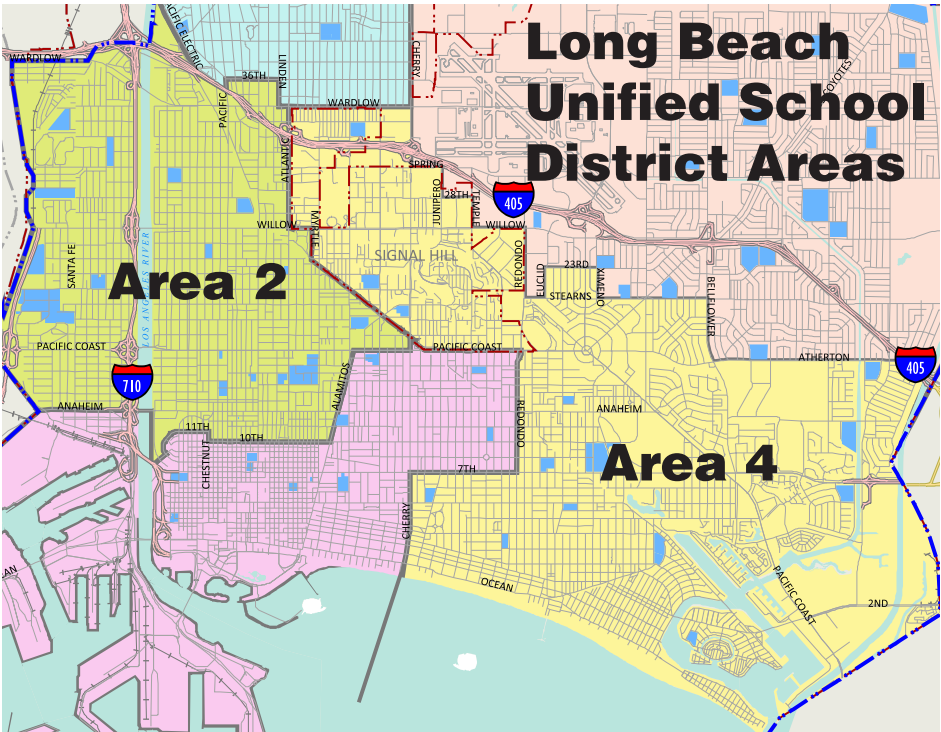
## Jessica Varguez-Alvarez School District Board Area 2

The candidate did not submit a bio or photo as requested, and did not provide an answer to our question: What is the top issue facing the district and how would you address it? Varguez-Alvarez was e-mailed and a staff writer followed up and spoke with her. ■

## Felton Williams School District Board Area 2



In my expressed opinion, a major challenge confronting the District and many urban school districts across the nation involves the subject of “poverty.” The district has a 70 percent poverty rating overall,



## Area 2 School District Board Of Education 46,182 Registered Voters\*

Jessica Varguez-Alvarez

<https://www.facebook.com/jessicaforlbusd2016/?fref=nf>

Felton Williams

<http://www.feltonwilliams.com>

## Area 4 School District Board Of Education 62,168 Registered Voters\*

Jon Meyer

[https://ballotpedia.org/Jon\\_Meyer](https://ballotpedia.org/Jon_Meyer)

Rosi Pedersen

<http://www.rosiforlbusd2016.com>

\*as of March 8, 2016/Long Beach City Clerk’s Office

and in some portions of the city, such as the district’s west side, it is closer to 90 percent.

What impact does poverty have on student achievement? Students and families who are experiencing poverty due to under-employment or unemployment are more focused on immediate needs such as food and shelter. In the absence of those basic needs, it is extremely difficult to focus on issues involving school and community. Essentially, students who are experiencing poverty are much more focused on short term needs, such as having a place to sleep and food to eat, rather than long term needs.

The other issue that poverty fosters is community safety. Young adults who have basically given up on the promises of an education due to the difficulty involved in making ends meet will look for options to maintain their existence. Ultimately, we see the proliferation of “gangs” and along with them, a radical change in the neighborhood. The gangs become the face of the neighborhood and their impact is far reaching, even influencing the school environment. The gang phenomena are problematic due to the mindset that is set in motion for students in the community. They now have to add personal safety to their agenda in addition to the issues of other basic issues.

The Long Beach Unified School District, in understanding the impact of poverty, has established relationships with a number of business partners in the city who provide such necessities as school uniforms, school supplies, free dental support, and health clinics among other things. Long Beach is much more fortunate than most urban cities as a result of the support and involvement of its business partners. ■

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**Jon Meyer**  
**School District Board Area 4**

The most important issue facing the LBUSD is the need to enhance and sustain the personal and intellectual success of every student. We must continue to address that issue by attracting and retaining the best teaching corps. Moreover, we much continue to provide clean and safe schools equipped with the best up-to-date technology available. Underlying these priorities, of course, is the need for adequate funding. The best teaching and support staff must be compensated at levels that are highly competitive. Safe and clean schools require adequate funding as well. Retrofitting to safeguard against earthquakes, deferred maintenance on aging schools, wi-fi wiring for all schools and air conditioning needs press a restrictive budget. In the classroom, small learning communities at the high school and middle school levels that link learning to real world careers must be expanded and enriched. We are on a strong course to meet all of these demands and the evidence of our success is found in recognition of the LBUSD as one of the top five urban school districts in the world. ■



**Rosi Pedersen**  
**School District Board Area 4**

One of the top issues that is facing the district is the reinvention of high school. We need more focus on career tech training for our students. Long Beach is on the way with it's first career tech high school McBride. We need to continue to work on providing more internships for our students so that they are opportunities to explore career before they leave high school. And we need to explore ways to align our high school curriculum so that it is applied learning as well. ■



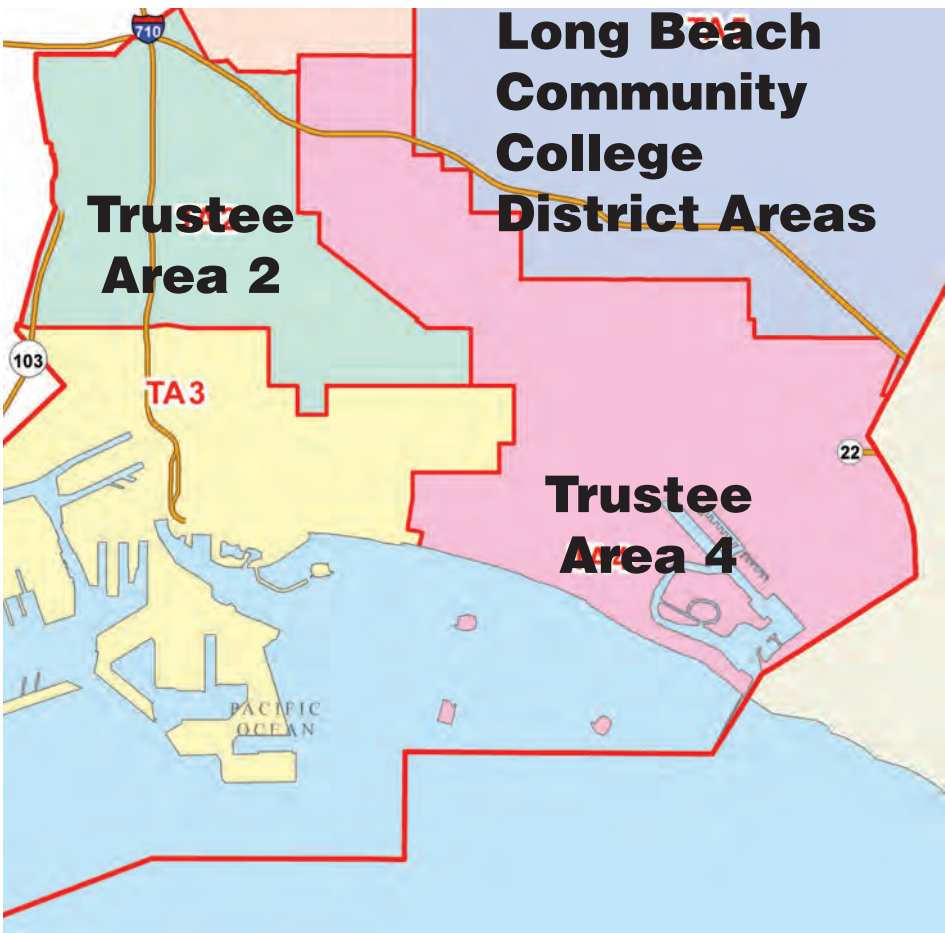
**Irma Archuleta**  
**City College Trustee Area 2**

Parents in Long Beach City College Area II, like elsewhere, are desperate to:


- get their children into college,
- have them graduate within a reasonable amount of time without being burdened by an enormous debt,
- and be assured that students will be prepared to get a job with a living wage and growth opportunities.


My top priority is to help them achieve their goals by:

- Strengthening programs like College Promise which provides one full year of free tuition for qualified LBCC students.
- Ensuring LBCC offers the classes students need, when they need them. ■



**Trustee Area 2 Community College Board**  
43,158 Registered Voters\*

  
Irma Archuleta  
<http://irmaarchuleta.com>


  
Vivian Malauulu  
<http://vivianmalauulu.nationbuilder.com>

**Trustee Area 4 Community College Board**  
64,542 Registered Voters\*

  
Davina Keiser  
<http://www.davinakeiser.com>

  
Doug Otto  
<http://www.dougottoforlbcc.com>

\*as of March 8, 2016/Long Beach City Clerk's Office




**Vivian Malauulu**  
**City College Trustee Area 2**

There are several issues facing the district, but the primary issue is student achievement due to the length of time it takes for students to meet their individual education goals. In addressing this issue, I propose the following solutions that I will work hard to achieve:

1. Improving student achievement by allocating budget resources to making more classes available that will in turn reduce the time it takes for students to graduate, and by providing resources to support the more than 6,000 students whose grade point average fall below 2.0.
2. Improving faculty and staff morale on campus by addressing the alarming wage disparity issue between them and their colleagues at other colleges.
3. Restoring vocational training programs for students, veterans, and working men and women in the community who need to brush up on existing industrial skills or learn new ones to become/remain current in workplaces that rely on technically-apt employees.
4. Ensuring that existing and new bond measures are allocated toward Project Labor Agreements (PLAs) that include all member unions of the Building Trades and

**Long Beach Community College District Areas**

that budget cuts should be made as far away from the classroom as possible. As a math teacher at Wilson High School, I have experienced these budget-tightening effects firsthand, taking furlough days and going without a raise for several years consecutively, personally sacrificing to maintain the quality programs for our students in K-12. This philosophy was shared across the board from our Superintendent on down. The LBCC faculty have experienced similar cuts to their salaries, and I would have hoped that the administration would have followed suite, forgoing raises and freezing hiring until the crisis had subsided. This did not happen. Although campus beautification, the addition of a state-the-art culinary institute, and raises for administration, along with additional hiring of management staff, the faculty did not receive raises. In order to recruit and retain the best-trained faculty our students deserve, we need to examine our priorities as we move forward. Input from all constituents must be obtained and given value so that LBCC truly can be a community college for all. ■



**Doug Otto**  
**City College Trustee Area 4**

We have accomplished much in the past 12 years to make Long Beach City College one of the best community colleges in California, but there's more work to be done to create opportunities for students to succeed. This is the most important issue for our district.

I have three key strategies to help our students succeed:

Providing our students with the highest quality affordable education by:

- Continuing to improve course options for students that meet high tech current demands; and
- Expanding the Long Beach College Promise to provide students and families access to high quality college education and technical training.

Graduating students on time by:

- Continuing to improve the graduation rate; and
- Lowering the time it takes for LBCC students to attain their educational goals;

Preparing students for the jobs of the future by:

- Expanding technical training and programs to link students with future employers; and
- Continuing to increase transfers to four year colleges.

The top priority of Long Beach City College Trustees is to see that our students succeed in their academic and career goals in a timely and affordable manner. If our students succeed, we all win. ■



**Davina Keiser**  
**City College Trustee Area 4**

Long Beach City College traditionally has been the "go to" place for students from Long Beach and surrounding communities. Until recently, it offered a comprehensive collection of majors, with students able to obtain Associate Degrees, often transferring to a four-year college or university, and certification in career and technical trades. Three years ago, the current Board of Trustees voted to terminate eleven of these career and technical trade programs, focusing on the transfer student in lieu of providing diverse offerings.

With my extensive background in finance and budgets as the Treasurer of the Teachers Association of Long Beach for the past ten years, I understand that budget cuts are never easy. I am also aware that these cuts are based on priorities. I believe

For more information on each of the candidates, visit **Long Beach PADNETtv's** YouTube channel at: [www.youtube.com/user/PADNETtv](http://www.youtube.com/user/PADNETtv). Each candidate has a brief video introducing themselves.

Also view the recent **Leadership Long Beach** candidate forum at: <https://www.youtube.com/watch?v=db9J9REnvP0>



Publisher's  
Perspective

Revisiting The Adaptive  
Reuse Ordinance

(Continued From Page 1)

hiccups. The Adaptive Reuse Ordinance (ARO), approved two years ago this month, is no exception. The Business Journal is calling on appropriate city agencies to review the ordinance and to make certain improvements – without impacting the intent of the program. In a moment, we will offer some suggestions.

As outlined by city planners, “adaptive reuse refers to a construction or remodeling project that reconfigures a site to accommodate a new use or a purpose other than for what it was originally designed.” The “incentive” part of the program for developers is to “streamline the planning process and allow greater flexibility to better serve the needs of the changing community.”

That sounds fine and we support that – and it is certainly music to the ears of developers who often rightfully complain about red tape and long delays – as long as the change is not to the detriment of the community.

A recently approved project serves as an example of a hiccup.

The project is at 420 Grand Ave. in the Belmont Heights community of Long Beach. The current 6,970-square-foot commercial building, previously used as a counseling center, was approved for reuse as small office space in December by what is referred to in the ordinance as a “Site Plan Review” (SPR) committee. This group consists of city staff who are pretty much given carte blanche to approve projects, as long as they follow guidelines provided through an adaptive reuse technical manual, while ensuring that existing zoning and other city requirements are adhered to. Prior to the SPR committee examining a proposed project, a city planner visits the project site and submits a report/recommendation to the committee.

The SPR is part of the “streamlining” effort, allowing projects to move more quickly through the process. As an example, the developer for 420 Grand Ave. submitted reuse plans on October 7, 2015. The project, with conditions, was approved December 28, 2015.

What makes this project different than those listed above is that there are apartments and single-family homes surrounding the building. It is, in essence, in the middle of a residential neighborhood – not on a busy commercial corridor such as Long Beach or Ocean boulevards where there might be few, if any, impacts to residences. That project location should have been a red flag to city staff that, just maybe, this adaptive reuse at 420 Grand needs to be treated differently than high-rise buildings surrounded by other high-rise buildings.

But it wasn’t. Staff did nothing wrong because it followed the ordinance.

However, the Business Journal was told that “neighborhood compatibility” is part of what the planner visiting the site re-



The entrance to the 420 Grand Ave. building, pictured across the street, has apartment buildings to the left and behind it, with a duplex and several single-family homes lining this side of the street (see below). There are four parking spaces in the alley adjacent to the building.



The 420 Grand Ave. building is to the left. The duplex is across the street on the left side of the alley, with single-family homes to the right of the alley. An apartment building and garages are to the right.



The edge of 420 Grand Ave. building is to the left, with the duplex across the street. Single-family homes are on both sides of the duplex. (Photographs by the Business Journal’s Larry Duncan)

For More Information . . .

- Explanation of adaptive reuse: <http://www.lbds.info/civica/filebank/blobd-load.asp?BlobID=4406>
- Adaptive Reuse Technical Manual: <http://www.lbds.info/civica/filebank/blobd-load.asp?BlobID=5218>

views. So we asked if the planner – seeing that the 420 Grand project is surrounded by apartments, a duplex is directly across the street and single-family homes stretch along Grand – knocked on any doors to talk to residents. The answer: under the ordinance, that is not required.

In fact, at no time during the two-and-a-half-month process was public input allowed because the ordinance doesn’t call for it. That, too, is part of streamlining the process. We fully understand why public input may not be necessary when dealing with downtown high rises. But we don’t understand it when it comes to impacting a neighborhood full of residences.

There are several items related to the 420 Grand Ave. project that seem out of line with what most councilmembers claim is one of their priorities: the protection of neighborhoods and the quality of life of its residents.

First, the project the SPR committee approved was for “small office and cottage food production spaces.” However, the technical manual on what uses are permitted does not list “cottage food production” as a use. This type of use, per state law in effect since January 2013, states that the preparation of food that is sold to the public

must be done from the residence in which you live. When challenged, a city planning manager agreed that the wording on the “Notice of Final Action” report the SPR committee approved should not have included the words “cottage food industry.” The reuse is for small office, the planning manager said.

The second issue is parking. The building is nearly 7,000 square feet with four parking spaces to the side of the building. At approval, plans called for conversion to upwards of 17 small offices (similar to executive suites), according to individuals familiar with the project. One could surmise that 17 different business owners would equate to at least 17 vehicles (although a few might ride a bike or take the bus). Add in visiting clients and delivery vehicles and it’s not far-fetched to assume that at least two dozen parking spaces may be necessary.

However, the SPR committee did not require additional parking beyond the four existing spaces (a shed in the back will be torn down to accommodate an ADA van space as well). Residents we’ve heard from say parking is going to become a significant issue.

The ordinance (Section 3, F2) states: “Parking for all non-residential uses shall be a minimum of 2 spaces for every 1,000 square feet of usable internal space.” For this project, that would equal 14 parking spaces. But the ordinance also states (Section 3, G2) that in areas that are not deemed parking impacted, only one space per 1,000 square feet is required. The SPR committee decided the area is not parking impacted.

That would still result in at least seven parking spaces, not four.

Why the difference? Because the ordinance (Section 3, G3) states that the first 6,000 square feet of non-residential space is exempt from parking requirements.

That is acceptable for large projects, such as those downtown discussed previously, but is certainly contrary to the goal of “neighborhood compatibility.”

Lastly, the ordinance uses the term “usable” internal space, but, according to city staff, they do not consider entryways, lobbies, restrooms and hallways as “usable.” Staff is equating “usable” to “rentable.” They are very different. Staff’s interpretation reduces the project’s square footage, and thus lessens parking requirements.

Our Recommendations

The Long Beach Adaptive Reuse Ordinance pamphlet states: “The revitalization of buildings through reuse or repurposing helps to stabilize neighborhoods by preserving the city’s historic context and architecture, reducing environmental hazards and costs associated with new construction, and enhancing economic growth with new housing and employment opportunities.”

We fully agree. But there are several items that need to be amended or tweaked that will not interfere with the intent of the ordinance, but strengthen it by reducing potential conflicts among residents and the developer and/or the city. Our recommendations:

1. City staff should soon update the city council on the success of the program. Six of the nine councilmembers were not in office when the ordinance was passed on March 14, 2014, so an update is appropriate.

2. At that update session, or a subsequent one, the public should be allowed to weigh in and offer suggestions on improving the ordinance.

3. The parking exemption on the first 6,000 square feet of a building should be revisited, and possibly eliminated, for reuses in residential neighborhoods.

4. The ordinance should better define the words “usable space” and the intent of those words.

5. The city planner who visits the project site should consider possible negative impacts to the community prior to providing a recommendation to the SPR committee.

6. When a reuse project is proposed in a residential neighborhood, as is the case for the 420 Grand Ave. project, residents within a certain distance (such as 500 feet) should be notified and allowed to provide input to the SPR committee. The SPR committee could call for a meeting in the impacted community so residents are engaged prior to any approval.

7. As the ARO evolves, the city council or planning commission should be provided an update every two years to ensure there are no problems. That also provides an opportunity for public input and suggestions.

While we fully support the intent of the ordinance and do believe that in most situations its application will result in projects that are good for the city, and ones that can be turned around quickly to the benefit of all, we also believe a little tweaking, community outreach and improved accountability will go a long way.

As to the SPR-approved project at 420 Grand Ave., we encourage the developer to meet with residents to hear their concerns and examine options. City staff could facilitate that meeting. ■



# Inside City Hall

## Just Four Little Words: Change The Ballot Title



By **GERRIE SCHIPSKE**

**L**ong Beach, we have a problem. California election law requires that the title and descriptions for ballot statements cannot be false, misleading or otherwise unfair and partial. Courts have ruled repeatedly that ballot titles and summaries must “reasonably inform the voter of the character and real purpose of the proposed measure.”

Unfortunately, the ballot being submitted to the voters concerning raising sales taxes to 10 percent is anything but truthful, fair or impartial. This is not a sales tax increase guaranteed to fund public safety or infrastructure repair. The real purpose of this measure is to give the city council a blank check which can be spent on anything, including higher salaries, pensions and a new city hall.

Let’s examine the language. It states: City of Long Beach Public Safety, Infrastructure Repair and Neighborhood Services Measure. To maintain 911 emergency response services; increase police, firefighter/paramedic staffing; repair potholes/streets; improve water supplies; and maintain general services; shall the City of Long Beach establish a one cent (1%) transactions and use (sales) tax for six years, generating approximately \$48 million annually, declining to one half cent for four years and then ending, requiring a citizens’ advisory committee and independent audits, with all funds remaining in Long Beach?

Misleading: The city council is trying to create a false impression in the minds of voters by implying that a sales tax increase will be spent only on those items highlighted in the measure. It is misleading because nowhere is it disclosed that a vote for this measure is to approve a “general tax” that can be spent on anything the council wants.

In order for these taxes to be spent on specific items such as police and fire and infrastructure, the ballot item would have to state that this is a “special tax,” and would need approval by two-thirds of the voters.

Let’s repeat: There is no legal requirement that a penny of the sales tax revenue be spent on any of the emergency and neighborhood services or infrastructure repair items listed in the measure. The citizens’ advisory committee cannot bind the council, and the independent audit will only review whether the sales tax revenues are collected, managed and expended in accordance with applicable law – something always done by the Long Beach City Auditor.

False: The measure includes “improves water supplies” yet sales taxes have never been used in Long Beach concerning water. We have an independent water department that bills ratepayers for water and infrastructure related to water. Moreover, the city just billed the water department \$10.6 million for a “pipeline franchise fee.” What did they do with the money?

Unfair: Someone paid quite a bit of money to conduct a poll to research if voters would support a sales tax increase and what words and messaging tactics could be used to get it passed. Everything that would induce a voter to say “yes” to a sales tax increase is in the ballot title (public safety, infrastructure, water) but one thing would make them hesitate – and that is knowing that there is nothing in the law to prevent the city council from spending these taxes on higher salaries, pension benefits, a new city hall or anything else.

If this were an honest attempt to raise taxes to fund more police and fire services or to repair potholes and streets (and what about sidewalks?), then the council should ask for a specific tax to do so. That would protect the taxpayers because the money could only be spent on those services. But it would also require that two-thirds of the voters approve it and my guess is polling didn’t show it passing.

Next column: What is a Budget Stabilization and Rainy Day Fund?

*(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

## Opening Social Media To People with Disabilities



By **FOROUZAN GOLSHANI**

**I**s social media “including” or “excluding” people with disabilities? Clearly social media is an indispensable tool for managing emergency situations. Also there are now numerous websites that provide a host of services to persons with disabilities, including what could be characterized as disability social networks. However, notwithstanding these benefits, there are still downsides to this 21st century phenomenon. For example, whereas the cyber world provides certain normalizing potentials, it also provides much more advanced capabilities for profiling which in most cases has proven to disadvantage persons with disabilities.

In reality, the answer to the question is in neither the technology advancements nor the proliferation of disability sites. We know, as a universal rule, that technology will catch up to society’s needs – it always does. With respect to disability networking websites, the good ones will stand the test of time and not-so-good ones will eventually go away. The brutal force of the business world weeds them out.

The single most important factor is “accessibility” and the real issue that determines inclusion or exclusion is content. And who can impact this issue? You, I, and all of our friends.

With traditional media, programming was done by such entities as movie producers, TV stations, newspaper staff, and radio broadcasters, but social media enables each of us to be content producers. Anyone with a presence on Facebook, LinkedIn, Twitter, or YouTube is a “media agent” who shares news, articles, photos, video, and other content. It is this “user-generated content” that makes or breaks the inclusion issue of social networks, and it is us – you, me, and our friends – who make the difference. For example, providing “alternate text” insures that a blind person has a description of the picture that is posted on the website. On the other hand, highlighting of text, which is an effective way to draw attention to an important sentence, causes a blind individual to miss the intent since the screen readers are not programmed to differentiate the highlighted text. One other important, and yet simple, idea is to provide proper heading for different sections – something that the new versions of MS Word guide the users to do. If we all put a little more effort into our postings, we will be able to avoid the segregation of social networks. In sum: it is the inaccessibility of the posted material that pushes one group or another away from a network.

We must avoid segregation (and colonization) of social media into networks for the abled and separate ones for people with disabilities. Can you see the similarities between an isolated subnet designated for persons with disabilities – even if it has all the amenities to be inclusive for all groups with all different abilities Forouzan Golshani and the nineteenth century asylum houses and leprosy colonies? Is this the true meaning of inclusion? Didn’t we learn our lesson?

To summarize, here two thoughts that capture what I am hoping to impart:

- 1) Inclusion must be at the foundation of everything do, and the prime necessity of inclusion in social media is accessibility of content.
- 2) Each and every one of us who posts content must consider accessibility. It is the little things that can make big differences here.

*(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.)*

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# HealthWise

## The Dreaded Colonoscopy – Why It’s A Must



By DAVID  
DRAKE, M.D.

**C**olorectal cancer is the third most common cancer and the third leading cause of cancer deaths in the U.S. However, unique from other cancers, colorectal cancer is preventable.

Colon cancer is cancer of the large intestine (colon), the lower part of your digestive system. Rectal cancer is cancer of the last several inches of the colon. Together, they're often referred to as colorectal cancer.

Most cases of colorectal cancer begin as small, benign clumps of cells, or growths, called adenomatous polyps. Over time these polyps can become cancerous. Polyps rarely produce symptoms until they become cancer. During a screening, polyps can be identified and removed before they become cancerous, essentially eliminating potential cancer. For this reason, doctors recommend regular screenings.

**Screening Guidelines** – The U.S. Preventive Services Task Force recommends screening for colorectal cancer beginning at the age 50. For African Americans the recommendation is to start at age 45.

People with a personal or family history of colorectal cancer or polyps are at higher risk of developing colorectal cancer and should begin screening at a younger age, and may need to be tested more frequently.

**The Colonoscopy** – The most common type of screening for colorectal cancer is a colonoscopy, which is recommended every 10 years. For this test, the doctor uses a long, thin, flexible, video scope to check for polyps or cancer inside the rectum and the colon. Polyps can be found and removed during this procedure.

Before a colonoscopy, the colon must be completely clean for the procedure to be accurate and comprehensive. Preparation for a colonoscopy typically consists of a clear liquid diet the day before the procedure and taking a laxative in the evening and morning as prescribed by your physician.

**During a Colonoscopy** – During a colonoscopy, your doctor will give sedation to relax and make the procedure comfortable. Here is what you can expect:

- The procedure itself usually takes less than 20-25 minutes.
- You will lie on your side – while your doctor slowly advances a colonoscope along your large intestine to examine the inside.
- Your doctor will examine the colon again as the colonoscope is slowly withdrawn.

**After a Colonoscopy** – You will be monitored until most of the effects of the sedatives have worn off. Your physician will explain the results of the examination to you. If biopsies are performed, those are sent to a laboratory and results are given later.

If you have been given sedatives during the procedure, someone must drive you home and stay with you. Even if you feel alert after the procedure, your judgment and reflexes could be impaired for the rest of the day.

The doctor usually recommends a light meal on arriving home, followed by your usual diet. After any sedation, you should not drive, operate machinery or make important decisions until the next day. Your doctor will give you post procedure instructions.

**Colorectal Cancer is Preventable** – Like any medical procedure, a colonoscopy can be frightening or even embarrassing to discuss and prepare for, but if everyone 50 years or older had a regular screening test, as many as 60 percent of colorectal cancer deaths could be prevented.

Talk to your physician about scheduling a colonoscopy.  
*(Dr. David Drake is a gastroenterologist at Long Beach Memorial Medical Center.)*

# Small Business Dollars & Sense

## More Optimism, Confidence In The New Year



By BEN  
ALVARADO

**S**mall business owners recently expressed a level of optimism not seen in 2015 according to the latest quarterly Wells Fargo/Gallup Small Business survey. The overall score rose to 67, a 13-point gain from late last year. The survey measures the optimism of small business owners.

The bounce in optimism benefitted largely from small business owners feeling better about their cash flow, with 60% saying their cash flow was very or somewhat good over the past 12 months – a level not seen since 2007. Looking ahead, 66% of business owners expect their cash flow to be very or somewhat good in the next 12 months, compared to 63% in November.

These scores show that small business owners are more upbeat about their current and future business conditions, which is similar to what we’ve seen in some recent consumer confidence surveys.

Also boosting the score was the forward-looking outlook of business owners. Small business owners reported feeling more positive about the next 12 months, as the survey’s future expectations score rose eight points to 33 late last year. The present situation score – how business owners rate current conditions for their business – also improved, climbing five points to 26 from 21.

The survey also gauged small business owners’ attitudes about chip-enabled debit and credit cards. As I have previously discussed, beginning last October, merchants needed to convert to new chip-enabled card processing systems or accept liability for any fraudulent point-of-sale card transactions. To meet the October deadline, merchants were encouraged to update their card processing systems to accept chip-enabled cards. Almost half of business owners surveyed in January said that their card processing system is currently chip-enabled, up from 31% last August.

Of the business owners who have not updated their card processing system to accept chip-enabled cards, 22% plan to do so in the next six months, and 14% say within the next 12 months. Upgrading would not only protect the business, it also gains the confidence of customers who pay using credit or debit cards. Upgrading also streamlines digital wallet options for your business. While just 5% of business owners accept payments via Apple Pay™ or Android Pay™, more plan to do so in the future with 11% saying they intend to upgrade in the next 12 months.

Business owners were asked about their use of mobile banking habits. More than half use a mobile device to conduct business banking. When asked which mobile banking activity they use most often on their smartphone or tablet, business owners said they use it for: staying on top of cash flow, 38%; mobile deposits 21%; paying bills 13%; transferring funds 12%; monitoring for out-of-pattern transactions or fraud 12%.

When business owners were asked to identify the most important challenge facing their business, the same concerns were expressed as in the past three years: 14% cited attracting customers and finding new business as the top concern, 11% cited hiring and retaining quality staff, and 9% cited government regulations.

The year is off to an optimistic start and I look forward to hearing much success for small business in Long Beach!

*(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

## ‘Tripwires’ Help You Make Better Decisions



By MICK  
UKLEJA

**A** “tripwire” is a passive triggering mechanism. It’s a cord, string or wire that is attached to some device for detecting or reacting to physical movement – like the perimeter of an army camp. It’s an early warning system that some choices have to be made.

In the book, “Decisive,” the authors use the concept of a tripwire as a tool to make better decisions.

A tripwire is something that triggers a call to action. It tells you to pay attention. It could be a weight trigger that sets off your mental alarm to watch what you eat. It might be a trigger that calls attention to the inattentiveness toward your friends or loved ones. It could be a pre-established marker in your business that triggers the need for some important choices and actions.

The point?

It’s harder to make a decision if you don’t know one needs to be made.

That’s where tripwires come into play.

Autopilot behavior in any endeavor – when communicating, driving, showering, eating, working – goes unexamined. This is not all bad. These are routines that don’t take up a lot of thinking. It frees our minds to consider other things. But when more scrutiny is needed, autopilot behavior leads to drifting rather than designing.

Here are 3 ways to set up tripwires in those important areas of your life.

1. Establish built in alarms at choice points. It could be a weight on the scale. Maybe it’s a certain number in your checking account that sounds an alarm. Perhaps it’s a personal attitude. When you express it, there is an alarm that causes you to take note. When I feel anger over someone’s behavior, an alarm goes off in my head. At that moment I catch myself and choose to respond rationally. The tripwire (knowing that I’m angry), reminds me that it’s my choice how I will respond.
2. Set deadlines for an activity, goal, or personal project. This will force you to act. We are all aware of the date April 15th. It’s a forced tripwire by the IRS. In your business and personal life, think through what you want to do and voluntarily set your own. A deadline, just like goals, increases the chance of something happening by 41 percent. A deadline is like a spotlight that focuses on the point of choice.

3. Use partitions to give perspective on activities. Many nutritional plans have prepackaged food, or you can sort it. This acts like a tripwire that reminds you of quantity, caloric intake and nutritional value. This becomes difficult when we are on autopilot. The partitioning is your tripwire.

Putting budgeted money in separate categories that represent certain expenditures are tripwires that interrupt autopilot spending. It’s like not taking all your money with you to the blackjack table. When what you brought is gone – it’s gone!

Partitioning off your closet reminds you what you have enough of, too much of, or too little of. Autopilot apparel bingeing or hoarding can be curbed by partitioning. Do I really need 50 golf shirts?

Partitioning your business or organization into the categories of Direction, Performance, Innovation, Structure and Culture can be very helpful in making sure we pay attention to important information. This will help your team make better decisions.

The tripwire provides safety boundaries which gets you to where you want to go – further, faster, with less fatigue.

*(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](http://www.leadershiptraq.com).)*



# Realty Views

## Are Foreclosures Behind Us?



By **TERRY ROSS**

**W**ith solid appreciation numbers from 2015 and the number of underwater homes diminishing, the housing market is in a more normal position than at any time since 2008. And with this trend, the high rate of foreclosures that has dominated the market for the better part of the last decade has subsided dramatically – which is certainly good news for homeowners and the economy in general.

California had one of the lowest foreclosure inventories at the end of 2015, with homes in any stage of foreclosure making up only 0.4 percent of all homes with a mortgage, according to CoreLogic. For comparison, the national average was more than double at 1.1 percent.

With 1.6 percent of homes with a mortgage being seriously delinquent (90 days or longer delinquent, as designated by the mortgage holder) in California at the end of 2015, this is half the nationwide average of 3.2 percent. This is considerably better than during the 2008 recession when half of all home sales were distressed situations.

All told, there were 23,900 foreclosures completed in California during 2015. Alongside the total number of homes sold in California during this time, foreclosures made up 5.2 percent of the 450,700 homes sold in 2015 in this state.

According to the Redfin Data site that tracks buyer preferences and activity across the nation, affordability as prices rise is becoming the number one concern for potential homebuyers. Rising prices are good news to homeowners – especially those trying to sell – but for homebuyers, rising prices, along with the potential of rising mortgage rates this spring – spell more challenges in purchasing.

It now appears that the housing market in California is at a crossroads where many of the foreclosures have been flushed through the system, there are more jobs to support a healthy housing market, inventory is still tight, leading to even higher prices,

more owners have some equity, and interest rates are still hovering near historic lows as the Fed has only begun to nudge rates up after keeping its short-term bank rate near zero for most of the last decade.

“For the first time, the San Francisco Bay Area is absent from Redfin’s top 10 hottest neighborhoods list,” said Nela Richardson, Redfin’s chief economist. “After the median sale price surpassed a million dollars in March [of 2015] and inventory dropped to historic lows, San Franciscans have been feeling uninspired by local housing prospects. In fact, one in four Bay Area users of Redfin.com are now searching for homes in other cities. San Diego and Los Angeles, home to some of the nation’s highest real estate prices, also failed to make the top ranks this year.”

The Fed’s interest rate increase strategy in the first half of 2016 is stalled as global markets react with caution to the turmoil experienced across most foreign economies, but as mortgage rates likely increase in the second half of 2016, the housing market could be in store for a hiccup.

Following the interest rate increase, homebuyer purchasing power will be reduced. This will discourage many homebuyers, and home sales volume will dip. Home prices could stall or dip at this point.

When home values decrease, expect to see a small jump in foreclosures. That’s because 7 percent of all mortgaged homeowners are under water and many of them are waiting out the long recovery, hoping their home will recover the equity lost to the recession.

Thus far, this year has seen steady growth in the California housing market because of the greater economy and the fact that the Fed is sitting on the sidelines when it comes to bumping rates up. Because much of the pain of distressed sales is behind us and what is left is a greater percentage of owners with equity and the ability to keep their home, a repeat of 2008 is probably not likely.

But as many economists are pointing out, the financial (and job) markets are fragile right now, so no one is very certain what turns will be in store and really what direction that market will take us through this year and into next.

*(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.)*

# Third Sector Report

## The ABCs Of Great Community Boards

(Continued From Page 1)



By **JEFFREY WILCOX**

ate the attributes of greatness in community versus business organizations.

These four differences, alone, begin to piece together a story about what makes for great community-based boards. Serving on the board of a nonprofit organization of any kind is a dynamic process. It is governing a dynamic organization operating in and serving a dynamic community.

Community organizations go through life cycles, just like business, and each step in its life cycle finds a board operating in a way that is unique to its particular place in its own evolution. A founding board, for example, has a set of challenges that is very different from a board during an organization’s adolescence, often called its “grounding.” Boards with functional committees or paid staff operate very differently from those that do not.

In the end, however, every board faces

the same governance obligations regardless of the organization’s age, size or mission. It’s how the boardmembers embrace and carry out those responsibilities that separates the good boards from the great ones.

Experts and information sources about the responsibilities of nonprofit boards abound. I would contend, however, that there are simply four obligations. Once a board steps up to meet those obligations, the myriad of responsibilities that result will fall into place unique to the current circumstances of the organization.

The first obligation is guaranteeing to the community that a resilient organization is at work on its behalf. Fiduciary accountability is just the beginning. Community equity runs a close second. A vote of no confidence in an organization and its leadership can send an organization down in flames while there’s still money in the bank.

The second obligation is making sure an efficient and defined infrastructure of paid and unpaid people are working towards defined results to benefit the community. An organization’s picture of success, whether an annual or multi-year set of stated deliverables, requires a structure that operates within clear policies; and, each element of the structure, including the board, has performance measures to contribute to the organization’s success in accountable ways.

The third obligation is making sure the organization is evolving with the community it serves. The duty is relevance. Not

resting on the laurels of the past, integrating technology and new methodologies, stopping old and stale programs, collaborating with competitors, and making sure the faces of the organization resemble the faces of the community being served are just the starting places for demonstrating relevance in a changing world.

The fourth obligation is assuring sustainable human talent and financial resources are in the pipeline at all times for the next generation to carry on. Term limits; a robust leadership development strategy for volunteers, staff and board; a commitment to succession; and clear methodologies, strategies and expectations for everyone to have a defined role in stewarding the financial contributions from the community creates an insurance policy and investment portfolio to face the future.

It’s dangerous to oversimplify the complexities of good nonprofit boards. It’s also dangerous to confuse a board’s tasks with its obligations. A good look at any organization that began as a good idea and morphed into a revered community asset would surely reveal that its board, from generation to generation, displayed an unwavering attention to its resiliency, relevancy, resources and results as the bridge between good and great.

*(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).)*

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