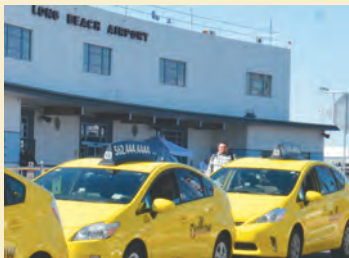


Inside This Issue



Putting People First: Rethinking Downtown Development

Page 8



Yellow Cab Manager Says Airport Rideshare Plan Missed Opportunity

Page 10



Focus On Women In Business — Profiles And Much More

Page 31



Small Business Showcase This Issue: West Willow Street

Pages 38-39

- 2 People In The News
- 6 Real Estate, Realty Views
- 8 Newswatch
- 20 Toyota Grand Prix Of Long Beach
- 31 Focus On Women In Business
- 39 Small Business Dollars & Sense

Urban Commons Reveals Vision For 'Queen Mary Island' In \$250 Million Plan

By **BRANDON RICHARDSON**
Senior Writer

When Urban Commons assumed a 66-year master lease of the Queen Mary and 65 acres of surrounding land and water, it did so with the promise to invest millions into developing the underutilized land, as well as the Queen herself. On March 22, the company revealed its vision, dubbed Queen Mary Island.

"We're proud to have partnered with Urban Commons and thank the Queen Mary Land De-

velopment Taskforce for their guidance with an innovative project that represents the spirit of Long Beach," Mayor Robert Garcia said in a press release. "Queen Mary Island will invigorate our downtown core with its reimagined, urban dining and entertainment experience."

The \$250 million, all-inclusive entertainment destination will activate land and water surrounding the ship, space that is currently parking lot or nothing at all. The company said the development will "pay homage to the golden age of the luxury

(Please Continue To Page 18)



Urban Commons officials say their vision for "Queen Mary Island" is for it to serve as an all-inclusive entertainment destination, including retail, restaurants, a 5,000-seat amphitheater and an indoor adventure park. (Rendering by Gensler)

Proposed Pier B Rail Project Jeopardizes Westside Businesses; Port Exec Emphasizes Commercial, Environmental Benefits

By **SAMANTHA MEHLINGER**
Assistant Editor

In Westside Long Beach, the tune of a dance that has been danced many times before is starting to crescendo. It's a ditty both sides know by heart — a delicate dialogue between the needs of the longtime businesses in the area and those of the port.

Since at least 2006, the Port of Long Beach has been considering ways to expand its on-dock rail infrastructure at Pier B. In December, the port released a

draft environment impact report (EIR) for such a project — one that would expand Pier B's rail footprint by as much as 100 acres from Pier B Street as far north as 12th Street, which is just south of Anaheim Street, in Westside Long Beach.

There are two other considerations that will ultimately be presented to the Long Beach Board of Harbor Commissioners — one that takes the project to 10th Street and another to 9th Street. The other alternative would leave the facility as is. As identified in

the draft EIR, the 12th Street project is the preferred option.

Thirty-six private parcels of land would have to be acquired by the port in order to move ahead with this project, assuming that it is approved by the harbor commission, according to the draft EIR. The document estimates that up to 36 businesses could be impacted, as Westside businesses often occupy more than one parcel.

According to Richard Cameron, managing director of

(Please Continue To Page 14)

City Trash Haulers In The Dumps

City Council Plans To Explore New System That Would Reduce Number Of Operators

By **BRANDON RICHARDSON**
Senior Writer

Currently, 10 trash haulers are permitted to work in the City of Long Beach as part of a nonexclusive franchise system. Within this system, companies compete with one another city-wide to offer customers the best service at the best price. However, stakeholder outreach has begun in an attempt to alter the system and make it more exclusive.

"We are looking into analyzing the current commercial waste system in the city of Long Beach,"

(Please Continue To Page 11)

43rd Toyota Grand Prix Of Long Beach

New Classic Car Race, Star Power And IndyCar Intrigue Await Fans, April 7-9

By **SAMANTHA MEHLINGER**
Assistant Editor

Roaring classic race cars, flying super trucks, rock stars, sports cars, go-karts, food trucks, beer gardens, and, of course, the Verizon IndyCar Series race with 21 competitors — buckle your seatbelts, because the 43rd Annual Toyota Grand Prix of Long Beach is coming to the streets of

(Please Continue To Page 22)

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MILLENNIAL PULSE Millennials Shaping Cities — And The Zeitgeist

By Assistant Editor Samantha Mehlinger

At the Psychic Temple — a rehabbed historic building that is now home to advertising firm interTrend Communications — individuals from throughout the West Coast filled up on coffee and bagel bites, awaiting a panel discussion on a topic they very much wanted to get a better handle on. You guessed it: Millennials.

The March 16 discussion in Long Beach, "Millenni-

als Shaping Cities," was part of the West Coast Urban District Forum, an annual gathering of city and business district officials from major and growing downtowns in California, Oregon and Washington. Attendees of the panel discussion hailed from Encinitas, Santa Barbara, San Mateo, Bakersfield, Pasadena, Westwood and several other cities.

(Please Continue To Page 5)

People In The News



Knapp **Laura Knapp** has been named dean of the Long Beach and Anaheim campuses for DeVry University. She is responsible for providing “strategic leadership and support for students, faculty and staff” at the two locations. Knapp previously served as vice president of business development for Amplify Professional Services, and as sales director at Dow Jones & Company. She earned her MBA from USC and her bachelor’s from CSU Long Beach. . . . **Philip**



Pretty **Philip Pretty**, who has served as executive chef at Restauration since October 2015, is now a partner in the popular restaurant located along 4th Street’s Retro Row. He and owner Dana Tanner became partners in December. Pretty is a Long Beach native and a graduate of Le Cordon Bleu. He is classically trained in French and contemporary cuisine and has worked at several well known restaurants in Los Angeles. . . . Earlier this month, the Arts Council of Long Beach announced **Tasha W. Hunter** as the organization’s new president, and welcomed three new mem-



bers to its board of directors: **Duke Given**, a photographer and filmmaker; **Sharon L. Weissman** of the Long Beach Mayor’s Office; and **Victor Ladd**, a photographer and artist, and retired, 30-year member of the Los Angeles Police Department. Hunter currently serves as the director of the Up-

Long Beach-based Westland Real Estate Group, the city’s largest property management company, has been recognized by Councilmembers **Rex Richardson** and **Roberto Uranga** for its “Going Gold – Giving Back Charity Campaign” to celebrate the firm’s 10,000th rental unit. The campaign allows more than 400 Westland employees to nominate and vote for the charity of their choice. The charity with the most support will receive a check for \$10,000. Pictured from left: Westland President **Yanki Greenspan**; **Tonia Reyes Uranga**, representing her husband; and Richardson. (Photograph provided by Westland Real Estate Group)



Long Beach-based Molina Health Healthcare held a ribbon-cutting March 21 to celebrate the opening of Molina Health Center at El Camino College Compton Center. It is Molina’s first college-based clinic and the campus’ first student health facility in its 60-year history. For a \$19 fee, students may receive various health services at no extra cost, including physicals, health education and cold and flu treatment. The college enrolls about 12,000 students per semester. (Photograph provided by Molina Healthcare)

town Business Improvement District. She is a filmmaker, event planner, educator and writer. . . . Long Beach-based Linc Housing added three people to its board of directors: **Bonnie Lowenthal**; **Jeff Lee**; and **Brian Shuman**. Lowenthal is a former member of the California Assembly, Long Beach City Council and Long Beach Board of Education. Lee is president of LA Urban Homes. Shuman is president and CFO for Forum Real Estate Group . . . **Richard and Trent Bryson**, owners of Bryson Financial in Bixby Knolls, are recipients of the 2017 City National Bank Entrepreneur of the Year Award. The father and son team will be honored at an April 27 luncheon presented by the Long Beach Area



Lowenthal



Richard and Trent Bryson

Chamber of Commerce. In its 48th year, Bryson Financial provides employee benefits, business insurance, business retirement services and wealth management. . . . **Lourdes I. Ramos, Ph.D.**, has been named president and CEO of the Museum of Latin American Art, effective May 1. She has been serving as executive director of the Museo de Arte de Puerto Rico in San Juan. She earned Ph.D. in fine arts at the University of Barcelona, Spain.



Ramos



Earlier this month during ceremonies on the Universal Studios lot, **Steve Goodling**, left, president and CEO of the Long Beach Area Convention & Visitors Bureau (CVB), was inducted into the BizBash Hall of Fame. BizBash Media is recognized as a global leader in the meetings and special events industry. According to an announcement, “The Hall of Fame is BizBash’s highest industry honor and inductees are chosen based on their contributions to the industry.” Goodling was honored for his “success at shaping a new brand image for the CVB and weaving the organization into the Long Beach community” and because “his work has made Long Beach a sought-after destination for conferences across the globe, including the five-year residency of TED.” Goodling has been at the helm of the CVB for nearly 16 years. During the most recent fiscal year, 2015-16, the City of Long Beach had its best year ever in transit occupancy tax revenue, totaling \$26.2 million from hotel guests. The CVB estimates that overnight visitors generate more than \$300 million annually to the local economy. Pictured with Goodling is BizBash Founder and CEO **David Adler**. (Gene Higa Photography)

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(Continued From Page 1)

As a Millennial it was nothing short of delightful to see the people who run downtowns in my home state actually eager to learn about how my generation is influencing cities. Not one whisper of “they’re ruining everything,” was uttered. It was, as my dad would say, A Red Letter Day.

The reason for the gathering was perhaps best summed up by moderator Jessica Lall, CEO of the Central City Association (CCA) of Los Angeles, who said: “Millennials are the target demographic that everybody is trying to figure out.”

Sorry, other generations.
 Panelists included: Nick Griffin, director of economic development for L.A.’s Downtown Center Business Improvement District; Lexey Radcliff, senior community manager overseeing Southern California locations of WeWork (including the one in Long Beach); and Joanne Danganan, head of membership and marketing for the CCA. Both Radcliff and Danganan are Millennials.

Predictably, the discussion eventually moved toward answering the million-dollar question, “But what do Millennials want?” particularly in the context of retail. This spurred a series of postulations about socially responsible brands, unique and high quality goods, and locally sourced items.

But the panel kicked off with a loftier framework, one centered on Millennials’ desires as not siloed within their generation. And that’s when things got interesting.

Griffin suggested that the discussion around Millennials is really “increasingly the zeitgeist of the whole society.” He explained, “Since it’s increasingly the largest cohort, it’s influencing the whole society. So then what you’re really talking about is the whole society to the extent that preferences or tastes or practices that we might identify as ‘Millennial’ per se are increasingly . . . where all of society is shifting.”

Griffin argued when examining ways to appeal to Millennials, it would perhaps be better to tackle it from this broader perspective.

“What are a couple of the big things in society that are reflective of the shifting demographic and are relevant to cities?” he asked. “One is technology – because that’s one of the defining factors of the Millennial experience and how society is changing,” he said.

Another factor is the “socially conscious and civic minded mentality” of Millennials, Griffin said. This is perhaps why many cities are improving – “because these people are engaged in it,” he explained.

For this reason, an upcoming campaign of his business district is called “Make Downtown Yours,” encouraging residents and community members to “embrace this city and help it to grow and improve,” in addition to leveraging its resources to foster their own creativity, he explained.

WeWork, an international collective of offices offering its members a variety of affordable options for work environments throughout its network, opened a location in Downtown Long Beach last year. Its offices are enclosed in glass and include a variety of open community spaces, providing for a collaborative, open environment, Radcliff noted.

“I think that the cities we have gone into – some of the newer markets like Long Beach and San Diego – we like to partner with the city and be a platform to help the cities grow the downtown communities and be like a showcase office space for Millennials coming through,” Radcliff said. “We

can show them that you don’t have to run away to San Francisco or New York to be in a collaborative, amazing workspace . . . You can stay in the smaller downtown communities like Long Beach and San Diego to grow your business.”


The short version of her explanation for a major aspect of WeWork’s business model is this: the shift towards creative, open and collaborative offices is another societal trend that doesn’t only apply to Millennials, but is driven and embraced by them.

Danganan said CCA’s membership includes about 400 businesses. “The commonalities among members of CCA’s and the Millennial generation is that we want to be connected,” she said. While members love the face-to-face time of monthly networking events, it’s a challenge to get them to engage on social media, she noted. “Millennials do just want to connect, and that’s how social media has become such an essential part of their lives.”

“With CCA, it’s a challenge to balance the two [approaches to connected,]” she explained. “But as Millennials are entering these industries, construction and development and the like, I think it will change the way that those companies operate in terms of marketing especially,” she said.


In essence, the panel hit on something that rings truer than I think many public dialogues about Millennials often do. People are interested in what Millennials want not just because we make up the majority of the population. They’re interested in us because we’re altering society as a whole.

Hopefully that instills you with a sense of opportunity and optimism instead of giving you nightmares. ■



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Former Boeing executive Dan Hart (right) is president of Virgin Orbit, a new branch of the Virgin Group. The Long Beach facility at Douglas Park serves as the headquarters for the new brand and employs more than 200 aerospace professionals. (Photographs courtesy of Virgin Galactic)

■ By **BRANDON RICHARDSON**
Senior Writer

Real Estate News

Long Beach Becomes Virgin Orbit Headquarters

Earlier this month, Virgin Galactic announced its Long Beach facility would be rebranded as Virgin Orbit, a brand new arm of the Virgin Group.

The change is in name only, as the facility will continue to, according to its owners, offer flexible, routine and low-cost launch services for small satellites with its vehicles – the LauncherOne rocket, which already has orders from commercial and government customers, and its 747-400 flying launch pad, dubbed Cosmic Girl.

The state-of-the-art, 180,000-square-foot manufacturing facility, located at Douglas Park, is serving as Virgin Orbit headquarters. Dan Hart, a 34-year veteran of Boeing, was named president of the new company. Hart will oversee the facilities and more than 200 aerospace professionals.

Molina Moves 400 Employees

Molina Healthcare announced plans to relocate 400 employees from Long Beach to a San Pedro office tower. The health care provider is headquartered in Downtown Long Beach and currently leases approximately 1 million square feet of office space throughout the city.

Molina is expected to occupy four floors of the 11-story Topaz office tower around September 1, making it the anchor tenant of the building. Topaz business agent CBRE Group Inc. announced the Fortune 500 company's nearly 100,000-square-foot lease agreement on March 2.

The Topaz tower was originally constructed in 1991 for defense company Logicon, which was later replaced by Northrop Grumman. Once Molina assumes its place in the tower, the occupancy rate will be between 70% and 75%.

San Pedro officials and local businesses see the move as a huge boost and validation for the city. They believe a deal of this size will create momentum and facilitate more growth in the area.

Commercial Real Estate Council Luncheon

The Long Beach Commercial Real Estate Council will host its annual luncheon and expo on Wednesday, May 17, from 11 a.m. to 2 p.m. The event, titled "Long Beach State of the Market Impact on Commercial Real Estate," will include speakers Richard Ormond, discussing the impacts of marijuana laws on real estate, and Everett Allen Greer, addressing economic, capital markets and valuation trends. The event is scheduled at the Westin Long Beach, 333 E. Ocean Blvd., downtown. To register, visit LBCREC.com. Sponsorship, exhibitor and program advertising opportunities are also available.

Palmdale Apartments Sold

Long Beach-based commercial real estate agency Stepp Commercial completed a \$3.18-million deal earlier this month for the 24-unit Palmdale Apartments property in Downtown Long Beach. Stepp



represented the private seller from Riverside, as well as Beverly Hills-based buyer Forward 6th Street Investments LLC. The property was originally constructed in 1926 and is located at 845 E. 6th St.

Development News

Construction Employment Increased Nationwide

Last week, the Associated General Contractors of America reported that 43 states added construction jobs from February 2016 to February 2017, while 39 states added construction jobs between January and February. California was among the top in terms of number of jobs added at 16,500. The association noted

tions that have marked most markets for the better part of the last decade.

Even with the monumental changes in Washington that could have ramifications in land use, lending and taxation, the ULI feels that investment real estate in the United States may be entering a period of relative calm, accompanied by steady – though unspectacular – growth.

The group also notes that there are changes afoot in the real estate markets that investors and developers need to take heed of, based on changes in lifestyle and technology.

Flexible, multi-use projects that can be adapted to satisfy various types of tenants and changing uses will be the new order of the day for many investors, according to the report. "Optionality gives property owners the ability to maximize highest and best use, based on immediate tenant demand," noted the report, saying that the trend reflects Millennials' preferences for co-working and lack of commitment to home ownership. It noted that one Virginia developer has launched a prototype of 1,000-square-foot units that can be housing, office space, or both.

The ULI also sees this as a good time for

small, entrepreneurial developers to get on line with projects that will meet the new trends in lifestyle and business with smaller, more bite-sized approaches to building and investing. Building affordable housing was also pegged as a growing segment of the market, since cities and municipalities are looking for more ways to solve this issue for low-income and middle-class households. As cities partner with developers and offer incentives for affordable housing, including the easing of zoning regulations, this looks to be an area with a lot of upside in the next few years.

New technology is playing an important role in all areas of real estate. "Smart city" technology – energy efficiency, increased connectivity and networked transportation systems – is an area in which developers will need to invest expertise and dollars to keep up with the demands of the modern age.

In the brokerage industry, the introduction of virtual reality (and now augmented reality), which allows buyers and tenants to view real-world environments built around computer-generated sound, video, graphics and more, will take an increasingly higher priority in helping to consummate transac-

tions, according to the report.

Foreign investment is also going to take a more prominent position in U.S. real estate, with investors from China looking at increasing their stake here. In the first three quarters of last year, the U.S. had already seen \$13 billion in real estate investments from China – and that appears to be increasing.

"While the Chinese government has implemented new controls to restrict capital flight, Chinese demand for U.S. property remains strong," said Alice Gao of the Commercial Bank of China. "There may be limits on the amounts of money that can leave China via official channels, but people find other ways to make investments."

While the ULI admits that November's election has thrown a wild card into the mix, early indications show that regulatory relaxation and the freeing up of capital by lending institutions under new leadership could further boost a market which is already very healthy and stable.

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

Realty Views

Investment Real Estate Markets On Steady Course



By **TERRY ROSS**

A steady but bright outlook for commercial and investment real estate in the U.S. is the prediction by one of the oldest and most respected real estate research and education organizations in the world.

The Urban Land Institute (ULI), which has been around since 1936 and boasts almost 40,000 members worldwide, recently released its Emerging Trends report in cooperation with PricewaterhouseCoopers (PwC). The ULI sees a domestic real estate industry that will have steady, sustainable growth. Though such progress may not make headlines, the industry will be free of the upheaval of recession and the fluctu-

that such increases cause many firms to face shortages of qualified workers and urged state and local officials to increase technical education opportunities and awareness, especially for high school students.

Low-Income Housing Groundbreaking

Habitat for Humanity of Greater Los Angeles (Habitat L.A.), Edison International, the Long Beach Community Investment Company and the City of Long Beach celebrated the groundbreaking of four single-family homes for first-time, low-income homebuyers. The development is located at 1950-1960 Henderson Ave. "We are thrilled to celebrate the groundbreaking of these Habitat homes in our community," 6th District Councilmember Dee Andrews said. "These homes will be a great help in the continued improvement of the livability and sustainability of the neighborhood." Habitat L.A. plans to complete 54 homes in the area as part of its five-year \$100 million Building a Greater Los Angeles campaign.

New Creative Offices Opening Downtown

Retail Design Collaborative and Studio One Eleven are set to unveil their new creative office space in Downtown Long Beach on Wednesday, March 29. The new

space, located at 245 E. 3rd St., marks the first phase of the former City Place shopping center revitalization. The firms are designing the first phase of the center to "exemplify a creative, innovative and vibrant mixed-use development in the heart" of the downtown area. The event is scheduled for 3 p.m., with complimentary two-hour parking off of 3rd Street and The Promenade.



Retail News

New Vendor Sets Up At Aquarium

The Aquarium of the Pacific has entered into a multi-year contract with Barfresh Food Group Inc., a developer, manufacturer and distributor of frozen, ready-to-blend beverages. The new Barfresh Hut is located on the first floor, adjacent to the gift store and Shark Lagoon exhibit. Current estimates indicate the number of smoothies sold at the hut annually could reach approximately 200,000. ■

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Putting People First: Rethinking Downtown Development

■ By **BRANDON RICHARDSON**
 Senior Writer

As technology advances and life expectations evolve, many argue that society, specifically major cities, must evolve too. During the 2017 West Coast Urban District Forum, hosted by the International Downtown Association, the California Downtown Association and the Downtown Long Beach Alliance on March 14-16, keynote speaker Gabe Klein spoke to that topic in his presentation titled, “Shared Mobility, Housing & Prosperity in the 21st Century Downtown.”

Klein is no novice when it comes to innovative and out-of-the-box thinking regarding urban development, having served as commissioner of Chicago and Washington, D.C., departments of transportation. He has also published books and magazines on the topic, served as vice president of ZipCar and is the co-founder of CityFi, a consulting firm that helps community leaders understand the city of the future.

“Downtowns are so crucial for so many reasons,” Klein said. “What kind of cities do we want to live in – particularly with all this technology coming – and why are our policies so often at odds with what we know we need? Some of it is because we are human beings and we have an aversion to change.”

Downtowns are vital to regions and serve as economic engines, living rooms and a breeding ground for tolerance, Klein explained. He said that the many challenges faced by society, and the planet as a whole, are paired with an incredible number of opportunities.

Before diving into current hurdles facing downtown, Klein launched into a brief history lesson, arguing that the basic form of cities has not changed for thousands of



Urbanist Gabe Klein believes the future of transportation in downtowns will begin to focus less on cars and start emphasizing public transit, such as rail and bus lines. He also said that downtowns would see a return to pedestrians rather than automobiles ruling the streets. (Photographs by the Business Journal's Larry Duncan)

years. However, in the last 115 years, Klein explained that the population has increased 350% and consumes at a much higher rate than before, a trend that needs to change.

One of greatest follies of the 20th century, according to Klein, was the auto-centric focus of development once cars became widely accessible to the public.

“When you look at streets before automobiles owned the street, who owned the street? People,” Klein said. “You don’t need to be smart or an economist to know that a lot of feet on the street means business. It’s good for retail, and people got around by streetcar.”

Klein pointed out that before cars ruled the road, people crossed where they pleased, walked or biked as a primary mode of transportation and, at one point, enjoyed neighborhood connectivity through various streetcar systems throughout the country.

After World War II, president Eisenhower pushed the National Highway Defense Act, which Klein said had the admirable goal to facilitate interstate commerce and connect Americans state to state. However, eventually highways were being driven right through cities. At the same time, tract housing was being built and streetcars removed. So dawned the age of auto-centric development.



“What kind of cities do we want to live in – particularly with all this technology coming – and why are our policies so often at odds with what we know we need? Some of it is because we are human beings and we have an aversion to change.”

Gabe Klein

Entrepreneur, Author, Investor and former Transportation Official



One of the greatest challenges, according to Klein, is climate change. Coastal cities have the issue of sea level rise, and Klein pointed out that just because a \$3 million penthouse is built on the beach in Florida doesn’t mean the base of the building won’t be underwater by the end of the century.

Klein noted that for the first time since 1980, the biggest contributor to carbon dioxide emissions is the transportation sector, not power plants. Coupled with 1.24 million deaths annually on roadways worldwide, Klein said downtowns have a once-in-a-lifetime opportunity to promote change to bring those numbers down.

“Let’s talk about parking, because up to 30% of our downtowns are devoted to parking. We don’t even know how many spaces we have,” Klein said. “The conservative estimate is 500 million parking spaces. Some estimates are up to 2 billion. So we don’t even know how we are allocating our space.”

Providing parking in an urban, downtown setting increases rent by 62.5%, according to Klein. This is a burden on residents that, paired with the cost of owning a car, is pushing them into poverty. Klein argues that the future of downtowns will see less car ownership and more walking, bike and car sharing, and utilization of bus and rail public transit systems.

For this to become a reality, cities must begin to develop with people in mind, rather

than cars, Klein said. “More people are working at home, aging in place. We need to give people everything they need within a five- or 10-minute walk. And if they need to get on a train, they can. When you talk to young people, that’s what they tell you.”

Klein explained that the American dream is changing and is no longer the white picket fence, two cars and a swimming pool. Simplicity is where society is heading – being able to walk out your front door and experience things rather than own them.

Fewer cars means fewer parking spaces are needed, which would leave massive parking garages underused or obsolete. However, Klein pointed to the 500,000 people who are homeless in the U.S. Then he noted the average micro-unit is 350 square feet, while a parking space is around 330 square feet. He said some companies are already looking to retrofit parking garages into homes.

“You’re talking about pretty big profit margins for developers. And current interest rates could give people a place to live for \$358 per month in our downtowns,” Klein said. “So I encourage you to really think about this once-in-a-lifetime opportunity we have to convert parking to people space.”

Bikeability and walkability are two avenues to help lessen urbanites’ dependence on cars. Adding lanes to streets and highways increases congestion problems and is

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an extreme waste of large sums of money, according to Klein. He said lowering the number of lanes, creating shared lanes for cyclists and cars, bikeshare programs, rail systems and independent bus lanes lessen congestion by providing residents more transportation options. Additionally, these alternatives are far less costly than adding lanes to streets and highways and can even utilize public-private partnerships to offset funding.

"So there's finally a backlash against unnecessary stimulus projects where we are literally just spending money for no reason — bridges to nowhere, extra lanes to nowhere," Klein said. "They destroy real estate value, make people unhealthy and create environmental problems."

Biking and walking could also have the added benefit of changing many Americans' lifestyles by getting them outside and active. Klein noted that from 1960 to 2013, average adult weight has increased 24 pounds, despite the number of gyms popping up nationwide. He said people could skip the gym if they simply changed how they traveled to and from work.

Another symptom of putting the automobile before people is declining public health. More and more children are diagnosed with chronic asthma every year, which can be traced back to being located near busy highways. Additionally, life expectancy is on the decline, as the U.S. is not keeping pace with other countries that are becoming healthier.

Technological advancements such as 3-D printing, online shopping and autonomous vehicles have already had an

impact on society but are only just beginning, according to Klein. He noted that ports might start shipping fewer manufactured goods because stores will be printing them in-house upon request, and fewer people might be driving because the car will do it for them.

Cars that can operate independently inches from other cars would reduce traffic congestion and the need for so many vehicle lanes, Klein said.

"Just imagine if we cut traffic by 70% to 90% — we have one shared lane, one car lane and a lot more space for people," Klein said. "That's an incredible opportunity that we have to make our cities, our downtowns, more livable. There's a lot of concrete, but we could have more grass and trees."

Other changes brought on by technology that will change city living include shifts away from oil and gas as primary sources of power, instead opting for solar and wind, which are becoming increasingly affordable. Also, Klein said a transition away from STEM (science, technology, engineering and math) learning is imminent, and future career paths will lean more toward creativity, problem solving and social skills, since machines will be handling the technical aspects.

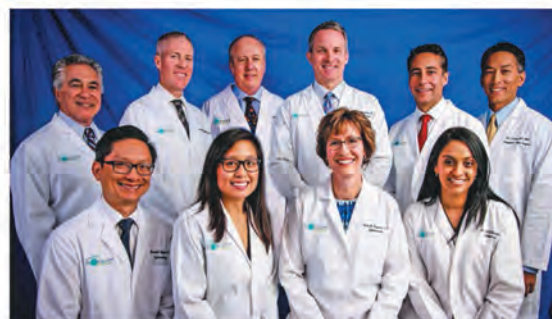
"To get where we need to go, just like alcoholism, we need to admit that there's a problem. We have to admit failure, that we've totally screwed up," Klein said. "If you're in business, we've got to start taking a triple bottom line to business and stop being lazy capitalists. Here's the good and the bad news: We have to make this change. We do not have a choice." ■

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Yellow Cab Manager Thinks Airport Rideshare Program Was A Missed Opportunity

■ By **BRANDON RICHARDSON**
Senior Writer

Beginning April 1, rideshare companies such as Lyft and See Jane Go will be permitted to pick up travelers from Long Beach Airport (LGB) as part of a six-month pilot program.

“Along with many new services and products that are emerging as part of the ever-changing tech economy, TNCs [transportation network companies] will give LGB travelers another option for their transportation needs when arriving at LGB,” Airport Director Jess Romo said.

“Our data show that travelers want this option at LGB,” Romo added. “It is important for us to respond to this demand in a programmed and responsible way.”

While the decision brings more options to the customer, Long Beach Yellow Cab General Manager William Rouse believes the process of developing the pilot program was poorly handled. According to Rouse, a discussion needs to take place regarding safety standards and regulations imposed on taxi companies to which TNCs are immune. He said the drafting of this program was a perfect opportunity to address this disparity.

“The city passed a pilot program in December and then added onto it that the stakeholders’ opinions needed to be gathered, but there was no review after the stakeholders’ input was gathered, in terms of the decision-making process,” Rouse said. “There was literally nothing changed whatsoever, and we didn’t feel that



William Rouse, manager of Long Beach Yellow Cab, believes the recent pilot program for rideshare companies (TNCs) such as Lyft and Uber to operate at Long Beach Airport was a missed opportunity to address the disparity between TNC and taxicab regulations. (Photograph by the Business Journal’s Larry Duncan)

we had meaningful input into the process.”

Operating costs were an area of great concern for Rouse, who described the disparity in regulation and expenditures between TNCs and the taxicab industry as an “uneven playing field.”

Rouse pointed out that the disparity is evident by more stringent regulations on taxis, which increase costs far beyond those of TNCs. He explained that Yellow Cab pays \$550 for each of its 171 vehicles every year for the right to operate within the city, a fee he said TNCs do not pay.

Additionally, Rouse explained that Yellow Cab is required to allow annual city inspec-

tions for all vehicles and have each of its drivers fingerprinted, which costs \$300. These are not requirements for TNCs, whose drivers utilize their own vehicles and have no government oversight with regard to driver background checks, according to Rouse.

“We’re not opposed to Uber and Lyft working at the airport, but we are feeling like the input that we offered at this hearing was essentially meaningless,” Rouse said. “Everybody across the country acknowledges that the regulatory burden placed on the taxi industry is overwhelming compared to the light regulations put on the TNCs.”

When it comes to the cost of operating at LGB specifically, Yellow Cab pays \$500 per month to operate at LGB, while rideshares will be charged \$3 for every drop-off or pickup, according to airport officials. Based on these figures, for a rideshare company to reach \$6,000 in annual airport fees, it would require, on average, a little less than five and a half rides per day.

It is unclear how rideshare companies will pay the fee, as LGB has no authority to dictate these terms to companies, but according

to an airport spokesperson, these costs are typically passed on to the customer.

“If you look at airports such as San Francisco and Los Angeles, where they do charge those fees, a huge amount of that fee is actually spent on the mechanism to collect the fee,” Rouse explained. “LAX only gets \$1.70 out of the \$4 it collects.”

Other ground transportation services such as limos, shuttles and private cars pay annual permit fees to operate at the airport. Reservation-based transportation providers currently pay \$50 per year, while non-reservation-based providers pay \$1,000 per year. However, LGB has proposed raising the fees to \$100 and \$1,200, respectively.

The goal of the program is to gauge the impacts associated with adding rideshare services to be able to create a permanent policy that is fair to all parties involved, according to Romo. He explained this is the beginning of a multi-year modernization of LGB’s ground transportation to better align with industry standards in order to provide better service, improve access and level the playing field. ■

Southwest Offered Additional Flights At Long Beach Airport

■ By **BRANDON RICHARDSON**
Senior Writer

In February, American Airlines Inc. informed Long Beach Airport (LGB) staff that it would lessen its presence by dropping two of its five flight slots. As a new entrant carrier, Southwest Airlines has first dibs on the slots, which will be available beginning August 1.

According to airport officials, American Airlines did not disclose a reason for abandoning two of its flight slots. Both JetBlue Airways and Delta Air Lines Inc. expressed interest in obtaining additional slots and have been placed on a waiting list as incumbent air carriers.

The changeover brings total flight slots per carrier to 35 for JetBlue, three for American, four for Delta and six for Southwest. Federal Express and United Parcel Service hold one slot each, for a total of 50 flight slots per day allowed by the airport’s stringent noise ordinance.

Southwest has not released how it plans to utilize the additional slots, according to a company spokesperson. The airline currently services Denver and Oakland, while American flies to Phoenix and Delta to Salt Lake City. JetBlue flies to 14 destinations, including Anchorage (seasonal), Austin, Boston, Ft. Lauderdale (beginning in May), Las Vegas, New York, Oakland, Portland, Reno, Sacramento, Salt Lake City, San Francisco, San Jose and Seattle.

The initial American Airlines announcement came less than a month after the city council voted to not proceed with a proposed customs facility at LGB to allow for international flights, a request made by JetBlue more than two years ago. The announcement of Southwest being offered the additional slots came the same day the Long Beach Airport Advisory Committee (AAC) voted 3-3 to not recommend the city council reconsider its January decision.

“As an independent body, the AAC may act on any number of airport-related matters, subject to governing rules set forth in the city’s municipal code,” LGB Director Jess Romo said. “The airport does not take a position on any AAC action, and further, the city council decided on this issue in January.” ■

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Apparel with Embroidery & Screen Print	ITB LB17-063	03/29/2017
Urban Design Consulting Services	RFP PW17-059	03/30/2017
RFP for AMI Program Management Services		03/31/2017
Professional Accounting Services	RFP HE17-050	04/06/2017
Fundraising Cmpgn Consult Svcs Belmont Cntr	RFP PW17-060	04/07/2017
On-Call Svcs for Emergency Water & Sewer Repair	WD-14-17	04/11/2017
Dev. & Operation of Airport Advertising Program	RFQ AP17-053	04/11/2017
Background Investigation Services	RFP PD17-044	04/11/2017
Upgrade of HVAC System at W. Division Police Stn.	R-7086	04/12/2017
Public Wood Deck Rplcmnt & Site Rehab, Mar St. 35	R-7071	04/13/2017
Placement & Operation of RMUs at Rainbow Harbor	RFP PR17-042	04/14/2017
Long Deck LED Light Conversion	ITB PR17-070	04/20/2017
Citywide Parking Operations & Management Svcs	RFP PW17-033	05/11/2017

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

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Trash Hauling

(Continued From Page 1)

Robert Nothoff, director of Don't Waste Long Beach, a LAANE (Los Angeles Alliance for a New Economy) affiliate, said. "With an exclusive franchising system, we see this as a way that can really mitigate the amount of air and noise pollution that we see for residents in the city of Long Beach, as well as our businesses."

In 2014, the City of Los Angeles approved an exclusive franchise zone system for trash hauling, which broke the 65,000 accounts into 11 zones. In December, the city awarded \$3.5 billion worth of contracts to seven trash-hauling companies, which will go into effect later this year. Talks of a similar system coming to Long Beach have local trash haulers worried about their livelihood.

Morrie Beliakoff, owner of Haul-Away Rubbish Service Co. Inc., and Jim Nevarov, owner of Serv-Wel Disposal and Recycling, operate in Long Beach and, for the time being, L.A. – neither company put in a bid for an L.A. contract. The pair know several family-owned haulers that are shutting down due to losing their L.A. contracts, some of which have operated in the city for three generations.

"They are all looking for jobs because, come July, they are out," Beliakoff said. "I don't think the City of Long Beach rolls that way. I don't think they think that way. I think there's opportunity for good, hardworking companies."

Nevarov described how AAA Rubbish Inc., a family-owned hauler that has op-



Jim Nevarov, left, owner of Serv-Wel Disposal and Recycling, and Morrie Beliakoff, owner of Haul-Away Rubbish Service Co. Inc., are concerned that recent discussions about changing the city's waste hauling system could bring disastrous outcomes to residents and businesses alike. (Photograph by the Business Journal's Larry Duncan)

erated in L.A. for more than 85 years, was not awarded a contract because the city deemed the company too small. However, Nevarov explained that the city told AAA they could become a sub-hauler for a larger company that was awarded a con-

tract – a promise Nevarov said the city did not follow through on.

"My grandfather told my father, 'Be a servant to this country. It's a good country. If you work hard, you are rewarded,'" Beliakoff said. "And what's happening

now? Here we are – I'm 60, Jim's 58. We're working pretty hard, and we're fighting just to keep our business[es]."

Los Angeles-based attorney Harold Greenberg plans to file a lawsuit against the (Please Continue To Page 12)

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Trash Hauling

(Continued From Page 11)

city in the coming months over the new trash-hauling system. He claims the system is discriminatory against smaller trash-hauling companies, the African-American and Hispanic populations, and small businesses. He described the system as a monopoly.

"I would hope they would [repeal the system]," Greenberg said. "All we're talking about is something where it is competitive, where the owner and the tenant will be in a position to have lower rents. Because if the owners get hit, they are going to want to pass it on to the tenants."

Though Nothoff said discussions are very preliminary, pricing for customers has been a hot topic for all stakeholders. Nothoff explained that the trash-hauling industry has no rate structure that is universal across the board. He said in a competitive atmosphere, owners with several businesses or apartment complexes are able to negotiate a lower fee than business owners with a single location. Nothoff argues that small businesses are essentially subsidizing larger ones.

With the exclusive system, the city sets pricing and caps rate increases – in L.A.'s case, 5% per year. Proponents of the system explain that while prices may increase for some, they will decrease for others, creating a more level playing field.

Nevarov noted an extreme increase in cost for the customer. Taking the new L.A. rate structure and applying base rates to his current Long Beach contracts, Nevarov said every \$10,000 billed would become \$25,000.

"So now, you're looking at all your small businesses are going to be spending a lot more money. All your apartment complexes are going to be spending a lot more money," Nevarov said. "And no one took that into consideration in L.A. They had a goal, and they thought when the bids came out that it would be competitive."

Additionally, Nevarov pointed out that with an exclusive franchise system, there is

no accountability. If a business or apartment complex owner has an issue with their hauler that is not being resolved, they cannot seek another hauler for a cheaper price or better service.

Long Beach property owner Joani Weir serves as president of Better Housing for Long Beach (BHFLB). The advocacy group was founded last year by property owners concerned with practices such as rent control, just cause eviction and mandatory inspections coming to Long Beach and surrounding cities. Some of the members own property in L.A. and say they are already feeling the adverse effects of the new trash-hauling system.

"We believe that it would be best to wait on it and

evaluate how everything goes in the City of Los Angeles.

The City of Long Beach has a very good system in place, and if they want to ratchet it up to be cleaner and to be oriented to more recycling, they can put steps in the existing contracts if certain goals on diversion and cleaner air are not achieved."

Efrain Ramirez, Vice President and General Manager, EDCO Waste & Recycling Services

"If you take away options, you drive the price up," Weir said. "We're trying to keep housing affordable. But when you continue to bring in more and more fees, who's paying? It's going to be shared with the property owner and the renter. I think that the best thing to do is keep housing more affordable and not add more expenses."

Both the California Apartment Association and the L.A. Area Chamber of Commerce opposed the exclusive system because of the anticipated higher costs.

Beliakoff and Nevarov also noted the millions of dollars they say it would require to conduct a study and implement the program, considering the current Long Beach system appears to be working very well. However, Vice Mayor Rex Richardson disagrees.

"It's clear to me that the system has some challenges. The system is broken," Richardson said. "There is no set trash day per week. [There is] consistent wear and tear on our alleys from multiple trucks driv-

ing the same route without any level of coordination or optimization."

Richardson said quality of life and safety impacts are his greatest concern related to trash hauling in the city. He explained that the current system has trash being picked up seven days per week in some areas, which creates health and safety hazards for families living in apartments, who may treat alleys as backyards and are forced to deal with air pollution.

Diko Melkonian, Long Beach Environmental Services Bureau manager, explained that the city's current nonexclusive franchise system, which has been in place since 2009, included environmental requirements

and incentives as part of hauler contracts. He said every hauler is required to comply with every piece of state and local legislation, such as recycling programs, waste diversion and organic recycling.

Melkonian noted that the most important incentive was for the introduction of alternative fuel vehicles. Companies who met deadlines early were given extensions on their contracts. All Long Beach haulers now operate fleets made up of at least 50% natural gas trucks and equipment, some are even nearing 100%.

Within the current system, the City of Long Beach still provides trash hauling for single-family residences and apartment complexes 10 units or smaller and offers commercial services, acting as an 11th hauler in the city. City participation helps to regulate rates, according to Melkonian.

"They set their own pricing, which allows for competition to be there and allows businesses to negotiate the best prices they can get," Melkonian said. "Since they are

competing with the city and they are always aware of the city's rates, it has kind of stabilized their rates too."

Long Beach currently boasts a 74% waste diversion rate, far exceeding state requirements and putting it among the top in the country, according to Melkonian. He said that in 2010, the year after the current system was set in place, Long Beach was awarded the gold medal award from the Solid Waste Association of North America as one of the best solid waste operations on the continent.

Efrain Ramirez, vice president and general manager of EDCO Waste & Recycling Services, agrees that the current Long Beach system is working well and that it would be wise to review the impacts of the new L.A. system in the future before making any decision to alter it.

"We believe that it would be best to wait on it and evaluate how everything goes in the City of Los Angeles," Ramirez said. "The City of Long Beach has a very good system in place, and if they want to ratchet it up to be cleaner and to be oriented to more recycling, they can put steps in the existing contracts if certain goals on diversion and cleaner air are not achieved."

Another aspect of the trash-hauling industry Richardson is interested in analyzing is providing young people a path to become a truck driver as a career. He explained that he would like to work with Long Beach City College, the city's workforce partners and trash haulers to create a pipeline for young people to enter the industry. Richardson said this is a huge opportunity to get people into a skilled trade.

"There are benefits to a lot of different alternatives. Show me a way to significantly diminish trips without exclusive franchises. Otherwise, if exclusive franchising can achieve that, then that's something we need to look at as well," Richardson said. "So there's enough here to have a conversation in the city. You've got potential for environmental benefits, very clear quality of life benefits, public safety benefits. And we have to be smarter on how we treat our alleys."

Nothoff said the exclusive system is not a set structure and it allows cities to be creative; however, he noted he would like the L.A. model explored here in Long Beach. Richardson explained that he has no plans to begin outreach at the city level or to bring the issue to the city council until May at the earliest.

When asked if Don't Waste Long Beach is advocating for union trash hauling, Nothoff denied it.

However, "something smells" said Business Journal Publisher George Economides. "LAANE is the same group behind the push to unionize the local hotel industry. This is nothing more than a ruse to eliminate non-union companies from competing for contracts. This is not an idea pushed by city staff. If anything, staff says the current system is working just fine. If anyone thinks prices will not increase if this is pushed through by this union-friendly city council, they're naive."

"Sometimes, the city council doesn't get all the facts. It's hearsay. And so we hope that the city council . . . gets the facts," Beliakoff said. "We hope that they'll consider talking with us. We have ideas. We just hope that the city has some faith in us and sees what we're all about." ■

Short-Term Rental Regulations Under Review In Long Beach

Airbnb's Among Those Targeted

■ By **BRANDON RICHARDSON**
Senior Writer

At its March 21 meeting, in the midst of a citywide housing crunch, the Long Beach City Council voted unanimously to have city staff explore regulation options on short-term rental (STR) properties.

The request came from 2nd District Councilmember Jeannine Pearce and was co-sponsored by councilmembers Lena Gonzalez, Dee Andrews and Vice Mayor Rex Richardson. Pearce presented a slideshow showing a statistical breakdown of what she says is a growing problem.

"This item has come to our attention over the last couple of years, and it's an item that a lot of cities have started their research on. A lot of cities have passed ordinances," Pearce said during the meeting. "This is a really important issue. It's very complex. So I wanted to make sure that we really took the time to lay it out."

According to Pearce, there are an estimated 1,120 units in Long Beach, such as Airbnb listings, despite the city's ban on STRs. Additionally, city staff has advised Pearce that this estimate is a modest one. Pearce explained that many of the city's STR listings are typically in higher income areas, such as downtown and Belmont Shore.

Pearce noted that the idea of sharing homes and unused units


is not a new concept and added that many benefits are associated with the practice, including expanded options for visitors, more efficient utilization of unoccupied rooms and revenue generation for the city. However, without any regulation, Pearce said the city sees none of the revenue, and STRs create safety and quality of life concerns for nearby residents.

In a statement following the meeting, Pearce said, "Reports of loud, nuisance behavior, paired with constant guest turnover and little accountability, leads to reduced neighborhood cohesion and brings up serious concerns for the security of Long Beach's families."

Possible regulations could include limiting entire-home renting to 90 non-consecutive days per year, requiring owners to live in the units they are renting, and the collection of a transient occupancy tax on stays under 30 days (the same tax imposed on hotels). Bringing in additional revenue and putting some units back onto the long-term market are two ways Pearce thinks the city can address the current housing crisis.

An amendment to Pearce's original item could see the ban continuing with greater enforcement should city staff deem it the best course of action. This could include additional funding for code enforcement.

City staff will report back to the council with recommendations within 30 to 60 days. ■



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Earlier this month, the Long Beach Business Journal met with Westside business and property owners at the offices of Superior Electrical Advertising on West Anaheim Street to discuss the Port of Long Beach's proposed Pier B rail expansion project. (Photograph by the Business Journal's Larry Duncan)

Westside Business Owners Object To Pier B Project

(Continued From Page 1)

planning and environmental affairs for the Port of Long Beach, the Pier B on-dock rail expansion project is being pursued for both commercial and environmental reasons.

The project would enable the port to transfer more cargo to more trains directly from the terminal at Pier B, which in turn would reduce truck traffic that would otherwise have to handle that cargo. In doing so, the project would also reduce some traffic bottlenecks and boost throughput.

The preferred 12th Street project would add 31 new yard tracks and five new arrival and departure tracks, according to the draft EIR. It would also add a track at the Dominguez Channel Bridge and four tracks at the Pico Avenue Corridor.

"The core of the project is to add switching and storage track capacity outside of the marine terminals," Cameron said. The project will help the port compete with other facilities, like the Prince Rupert Port Authority in Canada, which receives a high percentage of discretionary cargo due to its efficient rail operations, he explained.

Some business owners in Westside Long Beach argue that it is not only the businesses in the direct path of the project that will be

impacted and perhaps even forced to close, but also those in the immediate area.

On March 15, nearly a dozen business and property owners and executives gathered around a table with the Business Journal to discuss their concerns in a meeting at Superior Electrical Advertising, a long time Westside business located on property between Anaheim Street and 12th Street that would be just feet away from the proposed new rail tracks.

LAN Logistics, a family-owned business at 1520 W. 11th St., is directly in the path of the preferred Pier B rail expansion project. "My family has occupied that site for well over 20 years – several generations, including generational employees," Kevin

Donaldson, operations manager at LAN, told the Business Journal. "The issue is the project would eliminate our facility."

The nature of the firm's work – moving goods and cargo for major companies like Siemens and entities that are "sensitive in nature" – necessitates that it remain at the port, according to Donaldson. "We handle oversize and overweight loads which require us being very close to the port for safety measures, and it can't really be done anywhere else," he said.

John Donaldson, owner of LAN Logistics, indicated that his business is already being impacted. "Just the word of this project getting out to my customers is starting to really make them nervous, because we are in contracts with these people," Donaldson said.

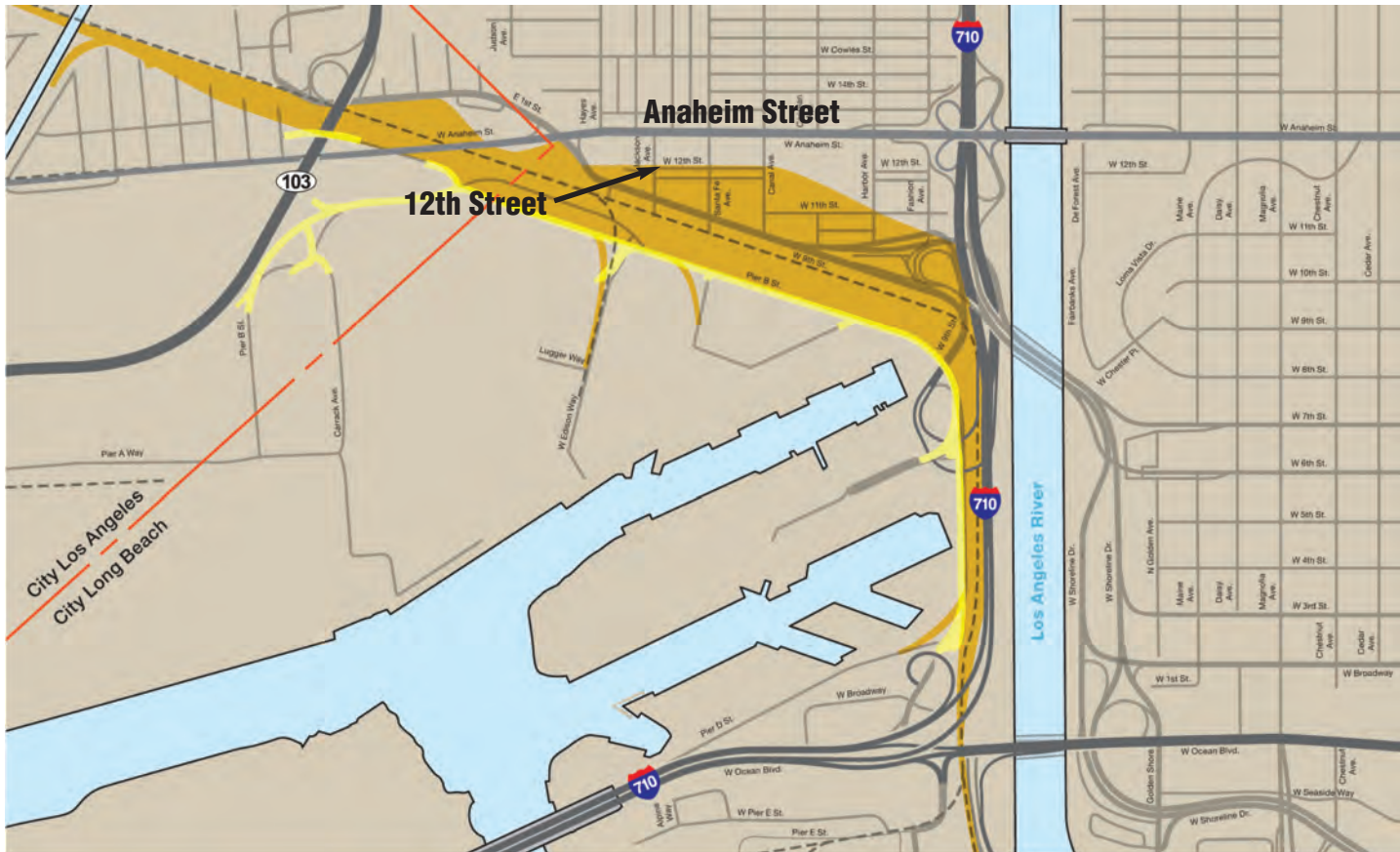
Owners of businesses located adjacent to the project, such as Superior Electrical and Phillips Steel Co., are also concerned that their businesses and employees could be at risk.

Phillips Steel, which celebrated its centennial in 2015, has been moved twice by the city and port, although that was many years ago. It has occupied its current site at 1368 W. Anaheim St. since 1930, according to owner Daryl Phillips. The business occupies about 125,000 square feet.

"We have had some knock-down drag-outs with the City of Long Beach and the port," Phillips said. "We have always settled them equitably, and everything has worked out. The trouble with this project is . . . there is really no place for us to go."

As reported by the Business Journal in February, the vacancy rate of industrial real estate in Long Beach is around 1%. In the entire South Bay, it is even less than that.

"Where am I going to go find 120,000 square feet? It's simply impossible," Phillips said. "And if they are going to move me, if they are going to compensate me through eminent domain with a bunch of money, what am I supposed to do with it? There is nowhere to go. I lose my loca-



This map shows the footprint of the preferred project option for rail expansion at Pier B at the Port of Long Beach. (Map provided by the Port of Long Beach)

tion. I lose my access to 75% of my customers that are within a 15-mile radius."

While Phillips' business is not in the direct path of the preferred project, it is close enough that traffic impacts could make it prohibitive to transfer materials on- and off-site.

Phillips asked if the port has determined whether the project would generate as much revenue as the tax revenue generated by the businesses that would have to relocate. The Business Journal put this question to Cameron, who said that a cost-benefit analysis has been conducted but not at that level. "We can't put it in a CEQA document that way, but we definitely will be looking at that," he said.

Stan Janocha, chief operating officer of Superior Electrical, noted that it might be difficult for him to find qualified employees with the future of his business in question. "If this ever passes and it's publicized and it's all over the place, we may have an issue of hiring qualified people," he said. His colleague, Senior Vice President Doug Takeshi, noted that it could also make retaining employees difficult.

Takeshi added, "Similar to Daryl, we're sitting on about 100,000 square feet of property. We need a certain percentage of property under roof, and [we need] open yard space. We need to have parking for over 100 vehicles. It would be very difficult to find something around the Long Beach area."

The preferred project and both alternatives would eliminate ramps to the Shoemaker Bridge, which connects the Westside to Downtown Long Beach.

Vince Passinissi, president of Marisa Foods and Santa Fe Importers, a food manufacturing facility and restaurant/deli business in the Westside since 1947, is concerned that these traffic reconfigurations might hurt his business, which is located a few blocks north of the proposed project.

"We have a tremendous amount of customers that come in to our restaurant from Downtown Long Beach, from the port, from the refineries [and] Carson," Passinissi said. "Our entire livelihood is dependent on access to downtown and to the port. And without that access with the changing infrastructure in this project, we could see huge decreases in our business."

Cameron pointed out that a proposed project by the City of Long Beach and Caltrans as part of the I-710 Corridor Improvement Project seeks to replace the

Shoemaker Bridge altogether, which would also result in the closure of the ramps.

Multiple business owners said they were unaware of the project until recently. Sotiria Contos, whose family business, Golden Star Restaurants, has had a Westside Long Beach location since 1963, said that the port had "zero transparency" in the process.

According to the draft EIR, the port conducted public scoping meetings for the EIR process, required by the California Environmental Quality Act (CEQA), twice in September of 2009. E-mail blasts were sent out to "the port's database of subscribers" to advise of these meetings. The draft EIR also states, "E-mail updates have been sent to business and industry groups on an on-going basis. Meetings with individual community groups have been conducted on an as-invited basis."

Jim Sterk, CEO of Superior Electrical, recently spoke with other local businesses to see if they knew about the project. "I went door to door talking to some businesses, Spun Products being one of them," he said, referring to a business at 1800 W. 9th St. that is in the direct path of the project. The business has been located in the Westside since the early 1970s.

"I met the general manager over there, and I told him what was happening. And I gave him a little brochure and all that stuff, and he said, 'I don't know what you're talking about,'" Sterk said.

Lee Wilson, whose family has owned the property LAN Logistics sits on for about 50 years, said property owners in the path of the project were first informed in August 2009 by mail, but he then heard little of the project until a notification last December about the release of the draft EIR. "If they could have slipped it under the rug any better, I don't know how they would have," he said. "They did not adequately notify the public."

Eliciting chuckles, Contos quipped, "Meanwhile, City of Long Beach toots their horn that they're planting trees and opening bike lanes."

She added, "We're about to make a train in our backyards that's going to cause really grave environmental impacts on the Westside. It's almost as if they say - I'm not quoting them - but I feel like they're saying, 'Well, it's the Westside. It comes with the territory.'" A murmur of agreement rippled around the room. "Shame on them."

Leaning over the table, she demanded, "Write that down."

(Please Continue To Page 16)

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Stan Janocha, chief operating officer of Superior Electrical Advertising, stands in the middle of 12th Street, with his company's facilities at right. The proposed Pier B rail project would butt up to where the curb is shown on the left. The 55-year-old company boasts clients such as Disney, McDonald's, Universal City Walk, nearly all national movie theaters, Best Buy and many more. (Photograph by the Business Journal's Larry Duncan)

Westside Business Owners Object To Pier B Project

(Continued From Page 15)

On-dock Rail And The Environment: For Better Or For Worse?

A public pamphlet distributed by the port indicates: "Each train eliminates as many as 750 truck trips, reducing traffic on roads, and trains are 75% more fuel efficient than trucks." The pamphlet also states that on-dock rail facilities generate no truck trips, and thereby reduce roadway congestion and air emissions.

In an interview at the port's interim headquarters, Cameron noted that Pacific Harbor Line – the short-haul rail that would be responsible for creating trains at the expanded facility – has "the cleanest short line fleet of locomotives in the world." He also noted that the port is looking into opportunities to develop cleaner rail technologies.

The port projects growth in the coming years, which means increased traffic overall. But "the goal is to try to get as much overall truck trip reductions [as possible]," Cameron explained. "What we need to make sure is we keep up with that growth and not increase truck trips but stabilize or minimize to the best of our ability without hampering any type of economic [factors]."

In considering environmental benefits, Cameron said a number of factors must be looked at collectively. "You have noise reduction. You don't have trucks going through neighborhoods that want to get to ICTF [the Intermodal Container Transfer Facility] or down the I-710," he said. "I would rather have a train versus trucks going through neighborhoods from a health risk perspective."

However, Cameron qualified, "We are not making claims that this project is going to clean up the air. What it does do, it does help us overall with the emission reductions from one mode to another."

The draft EIR states that the construction and future operation of the preferred 12th



John and Kevin Donaldson's 20-plus year old business, LAN Logistics, would be uprooted if the preferred plan to expand rail at Pier B is approved. Their operations require direct proximity to the port. (Photograph by the Business Journal's Larry Duncan)

Street expansion of Pier B's on-dock rail would make a "cumulatively considerable and unavoidable contribution to a significant cumulative impact for emissions of six air pollutants," including volatile organic compounds (VOC), carbon monoxide (CO), nitrogen oxides (NOX), particulate matter emissions (PM10 and PM2.5), and "possibly sulfur oxides (SOX)."

Additionally, "With regard to odors, due to the large number of sources within and near the project site that emit diesel emissions, and the proximity of residents to industrial operations, odorous emissions in the project region are considered a significant cumulative impact." However, due to the "mobile nature" of these odor sources, "the project would be likely to result in only minor changes in the overall odor environment in the vicinity."

The draft EIR also states that the project would contribute to "individual cancer risk, population cancer burden and non-cancer effects from acute (short-term) exposure," but that none of these risks would exceed acceptable thresholds after mitigation.

"I am not going to sit here and tell you it's the cleanest," Cameron said. "Over

time, we would hope through efforts like our Clean Air Action Plan, working with our partners and the Class 1 [rail lines] that they will . . . continue to push for cleaner rail operations."

Still, Cameron believes the cumulative effects of the project could have benefits.

"So if you start to think about the benefits of the project producing an overall two to three [additional] trains per day leaving the complex at a minimum, you're looking at reducing 1,500 truck trips that otherwise were going to go out the gate," he said.

All business and property owners interviewed by the Business Journal were concerned about environmental impacts associated with the project.

"It will be the environmental issues of that location that will affect us gravely," Phillips said, noting that his business backs up to 12th Street. "The bad part is we employ 65 or so families – and when I say families, when you've been in business for 100 years, they are family," he said. "We're subjecting them to environmental issues that we have no control over that no one is taking any responsibility for."

Phillips added, "I want it on the record

that I am not opposed for a minute to redevelopment or development as long as it's done properly. And this is a project that is not well thought out for the better of the community, the Westside, the City of Long Beach [or] the County of Los Angeles."

Passinissi had similar concerns. "We have numerous employees that live in the area and come to work every day that are worried about environmental issues that are going to affect their health," he said.

Contos, too, was worried about her business's employees. "Our employees are like our family, and I stand behind them and I protect them. If I don't have them, I don't have a business," she said. Most of her employees live within a mile of the restaurant, she noted. "I don't want my employees walking to work, compromising their health. It's wrong."

Many of Golden Star's regular customers are truck drivers. "The truck drivers were told a few years back that they must make changes accordingly to their trucks such that the trucks run green. All truck drivers complied," she said. "Those truck drivers that they are saying they are going to take off the 710 Freeway were told to do something, and they did it."

What Now?

The comment period for the draft EIR has closed. Several of the business and property owners who spoke with the Business Journal indicated they have met with port staff individually but not as a group. Some have met with their councilmember, Lena Gonzalez, who also represents the port. Additionally, most submitted comments on the draft EIR, and a few submitted letters from legal representation.

Asked for comment, Gonzalez wrote in an e-mailed statement: "I have personally met with our harbor department as well as the business community regarding Pier B. There are many issues to consider, especially as local West Side businesses will be greatly impacted. I look forward to hearing more as the process continues."

"They said, 'We will listen.' And they have. They have listened," John Donaldson

said. "Then they say, you know, 'Submit your complaints in writing.' We have. I don't know what they're thinking."

Port staff is currently going through comments submitted on the draft EIR, according to Cameron. "We extended the comment period 30 days and had another public hearing because we found out that not all the stakeholders were getting the notifications," he said.

"We would sit down and will continue to meet with business owners and property owners and all stakeholders," Cameron said. "In fact, we are probably going to want to at some level have a variety of different meetings with these commenters."

Once comments have been addressed, the port will determine if it needs to reissue the draft EIR or portions of it and what the ensuing timeline will be, according to Cameron. "Probably within the next three to four weeks, we will have a better sense of a new timeline. We do not want to rush this. We believe this is a good project," he said.

Cameron said that acquiring properties via eminent domain is "the last approach we want to take." He explained, "The last thing we want to do is displace, but that's kind of where we are right now with figuring out how to move forward with the project in a way that minimizes those types of impacts."

While port staff is currently working to determine which businesses will be impacted and how to develop a means to mitigate or reduce those impacts, he noted that it's "a little bit of the chicken before the egg" to make determinations before the

harbor commission votes on the project or one of its alternatives.

"So what our focal point is right now is, did we do CEQA right?" Cameron explained. "A lot of what we are sifting through right now . . . are comments with people not being happy about losing access, people not being happy about losing their businesses. And we respect that. And so that's what we're kind of going through right now."

Meanwhile, the businesses of the Westside are busy gathering signatures opposing the project, according to Paul Collins, architect and owner of PAC Designs on the Westside.

"We sent out a petition. We put it out one week ago, and we've collected 1,000 names," Collins said. "We suspect with the neighborhoods . . . that we will have between 15,000 and 20,000 signatures very soon. We're going to continue collecting signatures. The neighborhoods are really upset. They don't know anything about it at all."

Collins said in the end, he just wants the port to remain true to the tenets of its Green Port Policy – a series of programs aimed at reducing environmental impacts of its operations.

"We have 135 employees. Forty-one of those employees are Long Beach residents, and we hire Long Beach residents," Janocha said. "If we had two equal people [apply] and one was from Long Beach, they would get the job. We are very loyal to the City of Long Beach. One of my biggest concerns is, how loyal is the city to Westside businesses? How loyal are they to us?" ■

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Queen Mary Island

(Continued From Page 1)

liner while bringing to life a curated collection of music, entertainment, dining, retail and adventure offerings that take full advantage of the coastal setting.”

The self-contained destination will feature landscapes, amenities and recreational experiences for people of all ages. The team envisions several creative entry points for visitors by land, water and air. The project will include a 2,400-square-foot boardwalk along the marina, to be lined by 700,000 square feet of cafes, bars, eclectic retail shops and a 200-room hotel.

Urban Commons Principal Taylor Woods said his two favorite features of the project are the 5,000-seat waterfront amphitheater and the 150,000-square-foot Urban Adventure, London-based Urban Legacies’ first North American attraction.

“Having an amphitheater that can host community events and large concerts and create a lot of energy and experiential enjoyment for people on the water, overlooking the harbor and the City of Long Beach skyline, I think is spectacular,” Woods told the Business Journal. “We’d like to envision

that to look and feel, in large part, much like the Hollywood Bowl and other beautiful outdoor settings.”

As for the indoor adventure park, visitors can expect approximately 20 interactive and experiential activities, including California’s first indoor ice climbing wall, surfing, canyoning, skydiving, zip lining and a trampoline park.

The project announcement comes on the heels of a marine survey that found decades’ worth of neglect has left the ship in dire need of repair. The report estimates total cost of repairs, most of which were deemed urgent, could range from \$235 million to \$289 million. When asked if these costly repairs would affect development of Queen Mary Island, Woods answered with a resounding no.

“It will not affect our development in any way whatsoever,” Woods said. “We’ve identified those areas that need repair. We’ve identified sources of revenue, and we’ve brought in new revenue, and we’ve identified revenue from Carnival Cruise Line. So we have solved the equation of ensuring that there is enough capital in the historic preservation fund from day one.”

Woods added, “Through the entire lifetime of our lease, we will have hundreds of millions of dollars infused into that fund that will always be able to preserve and care for the Queen Mary adequately. That’s very important to us.”

Areas of the ship have already been closed off and are undergoing repair, Woods noted. He said the company hopes to reopen those areas as soon as possible for visitors’ enjoyment.

According to Woods, Urban Commons entered its lease with several advantages that have helped prepare it for the undertaking of ship repairs and renovations, as well as the proposed development project. First, he said knowing the entire history of the Queen Mary is extremely beneficial, including past leaseholders and where they faltered. Secondly, Woods said the number of visitors and events, including Dark Harbor, CHILL and music events, currently generate far more revenue than in previous years.

In 2015, Garcia assembled the Queen Mary Land Development Task Force to create guiding principles as recommendations

force to weigh in on their approach,” Michael Bohn, chair of the task force and a senior principal for Long Beach-based architecture firm Studio One Eleven, said. “I think some of the best projects that are done, particularly such public projects like this, are when there is a community effort, a back-and-forth effort with the developer to create a really great, balanced design.”

When asked if the task force’s guiding principles were taken into consideration for the master plan, Woods said they absolutely were and that they were a valuable tool. He noted that the slight variations include placement of buildings, driveways, walkways and pathways. However, though the layout and organization may differ, Woods said the master plan very closely resembles the recommendations.

In previous decades, several proposals have been made for the development of land surrounding the Queen Mary – at one point Disney was even considering a water-based theme park – each falling through in turn. In response to Urban Commons’ announcement, some residents have voiced a certain skepticism that the project will actually come to fruition. Woods, however, explained that this is not the case.

“I think in years past, there were plans that really were built on the wrong components,” Woods said. “We want this to be a publicly available, open-access area where people can feel like they have arrived at a destination and feel like they are on a sort of island getaway. The Queen Mary as the centerpiece definitely provides that ambiance.”

Woods estimates the massive project to be completed in six to eight years, including one to two years to procure all the proper approvals and permits required to build in the coastal zone. ■



The Queen Mary Island development features a 2,400-foot-long boardwalk, to be lined with restaurants, bars, retail stores and a 200-room hotel. (Rendering by Gensler)



Why a business plan is a must for your company



As a business owner, you're focused on the day-to-day. It's challenging and rewarding. You have a vision for your business, where you want to go next, but the daily demands can make it hard to turn your vision into a formal business plan.

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Creating a business plan can be simple with the right tools and guidance, and it can pay off in a big way. Consider these five reasons why you should create a business plan.

1. A business plan can serve as a guide through your company's life cycle, from startup to growth to succession planning. Gaining competitive intelligence and customer insights is critical for your plan. You just might discover a new target market that's willing to pay a premium price for your product or service. With that information, you might re-target your marketing efforts, improve customer loyalty, or maximize sales.

2. A business plan can help you determine how to spend your time and money most effectively. It can help you estimate what you'll need to spend to reach your goals, whether that means adding an IT expert or retaining an accountant.

3. A business plan may help you as you seek funding for your business. Some lenders require a formal plan before extending a loan or line of credit. Investors also want to see how you map out your strategy and goals.

4. A business plan outlines current and future obstacles you might face. Your plan will include a description of your products or services, your plans for generating revenue, your target customers, trends in your industry, what your competitors are doing, and what resources you might need. This information can help you anticipate and avoid potential risks in these areas instead of reacting to them.

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Toyota Grand Prix Of Long Beach

(Continued From Page 1)

Downtown Long Beach April 7-9, and organizers promise entertainment and good times for all ages.

The final running of the Toyota Pro/Celebrity Race last year marked the end of a fan favorite event during what locals refer to as “race week-end.” But Grand Prix Association of Long Beach President and CEO Jim Michaelian is pretty confident that a new event – the Can-Am Challenge – has the stuff to take its place.

The Canadian-American, or Can-Am, Challenge ran from 1966 to 1974. “The way the rules were written for the series . . . basically the rules were there are no rules,” Michaelian said. “These cars all had 1,000 horsepower-plus, which in the late ’60s and early ’70s was a massive amount. And they came to run. And they were sort of the beasts of the racetrack in those days.”

Twenty of these classic race cars will compete on the Grand Prix circuit on Saturday, April 8, driven by their respective owners. “They have never run on a street circuit, ever,” Michaelian said. “And again, the sound, the vibration, the visceral feel of these cars is going to be a once-in-a-lifetime experience. And we are going to have 20 of them.” He added, “Quite frankly, I think it’s going to be a major hit with our fans.”

Events like the Can-Am Challenge are designed to create a wow factor for attendees. Robby Gordon’s SPEED Energy Stadium Super Trucks, for example, were introduced a few years ago and have since become a fan favorite event. “Nobody knew what they were,” Michaelian said of when the trucks debuted at the Grand Prix. “When those trucks hit the track and went over those jumps, people just started congregating up to the wall because they wanted to see it and feel it. That’s the same reaction I want to get for this [Can-Am] race.”

This year’s Saturday night concert features Kings of Chaos, a band with a revolving lineup of big names from the rock genre, starring Billy Idol, Chester Bennington of Linkin Park and Billy Gibbons of ZZ Top. “We have had concerts in the past. But our thought process in that regard was while there might not be as many stars in the daytime because of the discontinuation of the celebrity race, why not bring the stars out at night,” Michaelian said.

This year’s IndyCar Series has some new factors at play that are adding intrigue to the mix. IndyCars all feature either Chevrolet or Honda motors. While Honda motors perform well on oval-shaped racetracks, they have not done well historically in street races, according to Michaelian. This year, that might change.

“The last five years, Chevy has won every championship, and they have been the dominant engine,” Michaelian said. “This year, starting from the very first practice they had in St. Petersburg [Florida] . . . Honda has



Jim Michaelian, president and CEO of the Grand Prix Association of Long Beach, said that so far ticket sales for the Toyota Grand Prix of Long Beach are pacing with last year’s sales, which set a record. (Photograph by the Business Journal’s Larry Duncan)

shown a significant improvement in terms of their performance – to the extent that they won the race,” he explained. “Now, the feeling is that they have made significant strides, so we could have much more of a competitive battle between the manufacturers to see how that works out.”

Another element to keep an eye on is Josef Newgarden, a 27-year-old driver from Tennessee who just signed on to Team Penske. “His progress here in Long Beach and throughout the rest of the year is going to be of interest because there is intrigue about how well he will do having been brought into one of the premier teams now, instead of running for some of the smaller teams who didn’t have the resources to make that work,” Michaelian explained.

The weekend includes six races: the headlining Verizon IndyCar Series, the Can-Am Challenge, the IMSA WeatherTech SportsCar Championship, the Motegi Racing Super Drift Challenge, the Pirelli World Challenge, and the SPEED Energy Stadium Super Trucks.

In addition to these events, attendees will have access to the Lifestyle Expo (a fully booked exhibition hall with vendors and exhibitors displaying vehicles, offering interactive simulations and more), a kids zone with concerts and other activities aimed at youth, a food truck paddock, go-kart racing and much more.

This year, the Long Beach Convention & Entertainment Center’s promenade will feature Southern California Racing Heritage, where race cars from the region will be on display and visiting racers will sign autographs, according to Michaelian. Additionally, the event’s main entrance at the convention center’s Long Beach Boulevard frontage is being transformed into a welcoming area with couches, tables, a DJ, a beer garden and a big screen. “The whole idea is just to present another area for people to sit down and enjoy the atmosphere,” Michaelian said.

The Grand Prix Association of Long Beach is partnering with the Long Beach Area Boy Scouts, which is providing ushering services in conjunction with the Committee of 300 (C300). “In return for that, they will have a space in the Long Beach Arena. And in that space they will do a certain amount of recruitment . . . but they will also have a slot car demonstration and other activities primarily designed to highlight some of the features that make it attractive to be a Boy Scout,” Michaelian said.

The C300 has served as grandstand supervisors and event guides, as well as the host of the Paddock Club and organizer of the event’s pressroom, since the first Grand Prix. Michaelian called the volunteer organization “enormously important.”

“We want people to come. We want them to feel safe and secure but [also] enjoy themselves. And we do a lot behind the scenes to make sure that happens,” Michaelian noted. “We do it in conjunction with all the obvious partners – Long Beach Police Department, our private security, all of the relevant national agencies – all with the intention of making sure that people come and have as enjoyable an experience as possible.”

The Grand Prix Association’s contract with the City of Long Beach to continue operating the race expires in 2018, with options for a couple more years, according to Michaelian. “Our partnership with the city plays a substantial role in terms of the success of this event. And that’s something we’re very proud to be a part of and look forward to continuing for many years to come,” he said.

“Our agreement with IndyCar goes to the same time frame,” Michaelian noted. “And with the success of the event, especially as it continues to grow, IndyCar obviously has indicated they have every intention of wanting to continue here.”

The Toyota Grand Prix of Long Beach takes place April 7-9. Visit gplb.com/ticket-prices/ to purchase tickets and for more information. ■






Grand Prix Association of Long Beach staff gather for a photograph in front of their offices at Spring Street and Pacific Avenue. Pictured from left are: Martin Bannon, Richard Martinez, Jennie Ketchum, Cecelia Ruebel, Cindy Forster, Aileen McBride, Gemma Bannon, Allison Wilson, Tammy Johnson, Joey Soto, Steven Halley, Chris Esslinger, Sandy Hendrix and Mike McElroy. Not pictured are Christopher Allen, David Carrillo, Crandell Dickinson, Pablo Martin, Jim Michaelian, Dwight Tanaka, Jake Tanaka, Jared Thieme, Liz Tudor. (Photograph by the Business Journal’s Larry Duncan)

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Toyota Grand Prix Of Long Beach

Weekend Schedule Of Events

FRIDAY, APRIL 7

7:00 a.m.	Gates Open
7:40 a.m.- 9:40 a.m.	IMSA WeatherTech SportsCar Championship Practice
8:00 a.m.-6:00 p.m.	Lifestyle Expo Open
10:00 a.m.-10:45 a.m.	Verizon IndyCar Practice 1
11:40 a.m.-12:00 p.m.	Can-Am Challenge Practice
12:20 p.m.-12:40 p.m.	Stadium Super Trucks Practice
2:00 p.m.-2:45 p.m.	IndyCar Practice 2
3:00 p.m.-3:20 p.m.	Can-Am Qualifying
3:30 p.m.-4:30 p.m.	Pirelli World Challenge Practice
4:00 p.m.-5:00 p.m.	IndyCar All-Driver Autograph Session (IndyCar Paddock–FREE to all spectators)
4:45 p.m-6:15 p.m	IMSA Qualifying
6:45 p.m.-8:45 p.m.	Motegi Racing Super Drift Challenge #1 (Turns 9-10-11)
6:45 p.m.	Tecate Light Fiesta Friday Concert Starring Moderatto (Concert Stage)

SATURDAY, APRIL 8

7:00 a.m.	Gates Open
8:00 a.m.-6:00 p.m.	Lifestyle Expo Open
8:45 a.m.-9:05 a.m.	World Challenge Practice
9:20 a.m.-9:45 a.m.	World Challenge Qualifying
10:45 a.m.-11:30 a.m.	IndyCar Practice 3
12:00 p.m.-12:20 p.m.	Can-Am Challenge Race
12:30 p.m.	IMSA Pre-Race Ceremonies
1:05 p.m.-2:45 p.m.	BUBBA burger Sports Car Grand Prix (Round 3 of the 2017 IMSA WeatherTech SportsCar Championship – 100 min.)
3:30 p.m.-4:45 p.m.	IndyCar Qualifying & Firestone Fast 6
5:05 p.m.-5:25 p.m.	Stadium Super Trucks Race #1
6:00 p.m.-8 p.m.	Motegi Racing Super Drift Challenge #2 (Turns 9-10-11)
6:00 p.m.	Rock-N-Roar Concert: SMG Presents Kings of Chaos Starring Billy Idol, Billy Gibbon & Chester Bennington (Concert Stage)

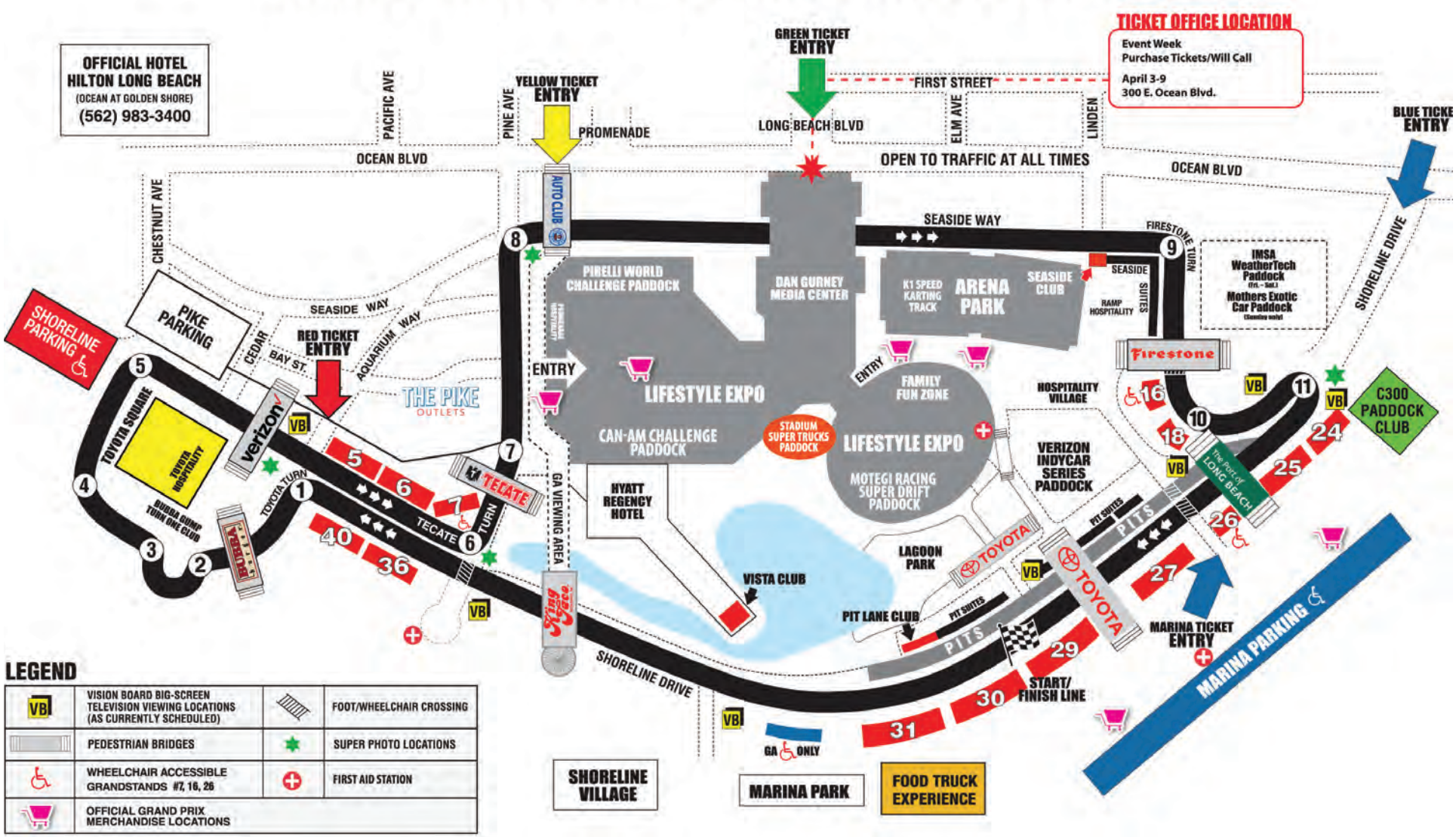
SUNDAY, APRIL 9

7:00 a.m.	Gates Open
8:00 a.m.-5:00 p.m.	Lifestyle Expo Open
9:00 a.m.-9:30 a.m.	IndyCar Warm Up
9:35 a.m.	World Challenge to Grid
10:00 a.m.-10:50 a.m.	Pirelli World Challenge Race
12:00 p.m.-12:10 p.m.	Mothers Exotic Car Parade
12:30 p.m.	IndyCar Pre-Race Ceremonies
12:50 p.m.	IndyCars to grid
1:30 p.m.-3:30 p.m.	TOYOTA GRAND PRIX OF LONG BEACH (Race #2 of the 2017 Verizon IndyCar Series – 85 laps)
4:05 p.m.-4:25 p.m.	Stadium Super Trucks Race #2

*Schedule subject to change without notice



TOYOTA GRAND PRIX OF LONG BEACH CIRCUIT MAP





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Trans-Am Legend Tommy Kendall Inducted Into Long Beach Motorsports Walk Of Fame: ‘You’re Just Digging As Hard As You Can ...’



■ By **MICHAEL GOUGIS**
Contributing Writer

Succeeding in the occupation of racing car driver requires a fair bit of raw talent, but talent is only the starting point. It takes access to resources, a bit of luck, the right support network and a level of focus and study that would be painfully familiar to any graduate student.

Tommy Kendall studied race car driving as intently as any successful student pursues their studies. And that meant, when opportunities arose, he was ready to make the best of them. Seizing those opportunities and making them work made Kendall one of the all-time legends in Trans-Am competition. It gave him the opportunity to run at the front at the highest levels of motorsport in the country and to race at some of the most storied tracks in the world.

This year, Kendall, already a member of the Motorsports Hall of Fame of America, becomes one of the 2017 inductees into the Long Beach Motorsports Walk of Fame.

“I’m honored,” Kendall said in an interview with the Business Journal. “When you’re in the middle of racing, you’re not thinking about this stuff. You’re just digging as hard as you can, trying to win the next race – or go faster the next lap. And as soon as that’s over, you start thinking about the next one.”

Raised in La Canada, one of the family’s neighbors was involved in racing, and was, Kendall says, one of the initial investors in the Toyota Grand Prix of Long Beach. Kendall remembers coming to the race in the late 1970s to peer through the fences on practice day. His father, distinguished racer Charles Kendall, was careful with the family’s resources, a practice that racing families the world over would recognize, so tickets for the actual race were out of reach.

But as the family’s financial fortunes improved, Charles Kendall started racing. A neighbor sold Porsche sports cars to Hollywood stars, and Kendall’s father started picking up sports cars, then second-hand racing cars. One of the secrets of success when starting racing is picking up well-sorted used vehicles, and Charles Kendall picked up a former championship-winning Porsche Carrera RSR as his first race car. Tommy remembers clearly his first race watching his father, a sports car event at Sears Point Raceway (now Sonoma Raceway).

“I remember thinking that racing cars was something I could do,” Kendall says. “It seemed accessible, because my dad was doing it and people I knew were doing it. My dad said, the deal was that if I did well in high school, if I did well in college, dad would support me as much as he could. But from that moment on, all I could think about was racing cars.”

Kendall raced karts, and dug until he found the Jim Russell school and racing series, an organization that allowed 16-year-olds to participate. He raced the series regularly, so “by the time I turned 18, I was already racing at the pro level,” he says.

The family bought a used Mazda RX-7 race car and competed in the IMSA GTU (International Motor Sports Association, Grand Torino Under 2.5 Liter) category. One day, there was a call to the race shop. Clayton Cunningham was looking for someone to drive the car that had won the past two IMSA GTU championships. The team needed some funding, and Kendall had some of that. The team needed an experienced driver, and



According to Tommy Kendall: “The blue car in the foreground is my younger brother’s ’68 Camaro RS. The red car is my first new car (a gift from my parents on my 18th birthday), a 1984 Audi Coupe GT, complete with modifications from the period, including a Fittipaldi E3 steering wheel covered in red leather. Emerson had just come out of retirement in ’83 and was a hero of mine at that time. To think I would be added to the Long Beach Walk of Fame with Emerson all these years later is amazing. The elephant....er, chicken in the room is my beloved Rooster car, El Gallo, a ’73 Olds Ninety-Eight that I have had since my record Trans Am season, 1997, and is a whole story unto itself. In the background is a poster of an Italian magazine cover that my wife was on in the late 1980’s, when we first began dating (I met her for the first time at the Grand Prix in 1983). It hangs above the Porsche convertible she gifted me for our wedding (hidden).”

Kendall had experience. The team needed someone who could step into a championship-winning car and succeed immediately. It was an incredibly challenging test, but Kendall was well-studied for this exam.

“I credit this math teacher I had at La Canada High. Every time I asked him a question, he answered with a question. It was infuriating. But I realized what he was doing long, long after the fact. He was teaching me to think, to find out answers on my own,” Kendall says.

“When I got around racing, early on, I tried to learn as much as I could. When I was with my dad, whenever I got near a driver, I’d just pepper him with questions – why do you do this, why do you do this, why do you do that? I read as much as I could, trying to understand what was going on.”

Driving for Cunningham, Kendall won the IMSA GTU titles in 1986 and 1987. Then he switched to Chevrolet, and won the championship again, and his career was well on its way, offering a wide variety of cars for him to race.

Kendall raced in NASCAR, standing in on road courses that were confusing and upset-

Toyota Grand Prix Of Long Beach

ting to the oval specialists who traditionally dominate stock car racing. He nearly won at Sears Point in 1991, leading until a flat tire took him out with a handful of laps to go. He also was making his mark in prototype sports cars, but a major crash in 1991 at the wheel of one took him out of the sport for more than a year.

Interestingly, Kendall still thinks fondly of the car that shattered his ankles and legs, the Intrepid RM-1, an aerodynamically advanced prototype powered by an 800-horsepower Chevrolet V-8. "It was like driving a fighter jet on the ground. I don't hate it," Kendall says. "I have some bad memories of it, but I have some memories of some insane experiences in it. In a car with that much downforce, it was kind of a mind trick. You couldn't process that it would do what it could do. So you really had to just tell yourself, well, in theory, you don't have to brake there. In theory, you only have to go down one gear there ..."

Kendall battled back to his greatest success, which came in Trans-Am, where he won four titles in the 1990s and was a threat to win every time the green flag dropped. In 1997, driving a Ford Mustang for Rousch Racing, Kendall won 11 straight races and his third straight title. Kendall was in the zone, the result of hard work and amazing support. When he'd driven for Cunningham, he'd been assigned a young crew chief named Dan Binks. The two clicked, and the pairing was a success from the beginning. Binks was with Kendall for most of his career, was with Kendall for every one of the Trans-Am titles, and has since gone on to become a motorsports legend in his own right.

"Because I had some success, I was surrounded by good people. I stumbled into that Clayton deal. The crew chief was this young guy named Binks. He'll go down as, I think, the greatest sports car crew chief in history," Kendall says.

"The Mustang team was a level of integration – I was racing that same car, that same team, for four years. We just kept getting more and more refined. It was like we'd finish each others' sentences. That last year, when we won 11 races in a row, even that there was some luck, but it was like we were just – humming. I would know by the middle of practice whether we had things in our control that weekend – and usually we did."

Kendall has raced at Le Mans, at the famous Australian Bathurst 1000 endurance race, battled it out with the world's best in the International Race of Champions series, where championship-winning drivers competed in identically prepared cars.

After he stopped racing, Kendall became a commentator for Champ Car, and has appeared on television in recent years. Some former racers have difficulty adapting to civilian life. Kendall has made the transition well. "I really like sitting at Starbucks, reading the paper," he says.

And looking back over the totality of his career, Kendall is satisfied with what he's accomplished.

"All things considered, I have zero regrets," Kendall says. "If it hadn't happened the way it did, I wouldn't have spent the time in Trans-Am, I wouldn't have had the run that I did. And for a racer, that was as good as it gets." ■



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Toyota Grand Prix Of Long Beach



Can-Am Challenge Adds Classic Rumble To Grand Prix Weekend – With A Judge In The Driver's Seat

■ By **SAMANTHA MEHLINGER**
Assistant Editor

With the exception of the first race, Judge Joseph DiLoreto has never missed the Toyota Grand Prix of Long Beach. Now, the 67-year-old former Los Angeles County Superior Court judge and longtime race car driver/collector is participating in a new event on race weekend – the Can-Am Challenge.

“We have been sitting in the same seats – grandstand five, row one – for 25 years,” he said.

Although DiLoreto’s name had been thrown in the mix for the Toyota Pro/Celebrity Race – a now retired event in which professional drivers would compete against celebrities – he never quite made the cut. “When I was a judge, a couple of the other judges tried to submit my name into the celebrity race, but they wanted a real celebrity, not a judge,” he said. “So I never got in. Now, I get in. I’ve got the car.”

DiLoreto owns a 1968 McLaren M6B, a classic race car that participated in the first three years of the Canadian-American (Can-Am) series from 1968 to 1970. He purchased the car in 2000 and has since raced it in other events.

“The car was in a real bad fire in 1972, and it virtually burned to the ground,” DiLoreto said. “And a famous race car builder who actually worked on the car when it was racing, a guy by the name of John Collins, he put it [back] together.” The original car had a Ford engine in it, but after the Can-Am series ended, Ford took the engines back, DiLoreto noted.

When DiLoreto bought the car, it was in pieces. Thanks to his friendship with Carroll Shelby, the famous automotive designer and race car driver, DiLoreto was able to acquire Ford engine parts for the McLaren. “Got it back together, and now it’s a real famous car – the only M6B McLaren with a Ford engine that’s left in the world,” he said. “And it’s a Carroll Shelby car, so it’s famous in its own right.”

Bob Habermehl, who has been DiLoreto’s mechanic for 32 years – “longer than most marriages last,” DiLoreto joked – put the car together. Much of the motor was in pieces. “We just had pictures of what the motor looked like. And so from the pictures, we spent two years working on the car, putting it back together, putting the suspension and everything in it,” DiLoreto said. “Everything had to be rewired and all that. And special parts had to be made to fit the engine.”

The car puts out about 725 horsepower, has mechanical fuel injection and weighs 2,200 pounds, according to DiLoreto.

A native of Downey, DiLoreto grew up with an affinity for racing. “I did a little drag racing when I was in high school,” he recalled. “And then when I went to college, I had no money so I didn’t really have any trick cars. Then after I became a lawyer and started making some more money, I started buying cars.”

After law school, DiLoreto started out as a prosecutor in the Orange County District Attorney’s Office and then became a trial lawyer in Downey for 25 years. Former Gov. Pete Wilson then appointed him as a judge, and he oversaw civil cases at the Superior Courthouse of Los Angeles in Downtown Long Beach for 19 years. “And here I am now at my age, retired, and I get to drive in the Long Beach Grand Prix,” he said.

DiLoreto estimates he has owned 40 cars over his lifetime. He currently owns 20. “Most of them are race cars or performance cars,” including five original Carroll



Former Judge Joseph DiLoreto is pictured in the driver’s seat of his 1968 McLaren M6B, which he is racing in the Can-Am Challenge on April 8 during the Toyota Grand Prix of Long Beach. Top, DiLoreto’s garage is full of classic race cars and racing memorabilia. He has participated in many vintage car races over the years, including while he was serving as a Los Angeles Superior Court judge in Long Beach. (Photographs by the Business Journal’s Larry Duncan)

Shelby cars – two of them Cobras, he said.

The first car DiLoreto ever bought was a “little, tiny car that weighed 800 pounds” and had a 50-horsepower motor. “I started out meager because I wanted to make sure that I didn’t do anything stupid,” he said. “And then gradually I started buying bigger and bigger cars until finally I end up with these really powerful race cars.”

Over the years – including when he was a judge – DiLoreto has driven in vintage car races and also participated professionally in the International Motor Sports Association (IMSA) series. “We had a GTO Corvette, and the last race we ran was 1988 – the L.A. Times Grand Prix six-hour race,” he said. “We were the highest-finishing non-sponsor team. I think we finished seventh out of 25 cars, which was an accomplishment.”

With a chuckle, DiLoreto said it was a miracle that IMSA granted him a professional license. “We practiced pit stops in front of my house when I lived in Downey,” he recalled. “We had an all-volunteer team, and we did better than most people thought we would do.”

Vintage cars DiLoreto has raced over the years include a Cobra, Lola, Ferrari, Mustang and Corvette, among others. In that time, he has met racing greats like Bobby Al and Louis Unser; Bobby Rahal; Mario Andretti; and actor Paul Newman. “I was the only racing judge in the United States,” he noted.

“I think they are going to love the Can-Am race,” DiLoreto said of Grand Prix attendees. “Most people have never seen them before because, remember, they raced in the late ’60s, early ’70s. . . . But when they see the cars and they hear them, they are going to be impressed because they make twice as much noise as an IndyCar. When they go by, the whole grandstand is going to shake.”

DiLoreto said he is going to keep racing until he physically is no longer able to do so. “That day is coming. Let’s not kid each other,” he said. “This may be close to my last year, but in any event, we’re still doing it.”

“Bob and I have been to hundreds of races, and we’re still doing it, even at our advanced age,” DiLoreto reflected. “You know, let’s hear it for the old timers.”

The Can-Am Challenge takes place Saturday, April 8, at noon. Visit gplb.com for tickets and more information. ■

Social Media Team Ramps Up Promotion Of Grand Prix

■ By **KATIE CORTEZ**
Contributing Writer

With less than two weeks left before the 43rd Annual Toyota Grand Prix of Long Beach, racing fans will see an influx of social media posts from every angle about the upcoming race weekend. The city's largest event has seen a complete social media makeover in the short timespan of a little over one month.

Eight to 10 weeks before the race is the "most intense time period," Grand Prix Director of Communications Chris Esslinger said. "That's when you're seeing the most selling, more stories out in the media. The promotion gets ramped up." It is during these crucial weeks that Esslinger has brought in a total of three social media teams within the last few years. For the 2017 race, Esslinger and other members of the Grand Prix team wanted to see more engagement with their fan base, so they retained the media relations duo of Sadina Zaccari and Kelsey Duckett of Seventy Seven Enterprises.

Zaccari and Duckett had previously worked with the Grand Prix in the media relations department for the now defunct Pro/Celebrity Race and were chomping at the bit to give the overall race a social media upgrade. "Kelsey and I grew up in racing families, so this was a passion for us," Zaccari said. "This is something that we absolutely enjoy and something that we wanted to be a part of and work for."

On February 8, the two women began using their passion and knowledge of racing to promote the race weekend and engage with fans, with an understanding that social media is constant and by utilizing the different platforms as more than just advertising tools.

Doubling as the Grand Prix's social media and media relations team, Zaccari and Duckett use Facebook, Twitter, Instagram and Snapchat to reach out not just to fans but to other media outlets as well. "I handle the majority of [social media]," Zaccari said. "[Kelsey] likes to go on [Twitter] because she handles the media relations for the Grand Prix. So she's on there engaging with journalists. She uses it more as a business tool than anything."

It is this understanding of how social media ebbs and flows that allows Zaccari and Duckett to showcase all angles of the Grand Prix. Since Twitter is constantly changing its feed, posts can be made minutes after one another without really clogging up a viewer's homepage. Facebook and Instagram feeds, on the other hand, can be "over-infiltrated" by posts, which can cause a decrease in followers.

"You know our IndyCar race is our biggest thing," Zaccari said. "But if we're just posting about IndyCar, people would get bored. There are just so many other wonderful things about the race, and we want to make sure that we cover all of them."

Followers have seen an uptick in industry-relevant information, something that Esslinger was hoping to see with this new team. "Superfans" want more information on racing as a whole. For example, fans want to know that the World Challenge car that finished first in St. Petersburg, Florida, is now on its way to Long Beach. Live-tweeting that race gave fans an easy way to find out that information and get pumped up. "There's just so much info out there that is relevant to what we're doing, and how they keep track of it is amazing to me," Esslinger said.

It is this passion for racing and social media that allows the Grand Prix's social media accounts to grow on their own. While paying to boost followers on social media sites is a common practice among other social media campaigns, very little money has been thrown into boosting the campaign itself.

Engaging with the fans and getting their feedback has allowed the Grand Prix to gain about 300 followers on Instagram, 800 likes and 850 follows on Facebook and about 350 followers on Twitter. The organization even experienced a major Facebook milestone when a live chat video with driver Simon Pagenaud of Team Penske reached 13,000 views, 46 shares and 250 likes – the most popular Grand Prix Facebook post to date.

However, like any social media campaign, this organically grown approach is not without its pitfalls. One of their most popular contests, a mini-IndyCar scavenger hunt, fell apart on St. Patrick's Day weekend. "We've had a couple of things that

(Please Continue To Page 30)

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Toyota Grand Prix Of Long Beach

Social Media

(Continued From Page 29)

have kind of tanked,” Zaccari said. “We make sure to get feedback from people as to why it’s tanked and then kind of try to apply that moving forward. And say, ‘Hey okay, doing a scavenger hunt at 10 a.m. the day after St. Patrick’s Day – not a great idea.’” Fortunately for the fans, the contest was pushed back to Sunday to allow for a winner.

In spite of this one hitch, their contests seem to be flourishing among fans. In the upcoming weeks, they can participate to win an IndyCar ride, among other experiential prizes. “We’ve only given away a fraction of what we have,” Zaccari said.

Esslinger believes that “taking advantage of all the opportunities that are there and the fact that they help us on the media side also helps the social media side as well.”

For Zaccari and Duckett, those opportunities are not just limited to six different races on Grand Prix weekend. Food trucks, beer vendors, the Lifestyle Expo and stars like Billy Idol in concert are all race weekend events that the duo will be covering on social media platforms.

“And honestly there’s nothing like this done throughout the U.S.,” Zaccari said. “We’re a street race that has a whole weekend that capitalizes on the all these really great genres and events, and there’s really nothing like that out there. Indy is kind of like that. Daytona is kind of like that. But not like this.”

The 43rd Toyota Grand Prix opens its gates at 7 a.m. on April 7. Three-day general admission tickets can be purchased online at gplb.com/ticket-prices. ■



Sebastien Bourdais
Le Mans, France
February 28, 1979
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Ryan Hunter-Reay
Fort Lauderdale
December 17, 1980
www.RyanRacing.com



Scott Dixon
Auckland, New Zealand
July 22, 1980
www.scottdixon.com



Simon Pagenaud
Montmorillon, France
May 18, 1984
www.simon-pagenaud.com



Takuma Sato
Tokyo, Japan
January 28, 1977
www.takumasato.com

Track History

(Editor’s note: The following article is provided by the Grand Prix Association of Long Beach.)

Although the City of Long Beach had no way of knowing, when Friday morning, March 26, 1977 dawned, the city would never be the same again.

An auto racing fan-turned-travel-agent – Chris Pook – was about to put the city on the international sports map and spark a business, travel and financial renaissance that continues today.

Barely 18 months earlier, Pook had beaten all the odds and naysayers by staging the first Long Beach Grand Prix, a Formula 5000 race won by Brian Redman that attracted more than 46,000 race fans and curiosity seekers. He followed that only six months later by staging a Formula One race, won by Switzerland’s Clay Regazzoni, that was a moderate success.

Now, at 4:30 a.m., it was financial crunch time. With a pack of creditors snapping at his heels, Pook desperately needed a high-profile F/One race that would be watched by countless millions worldwide and – he hoped – packed grandstands in Long Beach.

He got it. With some help from a tough, diminutive Italian-American from Nazareth, Pennsylvania. Mario Andretti avoided a first-lap, multi-car collision, then went on to outduel F/One stars Jody Scheckter and Niki Lauda to become the first American to win a F/One race in a U.S. Grand Prix.

“Mario’s victory really changed the whole image of the race,” says Jim Michaelian, now the president and CEO of the Grand Prix Association of Long Beach and the race’s financial officer in 1978. “We made the New York Times, Sports Illustrated and the race was all over the local and national news.”

For the next six years, a decidedly international ambience settled over the city each spring. Romantic car marques like Ferrari, Renault and Brabham shared headlines with equally-romantic, internationally-famous drivers like Jacques Laffite, Emerson Fittipaldi and Nelson Piquet.

Argentina’s Carlos Reutemann won flag-to-flag in his Ferrari in 1978, just evading a now-classic first-lap shunt involving James Hunt that remains perhaps the Grand Prix’s most enduring image.

Canada’s Gilles Villeneuve – a crowd favorite for his hard-charging style – led a Ferrari one-two finish in 1979 and, in 1980, Brazil’s Nelson Piquet’s Parmalat Brabham scored another flag-to-flag victory in the first LBGP that was title-sponsored by Toyota. The race has been known as the Toyota Grand Prix of Long Beach ever since.

In 1981, F/One champion Alan Jones led an Albilad Williams FW07B one-two finish in a race notable because, for the first time, two American drivers, Mario Andretti (fourth) and Eddie Cheever (fifth) had scored F/One points in the same race.

Marlboro McLaren scored the next two wins, with Niki Lauda in 1982 and John Watson – coming from an improbable 22nd place on the starting grid – in 1983.

And, all the while, change had been coming to Long Beach. Downtown, the porn movie houses and boarded-up building were being replaced by office buildings, restaurants and gleaming new hotels. And, for Chris Pook, it was Financial Crunch Time II.

In 1983, faced with increasing F/One purses, sanctions and shipping charges, Pook was approached by Championship Auto Racing Teams (CART), and signed for the Champ Cars to make their Long Beach debut in 1984. Once again, Mario Andretti rode to the rescue.

“We weren’t exactly sure if the Champ Cars would have the same mystique for race fans,” Michaelian says. “But we didn’t miss a beat.” Thanks to Mario, who put his Budweiser-Haas Lola under the checkered flag . . . and again put the race back into headlines around the country.

American names have dominated the streets of Long Beach ever since, winning 14 of 28 races. Al Unser Jr. was the victor here six times, including a remarkable four straight from 1988-91. Mario Andretti visited Victory Circle four times and his son, Michael, is a two-time winner. California’s Jimmy Vasser won the race in 1996.

Still, the race has always managed to retain a little of its original international flavor. Italy’s Alex Zanardi, one of the race’s biggest fan favorites, won back to back in 1997-98. Colombia’s Juan Montoya, now a fixture in the NASCAR Sprint Cup series, in 1999 became the first rookie to win the race before joining the F/One wars, and Brazil’s Helio Castroneves led an all-Brazil 1-2-3 finish in 2001.

And, Canada’s Paul Tracy is a four-time winner here: 1993, 2000, 2003 and 2004. France’s Sebastien Bourdais won three consecutive Long Beach races, 2005 to 2007.

In June 2005, race team owners Kevin Kalkhoven and Gerald Forsythe purchased the Grand Prix Association of Long Beach, ensuring that the famed seaside circuit would continue operating. In March 2008, the Grand Prix Association of Long Beach signed an agreement with the City of Long Beach to continue running races through 2015.

On April 20, 2008, the Toyota Grand Prix of Long Beach staged the final race in Champ Car’s long and storied history, with Australia’s Will Power taking the checkered flag.

In May 2008, the Grand Prix Association of Long Beach signed a long-term agreement with INDYCAR to run the IndyCar Series beginning in 2009. Dario Franchitti won the inaugural IndyCar event before a packed house, ensuring the race’s success in the new era. Ryan Hunter-Reay was the first American to win the race since Michael Andretti in 2002 with his 2010 win. In 2013, another first happened – Japan’s Takuma Sato took the checkers, becoming the first Japanese driver to win – and be on the podium – in the race’s long history. In 2015, in his ninth try, three-time series champion Scott Dixon finally won his first Toyota Grand Prix!

On April 9, 2017, Simon Pagenaud will defend his first Toyota Grand Prix of Long Beach win when the words “Drivers, start your engines!” mark the 43rd edition of America’s #1 street race! ■



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The Women Of Long Beach Rotary: A Historic Court Ruling, Female Leadership And The Future



Current members of Long Beach Rotary met recently at the Business Journal offices to talk about how the club has evolved since its first female members joined in 1987. Pictured from left are Dana Buchanan; Willetta McCulloh; Jean Netherton; Jean Bixby Smith; and Gabrielle Canale. (Business Journal photo)

■ By **SAMANTHA MEHLINGER**
Assistant Editor

On May 4, 1987 the United States Supreme Court ruled that states could outlaw gender discrimination in Rotary Clubs, effectively ending an era and ushering in a wave of members unlike those most Rotary Clubs across the nation had seen before: women.

In October of that year, Jean Bixby

Smith, then-director and president of Bixby Land Co. and Alamitos Land Co., and Jane Netherton, then-president of International City Bank, officially joined Long Beach Rotary.

The club is celebrating its centennial this year, and is the oldest service club in the city with a variety of volunteer programs aimed at helping those in need. Its charitable foundation benefits local youth and educational programs.



The first two female members of Long Beach Rotary, Jean Bixby Smith, left, and Jane Netherton were inducted in October 1987. They are flanked by their sponsors, Russ Hill (Rotary president in 1992-93), left, and Vic McCarty (president in 1984-85). (Long Beach Rotary photo)

“Over the decades since, women have grown to make up about one-third of the club’s membership. It grew fairly slowly for awhile until we got kind of a critical mass of women I think, and then other women felt more comfortable [to join],” Bixby Smith said in a joint interview with Netherton and three current leaders in Rotary: Dana Buchanan, owner of Primal Alchemy Catering; Gabrielle Canale, owner of the boutique Raindance; and

Willetta McCulloh, owner and vice president of Environ Architecture.

“It was a man’s world. Women were not allowed in,” Netherton recalled of the club in ’87. “In fact, I was interviewed by the Press Telegram. [They asked], ‘How do you feel about this thing, Rotary being men only?’ And I said, ‘If the men want to have their club, so be it.’ And like three weeks later, I get the call saying women

(Please Continue To Page 32)

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Women In Business

(Continued From Page 31)

are allowed in and we'd like you to join. I wanted to eat the paper I was quoted in."

Bixby Smith was also invited to join. "We decided jointly when we were asked that neither one of us wanted to go in first, so we said we would go in as long as we go in together," Netherton recalled.

The following month, two more female members joined: current Rotary President Jayne Lastusky and Cam Killingsworth, who soon after became the first female president of the club.

According to Bixby Smith, a certain faction of the club's 400 or so male members had an air of resistance related to their new female counterparts. "The individual who was one of my sponsors and I think one of Jane's, his father was probably the most opposed to it of almost anyone," she recalled.

"But he was a club member and he did what a good club member does. They went along with the group when it became apparent that that was it.

"And I will say that despite the feelings – and I was warned that I might not get a very warm reception from some – I absolutely never felt it," Bixby Smith continued. "I knew which ones would have preferred we weren't there, but never were any of them anything other than polite."

It helped that both Bixby Smith and Netherton already knew most of the Rotarians. "So we weren't going in to a group where we didn't know them well. A lot of them were my clients," Netherton said, noting that Bixby Smith had known many from her service on the boards of local organizations.

As business executives at a time when few women were in such roles, Bixby Smith and Netherton were already used to being women among men. "I would walk into rooms and sometimes they would go, 'OK, the spouses are over here,'" Netherton recalled. "So I was pretty used to being the woman in the group of men. That didn't bother me." Bixby Smith said she felt the same way.

"I will tell you that the only thing that ever hurt when we first went in [to Rotary] was [they said], 'We need to watch our language at the podium now because we have females in the room,'" Netherton recalled. "And we're going, you obviously don't know us well enough if you [think you] need to watch your language," she said.

Bixby Smith added, "It was easily three

to four years before there weren't constant apologies."

Buchanan pointed out, "That was also back in the day of the two-martini lunches," to which Bixby Smith replied, "It was more than that." Netherton chimed in: "Before the Rotary, there was the Rotary South meeting – which was the bar."

Ultimately, even the members who felt somewhat at odds with having women in the club accepted them. "It is typical of Rotary to avoid conflict for the greater good," McCulloh said.

Canale agreed. "Rotarians never see obstacles. They see opportunities in everything they do," she said.

Over the years, Rotary has evolved from a club more oriented around business networking into a deeply service-oriented organization, according to Buchanan. "It completely morphed. And I don't know if women being involved had to do with that or not," she said.

"This club was founded by the elite business people of Long Beach," Netherton said. "There was a small handful of them, and they were a business organization. Their spouses are the ones who cooked dinners, brought them to the table and left so the Rotarians could eat. You just didn't have a woman in the room."

Now, "Women assume a reasonably equal share of leadership in the club I would say," Bixby Smith said. About two-thirds of the board positions will be held by women next year, she noted.

Canale is taking a seat on the board and is set to take on the role of sergeant at arms. As such, she will be responsible for recognizing Rotary members and fining them for achievements – an "all in good fun" tradition aimed at raising money for the foundation. One of her passions is leading Operation Santa Claus, a program through which Long Beach Rotary adopts local families at Christmastime and provides them with toys and necessities. She is also involved with membership and recruitment.

McCulloh is set to head up the club's international service efforts. "I am still learning what my role will be, but I love the idea of the global friendship and the idea of working together with other Rotary clubs both in the nation and internationally," she said. One of the club's international efforts is distributing polio vaccines throughout the world in an attempt to eradicate the disease, she noted.

Buchanan has served both as vice president and as sergeant at arms. One of her passions is Camp Enterprise, a Long Beach Rotary program that takes a handful of juniors from each local high school and brings them to a camp in Big Bear, where they break out in to teams and come up with business plans. These students may not be college bound, so the program aims to show them how there are other ways to take control of their futures and perhaps be successful in the realm of business.

"My last comment is, with Willetta, Gabrielle and Dana, you are seeing three great Rotarians but they are a representation of the other women in our club," Netherton said. "It's just a sampling of the rest of the amazing women who in their own way add to this club." ■

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Who's Who

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Local Women Reflect National Trends Of Business Growth

■ By **SAMANTHA MEHLINGER**, Assistant Editor

Whether they are flying solo or teaming up with family or friends, women continue to exhibit entrepreneurial spirit and pace ahead of national business growth, through growing an established businesses or opening a new one.

Between 2007 to 2016, women-owned businesses grew five-times faster than male-owned firms in the U.S., according to American Express OPEN's 2016 State Of Women-Owned Businesses Report. Overall, the number of women-owned firms increased by 45% in that time period. Their revenues have increased by 35%, compared with the national average of 27% over the same period.

Women of color, according to the OPEN report, own 78% of net new women-owned firms that started up between 2007 and 2016. Since 2007, about 1,100 net new women-owned businesses have launched every day – 842 of those by women of color.

The businesswomen of Long Beach and Signal Hill represented in this section come from diverse backgrounds, hailing not only from the United States but also Brazil, Greece, Korea and Mexico. They serve truckers, families, tourists, builders, neighborhoods and people from all walks of life. Some hope their businesses will support their families for generations, while others dream of expanding with even more locations.

From the Westside to the Eastside to the North, from the Shore to the Hill, these women have become entrenched in their communities, providing employment and contributing to the local economy.



Angela Contos

Golden Star Restaurants

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Eleven days after meeting Jimmy Contos in 1970, Angela Contos agreed to marry him. Jimmy, who founded the first Golden Star Restaurant in 1963 in the Westside area of Long Beach, was visiting his mother in Greece when the two met – and the rest is history.

They were introduced in June 1970, and by November they were married and living in Long Beach, where they raised four children who remain active in the family business.

A native of Greece, Jimmy had worked as a professional cook while serving in the Greek Navy (a requirement of the country's citizens) and decided to carry on the profession after moving to America. After marrying Angela, he quickly decided to open a second location at Carson Street and Cherry Avenue, which she runs to this day. Both restaurants serve mostly American staples like cheeseburgers, hot dogs and more.

In the early days, running the restaurants was not an easy task. "He worked three shifts," Contos said of her husband, who passed away in 2008. "And both locations were open 24 hours."

Contos said she loves her restaurants like she loves her children. "My favorite [part] is the relationship with customers. They feel like my family," she said. Her husband was famous for sitting and listening to his customers talk about their lives at length, she noted.

"My kids, they grew up in this restaurant, particularly [at] Carson and Cherry," she said. "They took their first steps. My son cleaned tables. My daughter sometimes was the secretary. It's all home, everything here in the restaurant."

Contos opens and closes the restaurant at Carson and Cherry every day. "I get up at 4 o'clock in the morning, and I come in every morning at 6 o'clock and open the restaurant," she said. She leaves for home at 4 p.m. and returns in time to close the eatery at 9 p.m.

The Contos family and their business regularly give back to local schools – particularly ones the Contos children attended, like Riley Elementary School and Long Beach Polytechnic High School – as well as their church, the Assumption of the Blessed Virgin Mary Greek Orthodox Church on Pacific Coast Highway. Both she and her husband always loved children, she noted.

In the future, Contos said she hopes her children will keep the business running. "Small business is good business," she added.



Donna Gurr and Angie Jakum

City Lights Streetwear and Cityology

5243 E. 2nd St. • 562/473-4553 • www.citylightsstreetwear.com

4718 E. 2nd St. • 562/386-8292 • www.city-ology.com

Best friends Donna Gurr (pictured) and Angie Jakum met by way of a dog – Jakum's pooch, Cody, made an appearance on her patio when Gurr was touring a condo next to hers, and Gurr ultimately decided to buy the place.

"I thought, well, anybody who has a dog as cute as this has got to be a great neighbor," Gurr recalled. The two got to know one another and not only became close friends, but also came to realize that their skill sets made them ideal business partners.

Jakum, an accountant and former owner of a clothing line, had relevant skills to running a business and buying merchandise. Gurr, who had years of experience in sales at a department store and Mark Schneider Jewelry, had the experience to handle sales on the floor. "We feel that together we are the perfect businessperson," Gurr said.

Eventually, they decided to open a small, appointment-only boutique in an office adjacent to Jakum's tax business, which was located above the former post office on 2nd Street in Belmont Shore. "We were only open six hours a week on Monday nights by appointment. And we were wildly successful even in that tiny little space up on the second floor by appointment," Jakum said.

In 2014, the women decided to take their venture a step further by opening a boutique called City Lights Streetwear at 5243 E. 2nd St.

"Angie has got all the knowledge, and she's our buyer. She has got a fantastic eye," Gurr said. Gurr handles the front end of the business, she noted.

City Lights Streetwear sells clothes and accessories made for adult women. "They're not teenage clothes. They are for women who want to look good and clothes that are good quality, good fit," Jakum said.

The two women were considering opening a second location in another city but ultimately decided to pursue another venture by opening Cityology, a lifestyle store, just down the street at 4718 E. 2nd St.

"While we were buying for City Lights Streetwear, we would find all these cool things that we knew would be fantastic in the store that weren't appropriate for City Lights," Gurr said. So when a landlord down the street called and asked if the two would like to relocate their existing business, they instead decided to open Cityology.

"Both stores are received amazingly well, with open arms from the city and from the community," Jakum said.

Their greatest challenge as business owners is the seasonal fluctuation in foot traffic and sales, according to Jakum. Gurr agreed, adding, "But it's fun because it's a challenge."

In the future, the two hope to open more stores in other locations. Meanwhile, the instigator of their journey – Cody the dog – has become something of a mascot for the stores and a beloved fixture on 2nd Street, they said.

(Please Continue To Page 36)

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WOMEN IN BUSINESS

Cindy Hinderberger, REALTOR® – CalBRE #01902607
Coldwell Banker Coastal Alliance

Cindy is dedicated to serving the community and has a true love for helping others. She sees the big picture and the small details. She educates clients on the buying and selling process as it is just as important as finding the right property. You'll see the difference with Cindy. She is a Master Certified Negotiation Expert, has Certification in Relocation, can assist in 1031 Exchanges. Member of Estate Planning Trust Council of Long Beach. **Keeping Clients Happy . . . One Home at a Time! Everyone Knows it's Cindy!**

1650 Ximeno Ave., Ste. 120 • Long Beach, CA 90804
(562) 754-8802 • chinderberger@hotmail.com



Marty Kurner, Founder
Hawden Group USA, Inc.

Marty founded Hawden Group, a nationally known furniture and design firm in 2011. We sell American-made, local products with great sustainable stories. A \$5 donation is given to nonprofits with every chair sold. Hawden is a 100% referral business. Why? Because of our commitment and our extraordinary service. Marty was on the Board of the LB Chamber and president of the Women's Business Council. She is now on the Board of For The Child, a Rotarian, a member of the LA and LB Propeller Club, LBCREC and FuturePorts. She previously was Military Affairs Director for Davis Monthan AFB and on the Board for the US Navy League, USS Tucson. Most important to Marty is integrity, honesty and ethical business practices.

(949) 302-2823 • mkurner@thehawdengroup.net



Barbara Irvine-Parker, Realtor Associate
Coldwell Banker Coastal Alliance

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

1650 Ximeno Ave., Ste. 120 • Long Beach, CA 90804
(562) 208-9726



Katie Larson, REALTOR®
Keller Williams Pacific Estates

Among the top agents in her office, Katie knows the importance of putting clients first, using frequent communication and patience. A tough negotiator, it's her calm demeanor and ability to take out as much stress as possible from the process that brings her repeat business. Whether gathering the resources to get a home ready to sell, educating first time homebuyers, consulting with seniors, or juggling the timing of clients selling one home while buying another, Katie is there for her clients with compassion. "Being a Realtor isn't about selling. It's about service, and it's my vocation."

CalBRE#01935283

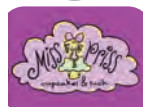
2883 E. Spring St., Ste. 100 • Long Beach, CA 90806
(562) 673-5335 • katielarson@kw.com • www.katielarsonrealtor.com



Karie Kearney, Owner
Miss Priss Cupcakes & Such

Karie Kearney at a very young age had the entrepreneurial spirit. Karie's first priority was raising her daughter Madison, who is a Cal State grad this year. She sold real estate for ten years so she didn't miss out on one field trip. Karie, along with her daughter Madison and mother Susie, are celebrating their 9th year in business this May. Miss Priss recently signed a contract with 1800Flowers to make fruit bouquets along with their cupcakes and custom cakes. Business is blooming!

4131 Norse Way • Long Beach, CA 90808
(562) 377-6385 • www.missprisscupcakes.com



Kim Mosley, Real Estate Broker
Keller Williams Coastal Properties

Kim Mosley has been a local resident of Long Beach for close to 40 years. As a real estate Broker, Kim is very knowledgeable in the real estate industry and keeps up-to-date with the current market. Professionalism, being ethical, and providing a great service is her #1 thing. Kim is a proud member of The National Association of REALTORS, California Association of Realtors, and currently serving as Vice Chairperson on the Ethics Committee for Pacific West Association of Realtors. "I work hard to obtain the goals for my clients and want them to know I am always here for them." Please do not hesitate to contact Kim Mosley for the sale or purchase of a home.

6621 E. Pacific Coast Hwy., Ste. 150 • Long Beach, CA 90803
(562) 961-1460 • kim.kwcompliance@gmail.com • CalBRE #01314448



Samone Keo, Owner
Delightful Crepes Café

Family, community, health, excellent service...and delicious food are the values Samone thought of when she started Delightful Crepes Café in 2008. She has poured everything into ensuring every customer's experience is much more than food. Samone's passion is giving back. She's an annual participant of Taste at the Point, Taste of the Coast, Long Beach Grand Cru, and CSULB's Jewels of the Night – events that support breast cancer research and low-income families. Samone believes the key to life is spending time with loved ones while enjoying delicious meals. The creativity doesn't stop with the crepes. We also feature Paninis, pastas, homemade soups and refreshing salads. We've saved a spot for you . . . Bon Appetit

1190 Studebaker Rd., Ste. H • Long Beach, CA 90815
(562) 594-9400 • www.delightfulcrepescafe.com



Lisa Pfeiffer, Owner
Peaches Skin Care

Lisa Pfeiffer is the owner of Peaches Skin Care, a wife, and a mother. In the past three decades she has honed and detailed one very specific facial that has helped thousands of people regain their confidence. Changing your skin can completely transform your life and how you feel. Through her experience she has learned how important caring for your skin is and how often the skin gets abused. She has made it her mission to provide for others her gift of skin care in a completely natural, organic, and holistic approach. Her belief is simple, natural is beautiful!

5608 E. 2nd St. • Long Beach, CA 90803
(562) 386-2222 • www.peaches-naples.com



Janis Krantz, Owner
J & L Jewelry

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

1823 Ximeno Ave. • Long Beach, CA 90815
(562) 986-4380 • www.jnljewelry.com



Cassandra Popli, Vice President
ETA Agency

Cassandra hails from the U.K. where she graduated summa cum laude from the University of Wales, Swansea majoring in American Literature, Politics and History. Cassandra's role at ETA Agency extends far beyond leading the account management team, handling client services and securing new business. A natural leader and an integral part of every department, she has spearheaded multiple award-winning campaigns, seeing them through from concept to completion. Cassandra and the team at ETA Agency are specialists in creating brands that venture away from cookie-cutter, ETA creates carefully curated brands that bring a new generation of original creativity.

444 W. Ocean Blvd., Ste. 150 • Long Beach, CA 90802
(562) 499-2305 • www.agencyeta.com



Women In Business



Eva Guzman

Firestone Fabricators
2304 Orange Ave., Signal Hill
562/988-1019

Eva Guzman started at Signal Hill-based Firestone Fabricators as a receptionist in the early 1990s after leaving a position with United Airlines. The Mexican immigrant, who first came to Long Beach at age five, worked her way up over the years and eventually purchased the business from the previous owner in 2014.

"I used to work for United Airlines and went on strike back in 1990 to '92," Guzman recalled. "I was looking for something else to do, and I stopped in to the office and applied as a receptionist [doing] filing and so forth. And then I just grew from there."

Firestone Fabricators was founded in 1984. The business fabricates and installs structural steel for use in building framework. Asked about what she grew to like about this industry, Guzman said, "I just like working here. I like steel. I like to see empty buildings go up and get transformed."

Over the years, Guzman educated herself about the industry and began moving up within the business. She eventually took and passed an exam certifying her as a structural steel contractor.

"What happened is the main owner retired, and I decided to make an offer," Guzman said of how she came to own Firestone Fabricators. "Since I had been running it for the past 10 years, he decided that it was an opportunity."

Advancing in a field that is dominated by men has been a challenge, though less so in recent years as more women have progressed in the construction industry, according to Guzman.

The company's most recent project in Long Beach was the corner of 3rd Street and Long Beach Boulevard, where a section of City Place shopping center has been redesigned. Outside of Long Beach, the firm is currently working with San Antonio Winery – a 100-year-old winery in Downtown Los Angeles – to completely remodel the interior of its historic building. Firestone is also currently performing work at the Hollywood Bowl.

Guzman said she loves everything about her business but is most driven by a desire to provide opportunities for others. "Because I was given the opportunity, I want to grow to be able to give the opportunity to somebody else," she said.

"I don't live in Long Beach anymore. I live in La Habra. But my heart belongs to Long Beach," Guzman said, noting that her children still live in the city.



Mary Park

Mike's Liquor Store
100 E. Pacific Coast Hwy.
562/591-1448

Chances are when you think of liquor stores you probably do not associate them with missionaries. But when Mary Park and her husband, Richard, purchased Mike's Liquor Store at 100 E. Pacific Coast Hwy. (PCH) in 2014, the former missionaries had community impact on their minds.

The two had moved to Long Beach that June after having taken many bike rides down to the shoreline from Los Angeles. "We always stopped by the Long Beach shore and had lunch there," Mary Park said. "Long Beach is a really beautiful city."

The two had recently finished serving three years as missionaries for the Christian TV network CGN, where they had volunteered as producers making documentaries about missions abroad. The idea had been to spend their retirement serving God, but soon the two came to realize that, as healthy 60 year olds with years ahead of them, they would need to continue to support themselves beyond the investments and savings they had made, according to Park.

The Korean immigrants had owned a liquor store in Portland, Oregon, for 25 years before their stint as missionaries. So when someone approached them about purchasing Mike's Liquor, they decided to go for it despite warnings from locals.

"They said PCH, especially that area, is very dangerous," Park said. She was originally shocked upon visiting the location. "Outside there are so many homeless people asleep on the streets and in parking lots. And you know, it's so dirty. But those people need spirit."

When she contacted the City of Long Beach about obtaining a business license, she found out the location had been the source of many police calls in the past. The Parks bought the store with the intent of improving the community and helping those in it.

"It is kind of a mission for us here right now," Park said. "The homeless, they do have money to buy food, but they don't because they are either druggies or . . . [have] alcohol problems. So we started to feed all the homeless here," she said. Every morning, she delivers hot top ramen to homeless people sleeping in the area. "We try to help them be sober."

Park noted, "Now we don't have any problems, and surrounding here it's getting better. It's a good community now." Her favorite thing about running Mike's Liquor is growing relationships with patrons of the shop, who now regularly come in and update her on their lives.



Regina Walter

Grounds Bakery & Cafe
6277 E. Spring St.

562/429-5661 or 562/420-8511 • www.groundscafe.com

Regina Walter and her husband, Ronald, took over a former La Petit Boulangerie franchise on Spring Street in 1993 and re-branded it into a family business, Grounds Bakery & Cafe.

Walter had attended law school but eventually decided law was not for her. "Like a good Italian granddaughter, food was more interesting," she said. "We started with the original menu from La Petite Boulangerie and started changing and adding items little by little," she explained.

The Brazilian native with Italian roots moved with her husband to California in 1990. After opening Grounds and commuting from Huntington Beach for years, they ultimately decided to make the move to Long Beach in 2000.

The business is known not only for its prolific menu but also for its openness to customization – customers can order anything the way they want it, according to Walter.

"Today we have more than 40 sandwiches, about 10 different salads, more than 15 different breads, and most of them from customers' requests," Walter said. The business serves an average of 300 orders a day and has strong catering ties with local businesses and city departments, she noted.

Everything baked at Grounds is made fresh daily, according to Walter. "Most of the items we bake are our own recipes and made and baked by our bakers every day," she said. Grounds also takes recipe suggestions from staff and even from customers, she noted.

Half of Grounds' daily leftovers are sold at a discount, and the other half are donated to Food Finders, a local nonprofit food bank that distributes unwanted food to those in need. The organization picks up food from Grounds three times a week.

Over the years, the staff grew from five to 35 employees. "My favorite part of owning Grounds is the contact with the customers," Walter said. "Our Long Beach neighborhood is very family-oriented, and it is normal to see the same customers year after year, their kids growing, bringing their kids, [and] friends getting together, like a big family." She added, "I love when the kids call me grandma because they are here with their family [so] frequently."

One of Walter's biggest challenges is keeping up with legislation that creates new business requirements. "It's kind of tough on every single business owner," she said.

Walter, who now works fewer days per week and handles catering, said her goal is to continue having her sons run the business. In the future, she hopes her grandchildren will take over.

Grounds is open Monday to Friday, 5 a.m. to 5 p.m.; Saturdays, 6 a.m. to 4 p.m.; and Sundays, 7 a.m. to 4 p.m. ■

Assemblyman's Woman Of The Year: Martha Beatriz Cota

Assemblymember Patrick O'Donnell honored Long Beach's Martha Beatriz Cota with the Woman of the Year Award at his annual Women of Distinction celebration held March 23 at the offices of Keesal,



Young & Logan in Downtown Long Beach. In 2009, Cota founded Latinos in Action, an organization that teaches a leadership class in high schools and middle schools to help bridge the graduation and achievement gap between Latino students and their peers. She serves as the organization's executive director. (Photograph by the Business Journal's Larry Duncan)

Who's Who

WOMEN IN BUSINESS

Terry Rogers, REALTOR®

Coldwell Banker Previews International

Terry Rogers is a dedicated, award winning, top producing real estate professional. As a referral-based agent, she specializes in client satisfaction. Terry is a representative of all aspects of real estate with a broad diversity from the first time homebuyer, to investor or developer particularly specializing in luxury homes, relo, short sales, foreclosures, probate, and commercial properties. She is past President of the Signal Hill Chamber and assists with the Goldman Sachs 10k Small Business Program at LBCC. She serves on the following boards: SH Historical Society, FOSL, SH Police Foundation and SH Community Foundation. "Are you contemplating your next move?" Allow me to be of service. CalBRE# 01037853 (562) 713-4630

trogers@coldwellbanker.com • www.camoves.com/terry.rogers



Julia Sylva, Attorney-at-Law

Law Offices of Julia Sylva, Medical Cannabis Attorneys

Ms. Sylva is an experienced municipal law attorney, expert in real estate, land use, business and corporate formation and governance (including nonprofits). She is a leader in drafting local regulations related to medical cannabis including, but not limited to, ordinances, resolutions, initiatives, policies, procedures and permit applications. She also represents clients in the private sector who seek land use entitlements related to general business enterprises and the medical cannabis industry; she represents developers, cultivators, dispensaries, delivery and transportation, and research and development companies. She is a former Mayor, City of Hawaiian Gardens; CSULB (1978); Loyola Law School (1983).

2700 Cherry Ave., Ste. 101 • Signal Hill, CA 90755
(562) 988-3225 • www.SylvaLawCorp.com



Hilda Sanchez, President

Minuteman Press

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

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



Lourdes Valles, Founder

Gems & Jewels Fine Jewelry and Repair

Lourdes Valles is a local resident and founder of Gems and Jewels Fine Jewelry and Repair. Lourdes is a graduate of the Gemological Institute of America, and is a proactive member of the community. When she is not in the office, she is out organizing neighborhood clean up events. She is also a board member of the BKBIA. Gems & Jewels specializes in fine jewelry, engagement rings, jewelry repair and restoration. Gems and Jewels has two locations in the city of Long Beach, visit them in Belmont Heights or in their Bixby Knolls showroom open everyday.

3403 E. Broadway Ave. • Long Beach, CA 90803
4130 Atlantic Ave., Ste. 102 • Long Beach, CA 90807
www.gemsandjewelsfinejewelry.com



Phyllis Schmidt, REALTOR®

Boardwalk Properties

A long-time Long Beach local, Phyllis Schmidt is a licensed REALTOR® on Boardwalk Properties' elite team. She satisfies all parties low-stress closes of residential units. As a former landscape designer, Phyllis has a flair for staging and boosting curb appeal and a keen understanding of local markets. The City of Long Beach named her a Woman of Distinction and she works with several local non-profit organizations. The owner and resident of a triplex in Belmont Shores, Phyllis raised three children in Long Beach. Email plants29@gmail.com or call 562-882-8395 to sell or buy a property! DRE #017161453

3948 Atlantic Ave. • Long Beach, CA 90807
(562) 882-8395 • plants29@gmail.com



Dahlia Villegas, Owner

Twice Baked Baking Co.

Dahlia is a local Long Beach resident and mother of five. She began gluten-free baking when her husband was diagnosed with celiac disease, and has since decided to share her knowledge with the community. A landmark for gluten-free baked goods, Twice Baked has become an oasis for those with a variety of food allergies. The bakery offers an impressive array of European-style breads and pastries that accommodate multiple specialty diets at once. Three generations working at the bakery, Twice Baked is a family-owned business with knowledgeable, kid-friendly staff who are dedicated to providing customers with a satisfying, tasteful experience.

8185 E. Wardlow Rd. • Long Beach, CA 90808
(562) 343-5715 • www.twice-baked.com



Renee Shaffar, E.J.D., Certified Divorce Mediator

Alternative Divorce Solutions

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

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

3780 Kilroy Airport Way, Ste. 200 • Long Beach, CA 90806
(562) 741-5341 • www.altdivorcesolutionslb.com



Patricia Watts, Founder, President & CEO

FCI Management

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

3850 E. Gilman St. • Long Beach, CA 90815
(562) 719-9300 • www.fcimgt.com



Leslie A.M. Smith, Consultant & Owner

McCormick L.A. Public Relations

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

McCormick L.A. offers: Marketing Plans, Community Relations, Media Relations, Event Planning, Training & Facilitation, Social Media & Advertising.

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Tracey Wiltse, "The Redhead Realtor to Remember"

Coldwell Banker Coastal Alliance

Tracey is a So Cal native. She's lived in Long Beach since 1984. Before becoming a REALTOR® in 2000, Tracey worked in the Restaurant, Jewelry and Human Resources fields. Anyone remember Bobbi McGee's restaurant? Along with other talented servers dressed in costumes, Tracey served 100's of guests. "I've worked in customer service all my life," she says. "Through listening, I discover my client's needs and fill them". It is critical that her clients know they are important and their feelings are valid. Her passions are helping people buy and sell homes, animals, exercising and her husband and family.

1650 Ximeno Ave., Ste. 120 • Long Beach, CA 90804
(562) 619-7744 • tracey4homes@gmail.com



Small Business Showcase – Wrigley/West Willow Street



Long Beach Finest Barber Shop

For two decades, Long Beach Finest Barber Shop has been run by a group of four friends. In 2006, the shop relocated to its current site at 327 W. Willow St. Three of the partners are Long Beach locals, and the fourth has been a resident of the city for years. “We all just got together one day and said let’s do this, and we did it. We [had] seen that there was a need for it in our neighborhood, in our community,” Amroel Allen, one of the partners, said. “We all grew up around here, so we all said instead of working for anybody else we just came together. That’s why it’s called Long Beach Finest.” The shop caters to men, women and children. One of the four partners is a woman, which makes female customers more comfortable, Allen, who is pictured, explained. He said he enjoys the diversity of the city most and explained that the shop complements the surrounding neighborhood. “We’re original. We are diverse enough that we can deal with anything that the city brings to us because we are all from the city,” Allen said. “We’re special. Come in and give us a try. I guarantee that you’ll like the service.”

Flow LBC

Ramona Magnolia first discovered yoga while pregnant with her daughter in 1995. At the start of this year, she celebrated the opening of her first studio, Flow LBC, located at 700 W. Willow St. Magnolia explained that she never intended to open a studio because she had heard horror stories; however, her brother provided the opportunity for financing, and she accepted. “What sets [my studio] apart is, I think, there’s a sense of deeper connection with the students,” Magnolia said. “It’s more intimate – a sense of community and personal attention to your practice – because it’s a smaller space, and it’s not like we are just pushing one class after another.” Magnolia’s studio offers yoga seven days per week, as well as a class called Kid’s Movement, which combines art, yoga and games for children. Magnolia also offers private yoga lessons, art therapy and offers art classes for children and adults with autism. Four other instructors offer various classes and workshops at the studio. “I think Yoga is important because it helps you deal with everyday life. It helps decrease stress. It helps with anything you have going on,” Magnolia said. “It just brings clarity to your mind and brings comfort to your body.”



A Castle Of Books

In April, A Castle of Books will celebrate its 10th year in business. The used and rare bookstore has moved a number of times over the years and recently relocated from Bixby Knolls to 484 W. Willow St. Although owner Aric Castle is still in the process of setting up the store, it has been open for business since January. “I was hoping there would be some sort of synergy with the antique store, the CD store and the game store that are right on the street as well,” he said of the store’s new digs. “And it’s still only two miles from the other location, so I’m hoping our old customers will be able to find us easily enough.” Castle had worked in bookstores since high school until he set up shop for himself. “I have always liked books since I was young,” he said. “It always felt like something I was going to do.” A Castle of Books mostly sells used books but also offers comic books, music, movies, games, toys and more. Castle purchases items from people looking to sell or trade, and he also accepts donations. “It’s always fun to get something in that you have never even heard of or didn’t expect to see,” he said.



Greens Wrigley Boutique

After owning a salon in the Bixby Knolls area, Long Beach-local Sandy Linares closed up shop and moved her family to the Wrigley area, where she opened Greens Wrigley Boutique a year and a half ago. “I have teenage daughters, and we wanted to do something together,” Linares said. “We are buying clothes constantly, so we thought about opening a business together. So it’s all a family thing. Mainly just us all working together and teaching them a little bit about working at a young age.” Located at 700 W. Willow St., the store focuses on women’s clothing and accessories, with much of the merchandise being purchased in Los Angeles’s Fashion District. Linares said she tries to keep the shop fresh by changing up products weekly and buying from different vendors. She said she enjoys the sense of community in the area. Whether it’s between customers or surrounding businesses, Linares said she loves the connections that have developed as a result of opening her business. “I just love the area. It seems to be growing,” Linares said. “I can see the difference in the community. People are wanting to see it nicer. I’m really happy about that. People really take pride in Wrigley.”

Articles by Assistant Editor Samantha Mehlinger
and Senior Writer Brandon Richardson.
Photographs by the Business Journal's Larry Duncan

Support Local Small Businesses

This edition features small businesses on West Willow Street in the Wrigley neighborhood of Long Beach.

Buono's Authentic Pizzeria

At the end of 1980, Frank Buono decided to invest in and grow his family's San Pedro business, Buono's Authentic Pizzeria, by expanding with a second location at 401 W. Willow St. in Long Beach. At the time, Buono was considering transferring colleges. But when an Italian deli on Willow Street went up for sale, he decided to leave school and buy the deli. His best friend at the time was a general contractor, and the two transformed the deli into another Buono's Authentic Pizzeria. A few years later, Buono took over the family business, running both locations. In 2004, he opened another location in Downtown Long Beach. "We are your neighborhood pizzeria. We are casual family dining. And the food is off the charts fantastic," Buono said. "The theme of every menu item is authentic Italian . . . made from scratch." "We love being here in Wrigley," Buono said, noting that the area is very diverse and has two strong neighborhood associations. Buono's will be the first restaurant in the Wrigley area to have a parklet – outdoor dining built over parking spaces – sometime this summer, he noted. When asked what he likes best about his work, Buono said: "The many friendships with our wonderful customers and the family like bond with our amazing team." Pictured from left are Buono's staff: Roberto Quintana, Arturo Tovar, Ernie Gonzalez, Frank Buono, Edgar Ruiz, Tania Callejas, Constantino Bermudez and Maribel Lopez.



Fox Coffee House

Mary Gallagher has dreamed of opening a coffee shop since she was 16 years old. Just over 10 years later, she achieved her vision by opening Fox Coffee House at 437 W. Willow St. in 2015. "I come from a Colombian family, and coffee is kind of a big deal," Gallagher said. "We would always drink coffee together, and it was kind of like a bonding thing." From day one, Gallagher has worked to ensure her business is an asset for the community, rather than just another coffee joint. Fox Coffee often hosts local club meetings and open mic nights, she noted. A former behavioral therapist, Gallagher invites people with special needs to work in her shop twice a week to gain on-the-job training. All the items on the menu at Fox Coffee are Gallagher's original recipes, including drinks, vegetarian dishes and vegan baked goods. "All of our baked goods are recipes that I have made from scratch. It is something we're really proud of," she said. "I am hoping that we can become a little more known for our baked goods." Although it is tempting to open another location, Gallagher said she is focused on growing her business in Wrigley and making it a positive force in the community.



Small Business Dollars & Sense

Cyber Security And Small Business



By BEN
ALVARADO

If you are a small business owner, you wear several hats: customer service, accountant, marketer... and information specialist. As information technology continues to advance, make sure you are aware of how to properly protect your business, yourself and your customers. Customer security is one of the highest priorities in my business and I'd like to share some best practices with you.

With a new data breach in the headlines just about every week, we are all well aware of the need to keep personal and business computers safe. It's always a good idea to update your antivirus and operating systems, back up your data, and use caution when clicking enticing links or opening suspicious emails and attachments. That's the easy part right? Here are some additional things to think about.

Know what your app is up to – How many times have you downloaded an app on your mobile device without realizing the information it can access? Cell phones today are computers connected to every aspect of our lives, from personal photos to financial information. And yet many people don't exercise the same caution as they do on their personal and business computers. In the rush to download the latest app, you could be giving away contact information, calendar details, and your current location — so it's important to down-

load apps from only trusted sources and understand what you're allowing them to do.

Unsecured Wi-Fi – Use caution when you're connecting to unsecured wireless networks. If you access personal information on an unsecured network, you're opening yourself up to man-in-the-middle attacks, where someone can intercept your data as it is transmitted. This is just as true on a cell phone or tablet as it is on a laptop.

Even the cloud has limits – Most consumers interact with the cloud through data storage websites, which offer online storage for backing up documents and photos that take up limited space on a physical hard drive. Although these services can be helpful, use caution anytime you put potentially sensitive information online, and be sure to examine the terms and conditions of a site. You should know what you are agreeing to when you upload your files; your content on the cloud is only as secure as the controls provided by that site. Once you upload a document to the cloud, a copy of it could potentially be left there — even if you attempt to delete it from the service.

Social media scams – Your social media profile is a treasure trove of data that cybercriminals could use to their advantage. Your full name and address, favorite sports team, vacation plans, and likes and dislikes paint a picture that can make you a potential target for a phishing attack. Armed with your personal information from social media, these impersonators can seem trustworthy and lead you to disclose sensitive information.

Even if you are never targeted by a phishing attack, many websites use the type of information shared in social for challenge questions and answers. It's important to be judicious in how you share even this seemingly trivial information.

It pays to be vigilant when protecting your business and customers.

(Ben Alvarado, a 26-year veteran of Wells Fargo, is the president of the bank's So. Calif. Region, which stretches from Long Beach to Orange, Imperial and San Diego counties.)



Building a Bright Future

Improving infrastructure is key to making the Port of Long Beach the fastest, most efficient gateway for goods from Asia to reach destinations all over America.

The Gerald Desmond Bridge Replacement Project is one of our biggest infrastructure projects. As construction on the new, iconic bridge progresses, watch for detours and closures on the roads in the area. To get the latest updates, go to newgdbridge.com or download the free LB Bridge app for iPhone, Android, or Windows Phone.



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