

Focus On The Real Estate Industry

Long Beach's Residential, Commercial Real Estate Markets Continue Positive Trends, With Multi-family Still Driving Development

By **SAMANTHA MEHLINGER**
Senior Writer

Third quarter data from real estate brokerage firms and organizations illustrate that all of Long Beach's residential and commercial submarkets are improving, although some are outpacing others in terms of development, sales transactions and property value gains.

The multi-family market is still leading the pack in real estate development. Long Beach Planning Commission agendas for this month reveal two new multi-family projects planned for the downtown area, adding to a slew of other projects that will eventually create more than 2,000 new residential units.

Sares-Regis Group, the same developer behind the mixed-use development Douglas Park, has submitted plans to the city for a 136-unit, seven-story condo complex at 101 Alamitos Ave. The planning commission is set to vote on the project on November 19.

The Long Beach City Council approved the sale of property on the south side of 3rd Street between Long Beach Boulevard and Elm Avenue, which was formerly owned by the Long Beach Redevelopment Agency, to Ratkovich Properties, LLC on November 3. A mixed-use building with apartment lofts, ground floor retail and creative office space will be built on empty space north of the Acres of Books building, according to city planning documents.

Meanwhile, current apartment developments are progressing, including the 222-unit Parc Broadway at 245 W. Broadway, the 156-unit Edison Lofts at 100

(Please Continue To Page 9)



As a boardmember of the Memorial Medical Center Foundation, Ben Alvarado, president of Wells Fargo's Southern California region, is closely involved with philanthropic efforts benefiting Miller Children's & Women's Hospital Long Beach. He is pictured with Joyce Volsch, Miller Children's vice president of patient care services. (Photograph by the Business Journal's Larry Duncan)

Wells Fargo's Philanthropic Efforts In Long Beach Help Multiple Groups

By **SAMANTHA MEHLINGER**
Senior Writer

Wells Fargo traces the roots of its philanthropic giving and volunteerism all the way back to the bank's founding year, 1852, according to Jonathan Weedman, who has served as senior vice president for the Wells Fargo Foundation since 1996.

The bank has been giving to and volunteering with Southern California nonprofits since the 1980s, when it expanded its reach into the Golden State through its buyout of Crocker National Bank. In 2014 alone, Wells Fargo gave more than \$24.3 million in grants to Los Angeles and Orange County nonprofits, and its employees volunteered more than 35,000 hours of their time for local causes.

As the second largest city in Los Angeles County, with large hospitals, arts organizations, educational institutions and thousands of nonprofit groups, Long Beach is a point of focus for Wells Fargo's charitable efforts and contributions.

"Wells Fargo really believes that it can only be successful if our communities are successful," Weedman told the Business Journal. "That is why we invest so much in terms of our philanthropic commitment, volunteerism, board service and our community support campaign."

Wells Fargo's primary areas of focus for giving are education, eco-

(Please Continue To Page 22)

Long Beach Veteran And Wartime Memorials



See Photo Spread Pages 38-39

The Minimum Wage Debate In Long Beach Continues

Economic Development Commission Granted More Time To Study Issue As Deadline Extended To Early Next Year

By **SEAN BELK**
Staff Writer

Mayor Robert Garcia has granted a request to give the city's economic development commission (EDC) more time to review studies on the potential impacts of raising the minimum wage in Long Beach, extending the deadline for the commission to make a final recommendation to the city council to early next year.

The 11-member commission

agreed at its meeting on October 27 to request more time to review the subject after commissioners raised concerns that one meeting on November 24 wouldn't be sufficient to consider such a complex and important topic before making a recommendation to the city council.

In response to the commission's request, the mayor stated in a letter that the commission should meet in December and January to further review the issue with addi-

(Please Continue To Page 27)

City Council Overstepping Its Role

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

Imagine wanting to open a restaurant in Long Beach and the city council dictates the name you must give your establishment, the hours you're open for lunch, your menu, what you charge for a meal or the vendors you must deal with? Not going to happen, you say? How is that any different than telling you how much you must pay your employees?

Long Beach's nine city councilmembers were not elected to determine what the minimum – or maximum – wage a business operating in this city must offer its employees, just like they were not elected to tell us where we go to church, who we date or marry or how we spend our money.

Some workers don't seem to understand that if you don't like what you're being paid or how you're treated, get another job. If you want to earn more, get an education or learn a trade. Councilmembers should be leaders who encourage residents to better themselves through the many opportunities available to them right here, right now.

The entrepreneurial spirit in Long Beach is exciting. We see it everywhere. People of all ages and ethnicities are enthusiastic about their city and are willing to take a chance by starting a business or taking their idea to the next level. Elected officials should be encouraging them. The potential is limitless. Councilmembers: Why screw it up? ■

LBCC Board President Doug Otto: 'Education Is The Ticket Out Of Most Of Our Problems'

By **MICHAEL GOUGIS**
Contributing Writer

Much of the debate on higher education today focuses on getting students into college. But for Doug Otto, president of the Long Beach Community College District Board of Trustees, it isn't enough to count heads on the first day of class and declare victory.

"We need to increase access so we can get more people into classes. But we need to improve completion and time to completion – how quickly they do it," said Otto, who is running for reelection for the District 4 seat that he has held since 2004. (The Business Journal recently endorsed Otto, along with Councilman Daryl Supernaw and Long Beach Board of Education members Felton Williams

and Jon Meyer in their 2016 reelection bids.)

"Right now, the average student will graduate in six years from community college. We want to take it from six to three. That is part of what I'm trying to do. Only 54 percent of UC students earn

(Please Continue To Page 28)



Long Beach attorney Doug Otto is currently serving as president of the five-member Long Beach Community College District Board of Trustees. (Photograph by the Business Journal's Larry Duncan)

Let this
Holiday
Season

BEGIN ON A HIGH NOTE.





ENJOY AN ENCHANTED MUSICAL JOURNEY

as this talented group of extraordinary international artists play period instruments from the 17th and 18th centuries to delight audiences. And for an encore, youth are invited to meet these musicians with their unique instruments after the performance. **DON'T MISS IT!**

CHRISTMAS CONCERTOS & PASTORELLAS

Saturday, December 5th at 7pm

Beverly O'Neill/Center Theater - Long Beach

MARTIN HASELBÖCK, MUSIC DIRECTOR

Corelli: Christmas Concerto, Op.6 No.8

Vivaldi: Concerto for Violin and Recorder, "La Pastorella"

Corrette: Symphonie de Noël, No. 5

Vivaldi: Concerto for Recorder and Organ

Molter: Trumpet Concerto No. 1

Bach: Brandenburg Concerto No. 4

TICKETS

Orchestra Section A \$50 ♦ Terrace Section B \$40

FAMILY PACKAGE

Terrace Level Seating \$95 ♦ 2 adults and up to 4 children

Use special code "Holiday" for 10% off your concert ticket order.

Musica Angelica
BAROQUE ORCHESTRA

562.252.5626 ♦ musicaangelica.org

Inside This Issue	
6	Inside City Hall <ul style="list-style-type: none">• Increase Voter Turnout – Move Elections To November? By Former Councilmember Gerrie Schipske• Response: Schipske Column ‘Riddles With Inaccuracies’
8	Real Estate Quarterly <ul style="list-style-type: none">• Real Estate Overview, continued from Page 1• Long Beach Home Prices Rising, But Moderately• Adaptive Reuse: Former Verizon Building Downtown• Apartment Rents Increasing As Vacancy Low• ‘Riverwalk’ Homes Coming To North Long Beach• Signal Hill Office, Industrial Space Sees Improvement• Heger Industrial Expands Long Beach Office• Real Estate Office Profile: INCO Commercial
22	Philanthropy <ul style="list-style-type: none">• Wells Fargo Philanthropic Efforts In Long Beach• Millennials: The Next Generation Of Giving• Seeking Funding? Advice From A Foundation Exec
27	Newswatch <ul style="list-style-type: none">• Minimum Wage, continued from Page 1• Interview With Doug Otto, continued from Page 1• UTI Campus Opens To Meeting Growing Demand
32	In The News <ul style="list-style-type: none">• Long Beach NAACP Chapter Celebrates 75th Year• Long Beach Police Academy Class 88 Graduates• Energy Incentives From Edison: Big Check For Molina
34	Perspective
36	Art Matters Presented By The Arts Council For Long Beach
37	The Nonprofit Page Presented By The Long Beach Nonprofit Partnership
38	Long Beach Veteran and Wartime Memorials

Long Beach Business Journal

Free: Long Beach Business Journal Digital Edition, Monday Morning Coffee, NewsFlash

Sign up at: www.lbbizjournal.com • Find us on Facebook and follow us on Twitter: @LBBizJourn



KafeNeo

An American Kitchen with Greek Soul

catering

fresh & simple

877.674.7335


562.987.1210

2800 E 4th St Long Beach, CA


KafeNeoLB.com • kafeneolb@gmail.com



BOGART'S



HAVE YOU BOOKED YOUR HOLIDAY PARTY YET?



RECEIVE COMPLEMENTARY CHAMPAGNE TOAST IF BOOKED ON SELECTED DATES

BOGART'S CAFE

LONG BEACH CONVENTION & ENTERTAINMENT CENTER

562-499-7560

300 E. Ocean Blvd. Long Beach CA 90802

longbeachcc.com ~ info@savorsmglob.com

SPECIAL FOCUS

on Downtown Long Beach

The Business Journal is devoting an entire issue to Downtown Long Beach.

Editorial Content To Include:

Downtown As A Great Place To Do Business

(Why Businesses Locate Downtown, Small Business Initiatives)

Downtown Lifestyle

(Music, Shopping, Craft Culture, Nightlife, The Arts, Public Spaces)

Visiting Downtown

(Hotels, Where To Stay, Convention Center, Things To Do)

New Developments Underway or Planned

(New Residential Projects, Adaptive Reuse, Mixed Use)

The Future of Downtown

(Perspectives From Downtown Stakeholders)

Publication Date: December 22

Advertising Space Deadline: December 16

Camera-Ready Art: December 17

For More Information or to Reserve Your Advertising Space
Please Call Heather at 562/988-1222



Increase Voter Turnout – Move Elections To November



■ By **GERRIE SCHIPSKE**
Contributing Writer

According to an extensive study conducted by the Public Policy Institute of California (PPIC), “timing is the single most important factor in determining voter turnout in municipal elections.” In *Municipal Elections in California: Turnout, Timing, and Competition*, authors Zoltan Hajnal, Paul Lewis, and Hugh Louch found that when local elections are held “off-cycle” – meaning at a time there are no other elections such as for governor or president – voter turnout is significantly lower. When local elections are moved on-cycle, voter turnout increases around 30 percent.

Long Beach holds its primary elections every two years in April and general elections in June. State and presidential primaries are in June and general elections are in November of

even years. In the 2014 April primary in Long Beach, only 14.2 percent of registered voters bothered to vote. The 2012 primary vote was an even lower 11.3 percent.

The City Charter fixes the time of elections. Voters were asked in 2012 with Measure O to change the charter and make elections coincide with state elections. Measure O was rejected 70,295 (54.31 percent) with No votes to 59,148 (45.69 percent) Yes votes at the strong urging of incumbents who fare much better in lower turnout elections. Arguments against were also made by several Long Beach City College and Long Beach Unified School Board members who did not want their elections moved from the low turnout April and June cycle.

Over in Orange County, all city and school board elections are held in November. Instead of two costly elections – primary and general – voters get to participate in a “winner-take-all” election. This eliminates the costs of a primary election for the city and boosts turnout. It also saves the voters from a lengthy election cycle. Primary elections are a holdover from the time that elections were partisan. Primaries provided political parties the opportunity to select a nominee who would then face the other party’s nominee in a run-off or general election. Since city elections are non-partisan, it makes little sense to continue holding primaries.

There is no real reason for Long Beach to keep its April and June election cycle. Originally incorporated as a city of the “sixth class” in 1888, it disincorporated in 1896, and was reincorporated in 1897, again as a city of the sixth class. (Sixth class refers to cities who have their own freeholder charter under the 1883 Municipal Corporations Act.) When the city was first chartered by the legislature in 1907, the elections were set for

the second Tuesday in May with elected city freeholders and the board of education members taking office in July. Other sixth class cities held their elections in early April. Somewhere along the line, Long Beach switched and kept its elections in April. Out of the 1,039 school districts in California, only 45 hold elections in April.

Perhaps it is time to move Long Beach elections entirely to November and eliminate a primary.

Next column: Why Is the Smell of New Taxes In the Air?

(Gerrie Schipske is a native of Long Beach, an attorney, registered nurse practitioner and full time instructor at CSULB Department of Health Care Administration. She was elected to both the Long Beach Community College Board of Trustees and the Long Beach City Council. She is the author of several books on Long Beach history and her blog, www.longbeachinside.blogspot.com.) ■

BOARD PRESIDENT RESPONDS

Schipske’s Column On College Board Of Trustees ‘Riddled With Inaccuracies’

Business Journal contributing writer Gerrie Schipske is certainly entitled to question whether Long Beach City College is best governed by a locally elected board, or by a state board appointed by the governor (“Do we need a Community College Board of Trustees?” LBBJ, October 27 – November 9). However, her column is riddled with inaccuracies about the governance, current practices and history at LBCC that must be corrected.

First, Schipske’s assertion that a “state Community College Board of 17 trustees controls how community colleges operate,” is simply not true. The state Board of Governors sets and monitors state regulations and sets priorities for state funding for the state-wide system. Meanwhile, California delegates considerable authority to local community colleges for nearly all major budget, administrative and academic decisions – everything from facilities to curriculum.

A joint statement of the Board of Governors and the California Community College Trustees Association provides that locally-elected governing boards exercise general supervision over their local districts and provide leadership through planning and policymaking to ensure that local education programs and services meet the educational needs of the communities they serve, as well as regional and state needs. For example, in Long Beach, the nationally-recognized Long Beach College Promise and its implementing program, Promise Pathways, have been developed exclusively locally and have transformed the culture of college expectancy in our greater community. Local boards are the eyes, ears, and mouthpieces for the communities they serve.

Second, Schipske is grossly inaccurate in her description of the benefits granted to members of the Long Beach Community College District Board of Trustees. Long Beach trustees do not receive unlimited medical benefits for life after 12 years of service. That was not true when Schipske was a trustee from 1992 to 1996, and it is not true now. Once a trustee’s service ends, his or her medical and other benefits also end. Further, trustees are not given unlimited travel accounts. Travel funds are budgeted each year as part of the transparent, publicly-noticed budget approval process and trustees must adhere to the approved budget. In addition, trustee stipends are not \$400 a meeting. Total remuneration is \$400 a month for all Board and other meetings, which includes any committee meetings, special workshops, retreats and other duties. The amount is prorated down if a trustee misses a board meeting during the month. A trustee’s community college service can easily average 15-20 hours per week, with no sick days, vacation, or sabbaticals.

Third, and perhaps Schipske’s most egregious misrepresentation of fact, is her assertion that the District promoted its 2008 bond measure, which was passed by 72 percent of the voters, solely on the grounds that it would provide new aviation maintenance facilities. The 2008 bond measure, together with an earlier bond measure, provided badly needed funds to upgrade and modernize dozens of aging facilities at both the Liberal Arts and Pacific Coast Campuses. The aviation maintenance program was discontinued after careful and prolonged consideration, in consultation with LBCC faculty leadership, because it was no longer a significant growth industry in the region, and on average the program was producing between 6 and 7 degree graduates a year and 9 certificate graduates. Further, similar programs were offered by several area colleges. During the recession, the trustees chose to focus the College’s limited resources on educating students for 21st century knowledge-based careers, such as advanced manufacturing and green technologies, in close consultation with an extensive network of private industry partners, including the Port of Long Beach. The space vacated by the aviation maintenance program is now occupied by our cutting-edge and ever-growing alternative fuels program.

Business Journal readers should be pleased to know that the College’s locally-elected Board of Trustees has helped LBCC make great strides since Schipske was a trustee. Thanks to the leadership of dedicated trustees, committed and talented faculty members, administrators and staff, LBCC has been identified as one of the state’s best community colleges and has become a national model for establishing programs that help students achieve their educational goals. None of that would have occurred if the LBCCD was governed by the state’s Board of Governors.

Doug Otto, President, Long Beach Community College District Board of Trustees
Vice President, California Community College Trustees Association

LB WALKER
AUTOMOTIVE

Go See Sal

Auto Repair and Services

Over 42 Years of Experience

1000 E. Wardlow Rd., Ste. A, Signal Hill

www.lbwalkerauto.com

562-981-2222

Oil Change Synthetic Blend
\$21.95 + Tax
Up to 5qt of oil & new filter. Skid plate and/or cartridge filter \$5 extra. Most cars / light trucks.

Smog Check **\$31.75** + Cert
(2000 & NEWER CAR ONLY)
Most Cars. 99 & Older Models Extra

Air Conditioning Check
\$39.95
Pressure Test for Leak. Visual Inspection for Leak. Freon Extra. Most Cars.

Free Brake Inspection
If service is needed, \$50 OFF front and rear brakes \$25 OFF One Axle only

Pizza • Pasta • Calzone • Sandwiches • Salads • Wings



Eat Like a New Yorker



The "I know it was you, Fredo" pizza. Extra virgin olive oil, house made Alfredo sauce tossed with rigatoni and fresh basil.

Milana's New York Pizzeria is an authentic NY Pizzeria. It's not just in our name. We use family recipes that have been handed down for generations. Everything is made fresh from our dough to our mozzarella, tomatoes and pizza sauce. Our special marinara sauce is cooked for 5 hours – just like on Sunday dinner. We made our pizzas just like in New York – We have one size pie, thin crust and creative. We don't believe you should "bury" your pie with toppings and hide the best part – the crust, sauce, and cheese. Come and try real NY Pizza!

Order Online • Catering • Gift Cards Available

Craft Draft Beers • Wine Specials Daily

Vegan and Gluten Free Now Available!

Open Daily for Lunch & Dinner

165 E. 4th St., Downtown Long Beach

562-901-1111 • www.MilanasNewYorkPizzeria.com

LAST MINUTE HOLIDAY PARTY SPECIAL

AT THE PERFORMING ARTS CENTER



562-499-7560

300 E. Ocean Blvd. Long Beach CA 90802
longbeachcc.com ~ info@savorsmglb.com

Congratulations to our doctors listed in **Super Doctors**

EYE PHYSICIANS
OF LONG BEACH

Give The Gift Of Sight
50% off LASIK

Voted as the
best LASIK
center in
Long Beach



LB Official Eye Care
Provider for
Long Beach State
Athletics

Eye Physicians of Long Beach Specialize in:

- Cataract Microsurgery including Crystalens®
- Glaucoma Management & Surgery
- Pterygium
- Cosmetic Botox® and Fillers
- Individualized All Laser LASIK
- Eyelid Plastic Surgery
- Cornea Transplantation
- Diabetic Eye Care
- Glasses and Contact Lenses

The Most Advanced Technology In Cataract Surgery
Ask Us About LenSx®, Verion™ & Ora System®

(877) 801-6378 | www.eplb.com

3325 Palo Verde Ave., Suite 103, Long Beach, CA 90808



**WE'VE GOT
CHUTZPAH**

1-lb. BREAKFAST BURRITO

pastrami, egg, potatoes, Brix Deli Sauce
Swiss & American cheeses



CRAFT BEER & WINE
best NY BAGELS

Brix at the **SHORE**

5372 E. 2nd Street, Long Beach

LetsDoBrix.com 562.343.5998

Delivery: Eat24.com or Grubhub.com

WEEKDAY SPECIAL

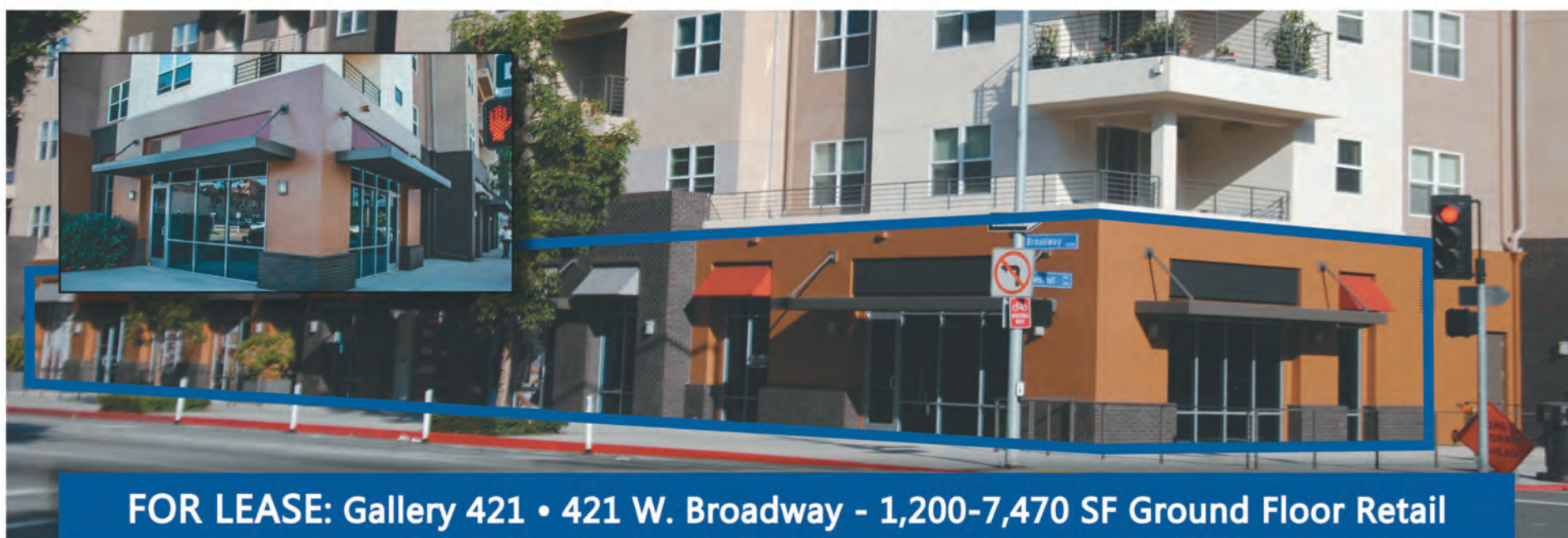
9am-1pm \$6.95

NY Bagel *best in town!*
house scrambled eggs,
& a potato pancake

brunch daily 9am catering

Price Reduced

FOR SALE: 5055 E. Anaheim Street - 7,928 SF Mixed-Use Two-Story Property



FOR LEASE: Gallery 421 • 421 W. Broadway - 1,200-7,470 SF Ground Floor Retail



FOR SALE: 2235 Artesia Blvd. - 6,542 SF of Retail/R&D + 7,350 SF Industrial Investment Property

COLDWELL BANKER COMMERCIAL BLAIR WESTMAC'S MILLION DOLLAR CLUB



1046 E. 4th St.
Offered at \$9,000,000



402 E. 1st St.
Offered at \$2,385,000



1900 Atlantic Ave.
Sold at \$1,800,000



329 Winnipeg Pl.
Offered at \$1,400,000

Real Estate Industry Overview

(Continued From Page 1)

Long Beach Blvd., the 223-unit The Current at 707 E. Ocean Blvd., and others.

These projects, as well as the redevelopment of retail centers including the City Place shopping center and the nearly completed Pike Outlets at the former Pike at Rainbow Harbor, may be part of a nationwide trend. “If you look at big cities like New York, Chicago, Seattle and San Francisco, they have this very similar pattern over the past couple decades, which is the revival of the downtown,” William Yu, economist for University of California, Los Angeles’s Anderson Forecast, told the Business Journal.

According to Yu, younger generations are more attracted to live in areas where they can easily access amenities and live near work, which may be driving development in downtown areas. “Before they get married, they want to live in those kind of vibrant, dynamic areas,” he said.

Investor activity for existing multi-family properties throughout the city remains stronger than in the South Bay as a whole because revenue yields are higher among Long Beach properties, according to a third quarter Marcus & Millichap report.

With low vacancy rates and high demand, rental rates continue to increase, Robert Kleinhenz, chief economist for the Los Angeles County Economic Development Corporation, told the Business Journal. “We are looking at fairly hefty year-over-year increases in rents, which are symptomatic of a very tight market,” he explained.

After years of lagging behind the post-recession rebounds experienced by all other real estate submarkets, Long Beach’s office market is finally starting to pick up, thanks in part to office-related job gains. “Vacancy rates have finally budged, which is important,” Kleinhenz said. The vacancy rate of office space in Downtown Long Beach is about 16 percent, down from about 21 percent this time last year, according to Cushman & Wakefield’s third quarter report. The vacancy rate for office space in other areas of the city is about the same.

However, the decline in vacancy is somewhat misleading since a few office buildings have been taken off the market for conversion to residential. These include the Ocean Center Building at Pine Avenue and Ocean Boulevard, and the former Verizon building at 200 W. Ocean Blvd.

While some office-related sectors, such as finance and insurance, have consistently struggled to regain jobs lost in the recession, others are now making marked improvements. “Health care, like professional and business services, is setting new records [for job gains] with each passing month,” Kleinhenz said. Firms such as Long Beach-based Molina Healthcare continue to take up office space in the city. Recently, Molina signed a lease for 73,486 square feet in downtown’s World Trade Center.

From September 2014 to the same month this year, Long Beach’s unemployment rate decreased from 8.8 percent to 6.8 percent, Kleinhenz noted.

The retail market in Long Beach also continues to improve, which Yu attributed to economic factors benefiting consumers. The vacancy rate of retail space in the South Bay and Long Beach combined is about 3.2 percent, which is lower than L.A. County’s overall 5 percent rate, Yu pointed out. “Gasoline prices are much lower, so consumers have more disposable income to spend,” which boosts retail activity, he explained.

“Retail, and specifically restaurant and eatery-type space, is in high demand in the Long Beach area,” Kleinhenz said. “A huge variety of places, in terms of cuisine, seem to be popping up.”

Long Beach is also expected to get its first new shopping center in a number of years when Newport Beach developer Burnham USA Equities Inc. moves for-

ward with a planned development at Douglas Park at the southwest corner of Carson Street and Lakewood Boulevard.

The Long Beach industrial market’s dynamics of low inventory and high demand continue to push more extreme limits. The vacancy rate of industrial properties in Long Beach is now less than 1 percent, according to multiple reports. By comparison, the overall Los Angeles County industrial market has a vacancy rate of about 2.5 percent, Kleinhenz said.

Brokers are having a tough time finding properties for buyers seeking facilities in the area to accommodate growth due to gains in cargo volumes at the San Pedro Bay ports, among other positive economic drivers. “It was already a very tight market, and now it is an extremely tight market with competition from the

goods movement industry and manufacturing segments of the local economy,” Kleinhenz said.

Trends in Long Beach’s single-family market mirror what has been occurring for the past year or so, with continued high demand and low inventory driving up sales prices, although at a slower rate than last year, according to local brokers. Sales of single-family detached homes and condos both increased this year in comparison to last year, Kleinhenz said.










The combined median price of single-family homes and condos in Long Beach increased from \$420,000 in September 2014 to \$435,000 in the same month this year, he noted. The statewide median price is \$500,000, which is about \$100,000 shy of the pre-recession high. ■

Marcus & Millichap

Specialization • Expertise • Results

Marcus & Millichap Sells More Investment Real Estate Than Any Other Firm

Below is a Sampling of Our Recent Sales and Financing Transactions

<div>CLOSED</div>  <div>11-Unit Multifamily Long Beach, CA \$2,600,000</div>	<div>FINANCED</div>  <div>12-Unit Multifamily Long Beach, CA \$1,230,000</div>	<div>CLOSED</div>  <div>Mixed-Use Wilmington, CA \$1,550,000</div>
<div>CLOSED</div>  <div>11-Unit Multifamily Long Beach, CA \$1,460,000</div>	<div>CLOSED</div>  <div>Assisted Living / Land Long Beach, CA \$1,550,000</div>	<div>FINANCED</div>  <div>15-Unit Multifamily Downey, CA \$1,650,000</div>
<div>CLOSED</div>  <div>Medical Office Pomona, CA \$5,450,000</div>	<div>CLOSED</div>  <div>23-Unit Multifamily Torrance, CA \$6,328,000</div>	<div>CLOSED</div>  <div>30-Unit Multifamily South Gate, CA \$5,150,000</div>

To access the largest exclusive inventory of properties, contact the market leader.

Damon Wyler

Regional Manager
(562) 257-1200
damon.wyler@marcusmillichap.com
Licensed by the California Bureau of Real Estate

Offices Throughout the U.S. and Canada

www.MarcusMillichap.com

Real Estate Investment Sales ♦ Financing ♦ Research ♦ Advisory Services

With Short Supply And High Demand, Long Beach Home Prices Continue To Rise, But Moderately

■ By **SEAN BELK**
Staff Writer

In a sellers’ market where demand is high and inventory is low, home prices in Long Beach have continued to rise in recent months over last year but at a more moderate pace than in previous cycles, according to residential real estate brokers interviewed by the Business Journal.

In September, the median price for single-family homes in Long Beach was about 7.8 percent higher than in the same month last year, rising from \$473,000 to \$510,000, said Phil Jones, owner of Coldwell Banker Coastal Alliance.

Rising prices can be attributed to a shrinking inventory of homes on the market, as pending sales driven by pent-up demand have outpaced new listings, he said. Inventory dropped from 3.2 months at the end of 2014 to about 2.2 months in September, according to Jones.

While pending home sales were up nearly 10 percent last month compared to the same time period last year, the number of new listings, including condominiums, townhouses and single-family homes, was down nearly 33 percent, falling from 893 to 640 listings, which is only a third of the city’s historical norm of about 1,800 to 2,000 listings, he said.

“There is frustration within homebuyers because it’s very competitive over the listings that are there,” Jones said. “Many buyers who have been in the market for quite some time are getting discouraged because



Andrea Testa, realtor for Keller Williams Realty, said Long Beach continues to experience a low inventory of homes on the market. She said there were 16 listings of homes in the 90807 ZIP code, which includes Bixby Knolls and California Heights, in October, down from about 22 listings in September. (Photograph by the Business Journal’s Larry Duncan)

there just isn’t a wide selection to choose from and waiting can create anxiety.”

He said pending sales will continue to rise next year since the general consensus is that interest rates will increase gradually at some point while a short supply of homes on the market will continue to put upward pressure on prices.

In fact, with such strong buyer demand and low inventory, home prices should be rising higher, Jones said, adding that in past years, with similar market forces at work, prices have risen by double-digit percentages.

While some real estate brokers said stricter underwriting requirements put in place after the mortgage crisis have prevented some buyers from entering the market, Jones ascribes the slower price gains to sluggish economic recovery and weak job growth.

“With strong buyer activity and a shrinking inventory, you would expect prices to rise more rapidly, but they just haven’t,” he said. “We believe that the primary reason they haven’t is [that] job creation and the economic recovery hasn’t been that strong . . . There is an overall

lack of consumer confidence, and job creation is not at the level it needs to be in terms of wage increase to support a stronger market.”

Geoff McIntosh, owner of Main Street Realtors and treasurer for the California Association of Realtors (C.A.R.), said demand for single-family homes in Long Beach remains strong, but a persistent short supply, which has been seen over the past two years, continues to hamper sales growth.

“It’s a good time to be selling unless you’re planning on re-buying in the same market, which is what many of our clients are confronting,” he said. “Unless you’re going to sell and move away to a real estate market that’s significantly different, you don’t really gain anything.”

Shrinking inventory has persisted across Long Beach. For instance, in the 90807 ZIP code, which includes Bixby Knolls and California Heights, there were only 16 listings in October, down from about 22 listings in September, according to Andrea Testa, realtor for Keller Williams Realty.

Homebuyers might find some decent deals during the holidays when home sales typically slow down and sellers are more serious about finding a buyer, she said.

For 2016, the forecast statewide is that there won’t be any significant changes in the housing market and prices will continue rising as inventory remains low, McIntosh said. He agreed with Jones that potential homebuyers should enter the

Adaptive Reuse Project To Convert Former Verizon Office Building Into Apartments Moves Forward

■ By **SEAN BELK**
Staff Writer

An adaptive reuse project to convert a nine-story, nearly-50-year-old office building once occupied by Verizon in Downtown Long Beach into an apartment complex is moving forward after receiving coastal development and site plan approvals.

The project, being designed by Studio One Eleven, a division of Long Beach-based P+R Architects, and proposed by an undisclosed foreign development group, includes converting the approximately 94,974-square-foot office building into an apartment structure with up to 94 market-rate residential units and approximately 4,597 square feet of ground floor commercial space.

The building, located at 200 W. Ocean Blvd., was first constructed in 1968 for General Telephone & Electronics (GTE) Corporation and was most recently used as a calling center for Verizon.

The Long Beach Planning Commission, at its meeting on October 15, unanimously approved a site plan review and a local coastal development permit for the adaptive reuse project that includes adding 86 dwelling units within the existing nine-story building and constructing two new stories to add eight additional residential units.

Jan van Dijs, construction manager for the project, told the Business Journal in an e-mail that the building’s current owner, Anaheim-based Milan Capital Management, plans to sell the high-rise to a foreign development group that intends to invest in the project. The name of the de-

veloper and project’s total cost remain undisclosed, he said.

The project’s unit mix consists of six lofts along the building’s south façade, 40 open-floor plan studios, 33 one-bedroom units and 15 two-bedroom units. The residential units would come with patios at grade and deck levels along with balconies on the third floor and above, according to city staff.

The project also involves adding a fire pit, barbecue lounge area, pool, gym and community room, in addition to removing an electric transformer operated by Southern California Edison from nearby Victory Park.

“We think the strong architectural design combined with improvements to Victory Park will be a big win for the community,” van Dijs said. “We also feel that the new residents will add to the continued development of downtown as a livable [part of the] city. ■



An adaptive reuse project being designed by Studio One Eleven includes converting a nine-story office building once used by Verizon in Downtown Long Beach into an apartment complex with up to 94 market-rate rental units with two additional stories and more than 4,500 square feet of ground-floor commercial space. (Photograph by the Business Journal’s Larry Duncan; rendering provided by Studio One Eleven)

market as interest rates are expected to rise but gradually.

A factor that has constrained the housing market, McIntosh said, is a low turnover of single-family homes.

Up until about 15 years ago, Californians moved into a new house about every seven years, but recently, homeowners change houses about every 12 to 13 years, a trend that has contributed to a prolonged low inventory.

The fact that many homeowners have “incredibly attractive” 3.25 percentage, 30-year fixed mortgage loans has also kept housing turnover low across the state, McIntosh said. “If you’re lucky enough to have a 3.25 interest rate loan, you may think twice about selling and moving into another house,” he said.

In addition, McIntosh said California has a shortage of about 1 million housing units because of a lack of new construction over the past decade, creating pent-up demand and causing sales prices for both single-family homes and multi-family properties to rise.

“With that kind of a shortage, it puts dramatic upward pressure on prices both in the cost of housing to purchase and also in rents,” he said, adding that there are also concerns about affordability of homes and rental units across the state.

Jones added that household formation has been dragging in recent years primarily because new jobs that have been created during the economic recovery haven’t generated incomes high enough for homeownership.

Still, McIntosh said homes “appropriately priced” in the range of about \$700,000 are moving quickly, receiving multiple offers while homes priced above \$1 million are more in supply and stay on the market longer.

Jones said there has also been high demand for condominiums in Long Beach.

The median price of condos, which are mostly considered “entry level” properties for first-time buyers, has risen by about 7 percent in the last 12 months, although from September last year to this year the market for condos showed a 15.6 percent increase, he said, adding that new condo sales are up 45 percent compared to last year.

Meanwhile, a new trend in the housing market, McIntosh said, is that more people are looking to buy homes close to where they work.

“We’re certainly seeing people look more favorably at what we would consider urban inventory so that they could be in an area where they can live and then walk or bicycle to work,” he said. “That’s becoming increasingly popular and we anticipate that trend will continue. We would love to see more development in that kind of live-work-environment property.”

Jones added that, even though millennials, who are now age 18 to 35 – the age group typically considered first-time homebuyers – are more open to renting because of a generational shift and being unaware of “low-down-payment” loans, surveys indicate that a majority of them would still prefer to own a home. ■

The nation's #1 multifamily lender is lending in your backyard.



Getting deals done in Southern California.

To work with the nation's #1 multifamily lender on your next purchase or refinance of an apartment building with five or more units, call me today.

LOW FEES | GREAT RATES | STREAMLINED PROCESS



CHASE

Contact Jeff Monahan, Client Manager at
(562) 434-3065 or jeffrey.monahan@chase.com

Credit is subject to approval. Rates and programs are subject to change; certain restrictions apply. Products and services provided by JPMorgan Chase Bank, N.A. #1 claim based on 2014 FDIC data. © 2015 JPMorgan Chase & Co. Member FDIC. All rights reserved. 160854

SPECIALIZING IN MULTI-UNITS

RENTS HAVE INCREASED STEADILY IN THE LAST 12 MONTHS.

NOW IS THE PERFECT TIME TO UTILIZE A 1031 EXCHANGE TO IMPROVE YOUR POSITION IN YOUR INCOME PROPERTIES.

CALL ME FOR A FREE, NO-OBLIGATION FEASIBILITY ANALYSIS OF YOUR UNITS.



2015 Press-Telegram Amazing Women award recipient for Lifetime Achievement

2015 Woman of Distinction Honoree presented by California Assemblymember Patrick O'Donnell

Boardwalk PROPERTIES

PHYLLIS SCHMIDT

(562) 882-8395
plants29@gmail.com
DRE #017161453

Serious About Selling?

Call us for a FREE Property Analysis



In Escrow



For Sale

Offered at - \$2,300,000

- 11 units
- Great 3rd Street Location
- Below Mkt Rents
- GRM 14.7; CAP Rate 4.4%

Offered at - \$895,000

- Value added - 8 Units
- Downtown • Low Maintenance
- GRM 12.0; CAP Rate 5.03%

George Bustamante
Mobile: (714) 856-7017
GBustamante@cbcblair.com
BRE# 01484265

Steve Warshauer
Mobile: (562) 397-9520
SteveW@cbcblair.com
BRE# 00499477

Cameron Jacques
Mobile: (310) 490-8134
CJacques@cbcblair.com
BRE# 01852032



BLAIR WESTMAC
CBCBlair.com

LOCAL EXPERIENCE | GLOBAL STRENGTH

Experience. Commitment. Integrity.

Real Estate at its Best.

Coastal Homes Group



Erin Barry
REALTOR®, PMN, GREEN
Lic #01391580
562.233.0971



Sergio Macias
REALTOR®, GRI, CGRE
Lic #01247110
562.618.4153



Maggie Shapiro
REALTOR®, GRI, SRES
Lic #01299535
562.260.3072



Greg Ernst
REALTOR®, QSC
Lic #01305906
562.253.4860



Jamie Saltman
REALTOR®, GRI, SRES
Lic #01213694
562.547.7706



Coastal Homes Group is comprised of five highly-respected REALTORS® with over 65 years collective experience. Think of us as a real estate “brain trust”. Together we offer more than any one agent can, and separately we offer more than any one team can. We provide a wealth of knowledge of this diverse area, with acute insight into the dynamics of our local real estate market, all while infusing our integrity to every one of our client’s transactions.



www.cacoastalhomes.com

Apartment Rents Steadily Increasing In Long Beach As Vacancy Remains Low

■ By **SEAN BELK**
Staff Writer

Landlords continue to increase rents in Long Beach this year as overall vacancy remains low, according to multi-family residential real estate experts, who add that demand for apartments is high as unemployment has declined since the recession and young people are more open to renting instead of buying.

The average monthly rent for a one-bedroom apartment in Long Beach increased by about 7.6 percent in September year over year, rising to \$1,100 a month, according to a report from ApartmentList.com, which monitors rental pricing across California. The report states that the average monthly rent for two-bedroom apartments in the city was \$1,620, a 6.5 percent year-over-year increase.

Property owners have been able to raise rents in recent months as the overall vacancy rate for apartments in Long Beach has fallen below 3 percent, according to multi-family residential real estate brokers.

Local experts said rents should continue rising over the next couple of years and high demand for apartments isn't expected to change. While the economy has improved and the unemployment rate in Long Beach has dropped to a seven-year low of 7.6 percent, wages haven't grown high enough for homeownership.

As landlords have increased rents, prices of multi-family residential properties have climbed as well, rising about 10 to 15 percent, according to experts. In fact, apartment prices have increased faster than those for single-family homes, experts said.

While the difficulty of renters being able to find available units at reasonable prices raises concerns about lack of affordable housing, landlords are receiving multiple offers for listings, particularly in the most



Eric Christopher, an apartment specialist with INCO Commercial, is seen in front of a duplex for sale on 5th Street in Long Beach. He said apartment rents have continued to rise in recent months as vacancy of multi-family residential units in the city has remained consistently low. (Photograph by the Business Journal's Larry Duncan)

desirable areas of the city.

"To find apartments for rent in Long Beach right now is pretty challenging and rents are increasing," said Steve "Bogie" Bogoyevac, apartment specialist for Marcus & Millichap. "As an apartment building owner, it's great because it used to take you 30 to 60 days to rent a unit, and now you have a waiting list. You've got people moving in that weekend or putting their deposits down before the units are even available."

A 30-unit apartment building that recently went up for sale in Long Beach, for instance, has already leased up to a third of the units before tenants are even allowed to move in.

In Long Beach, where roughly 60 percent of residents are renters, vacancy has consistently remained low, primarily because of a built-in, localized employment base, said Eric Christopher, apartment broker for INCO Commercial.

"We've got a solid built-in workforce here that insulates the vacancy rate," he said, adding that cities in farther reaches of the county, such as in Palmdale or Lancaster, where there is more of a commuter workforce, vacancy rates are higher.

There are a number of reasons why people are choosing to rent an apartment rather than buy a home, Christopher said. One reason he noted is that wages haven't grown enough for people to buy a home, adding that underwriting requirements for mortgages are stricter than they were before the recession and many people have a hard time coming up with a down payment.

Generational Shift

Another factor driving up demand for apartments is a generational shift in the housing market in which younger generations, including millennials age 18 to 35, are more open minded to renting rather than owning a home than previous generations.

Johanna Cunningham, executive director of the Apartment Association, Southern California Cities, said young people, who typically would be considered first-time homebuyers, are taking more time to become grounded in a career or job before buying a home.

Young people are also more particular about what they spend their money on, especially since recovery from the economic downturn has been slow, and also depending on how passionate they are about what they are doing in life.

"It's not like what has happened in the past, where someone took a job and stayed there for 40 years and retired from that job with the gold watch and the whole nine yards," Cunningham said. "They're looking at different careers. There're more mobile. They want to be available to what's next. They're less concerned and more open to the idea of moving and change, more so than any other generation. . . . Until they are feeling grounded, I think they want to keep their options open."

She said young people like being able to stay mobile and it may take longer for them to buy a home than previous generations.

"Once they find what it is they're really passionate about and want to do, they'll stick around and probably purchase a home, but, until then, it's attractive to be able to have that mobility," Cunningham said.

Renting an apartment also comes with benefits of having amenities and repairs paid for by the property owner while owning a home, on the other hand, often comes with mortgages and homeowners association fees, she said.

Christopher said that rents should continue to rise in the next 36 months, adding that many property owners during and after the recession have kept rents flat in an effort to retain tenants through the economic downturn.

He added that multi-family residential property values have increased proportionately with rising rents, adding that, in the most desirable areas of the city, such as in 90802 or 90804 ZIP codes, properties have fetched above asking prices, and multiple offers.

Bogoyevac said that, if the economy continues to improve next year, rents should continue to rise. However, higher interest rates may eventually cause sales of multi-family properties to level off a bit, he added.

Tackling Affordability

The steady rise in rents and low vacancy, meanwhile, has raised concerns about the possibility of a lack of affordable housing in Long Beach and across California.

While the state eliminated redevelopment, which used state property tax increment funding to subsidize developers to create units for low-income residents, many government officials, calling the situation a "housing crisis," are seeking new ways to address the need for affordable housing.

Most recently, the Los Angeles County Board of Supervisors voted unanimously in October to create an affordable housing program that would be endowed with \$20 million next year with a goal to receive public investments of up to \$100 million

'Riverwalk' Homes Would Enhance North Long Beach Neighborhood, Developer Says

■ By **SEAN BELK**
Staff Writer

A developer proposing to build a gated community of 131 single-family homes on a vacant 10.5-acre site once used as a Boy Scout camp in North Long Beach, said the project would raise property values, generate revenue for the city and upgrade public infrastructure.

The Long Beach City Council is scheduled to vote today, November 10, to approve an environmental impact report (EIR) for the project, known as "Riverwalk," along with zoning changes, a general plan amendment, a tentative tract map, a site plan review and a development agreement.

In a 5-2 vote, the planning commission on October 15 recommended that the city council approve the EIR, amend zoning of

the site once known as Will J. Reid Scout Camp, from "open space/parks" to "townhomes," and create a planned unit development (PUD) zoning district that city staff said would be used as a "tool" for future residential projects.

The private community of homes would be located at 4747 Daisy Ave. on property bounded by the Virginia Country Club, the Dominguez Wetlands, a Pacific Union railroad track, the Los Angeles River and existing homes.

The project includes building two- and three-story single-family homes, private streets and a recreation area that would include a pool, artificial turf and a pocket park. The community amenities would be maintained through the establishment of a homeowners association.

As a condition of approval, Newport Beach-based Integral Communities, which purchased the property from Boy Scouts of America Long Beach Area Council in 2013, has agreed to develop a new park to be called "Oregon Park" at Oregon Avenue and Del Amo Boulevard to mitigate the loss of open space.

The developer has also agreed to study the adjoining sewer system and upgrade it if needed. Additionally, the developer, which has helped beautify nearly 30 homes in the neighborhood, has agreed to pay for completing adjacent sidewalks, curbs and gutters.

While some residents and commissioners stressed concerns about traffic impacts and density, city staff said traffic at main intersections aren't expected to exceed city standards.

Ed Galigher, vice president of acquisitions and entitlements for Integral Communities, said the project would likely raise property values, create jobs and generate more sales for local businesses once residents move in.

"I think this new community is going to be a big change for the neighborhood," he said during the planning commission meeting. "It's change, and it's good change." ■



annually in the next five years to build or preserve affordable housing units.

In Long Beach, about 500 new rental units at newly constructed buildings, mostly in the downtown area, are expected to be available early next year, said Cunningham, who added that more are needed. She didn't say, however, how many, if any, would be priced for low-income residents.

Additionally, there are more than 2,000 multi-family residential units either under construction or planned in the downtown area, with other housing projects planned on former redevelopment properties north of the downtown area. Still, many are expected to be market rate.

"I think we're making a dent, but it's still a dent and we still have a need," Cunningham said. "Apartment owners have to have a heart for wanting to place people and wanting to house people and I think we're doing that. It's a slow process, but catching up from that economic downturn is just going to take time, but I think Long Beach is still affordable, especially as a beach city."

Bogoyevac added that, while apartments are still a good investment, construction of new multi-family properties is challenging as costs for land and materials is high and finding vacant space is tough.

Christopher pointed out that the city has a diverse mix of rental units, more so than any other city in the region, and the most apartment units per capita than any city in the state, adding that apartment rents can vary nearly 40 to 50 percent within a few blocks.

Josh Butler, executive director of Housing Long Beach, a nonprofit group created nearly four years ago to advocate for

affordable housing in the city, said increasing rents forces renters to use more of their income on housing, which ultimately hurts the local economy since residents have less disposable income.

While the city has planned to meet state requirements for ensuring that low-income housing is provided, Long Beach "falls short" when it comes to providing affordable housing units, he said, adding that more resources are needed to address the situation.

Andre Beasley, 55, who has lived in Long Beach for 10 years, said that he and his wife now spend 70 percent of their combined incomes on rent, adding that his landlord has increased the rent about 50 percent over the past eight years.

Beasley, who has four children in a three-bedroom apartment, said his family might have to move to a two-bedroom apartment or leave Long Beach entirely to a more affordable city if the rent is raised higher.

"If I had to move, I would, but I'd rather stay in Long Beach," he said.

Butler said that there is an effort from city officials to get more Section 8 housing (government subsidized rental housing) on the market and to house homeless veterans, but more needs to be done to react to the changing housing market.

"We definitely need to be reacting to these changes and make sure that residents of Long Beach can continue to feel like they can be residents of Long Beach," he said. "We have ethnic communities that are an important part of our fabric, and I think it's important that we make sure to carve out space for them and make sure they feel like they have a sense of place here in Long Beach." ■



INTERNATIONAL CITY
ESCROW, INC.

SPECIALIZING IN

- COMMERCIAL TRANSACTIONS
- BULK SALES
- ABC LICENSE TRANSFER
- EXCHANGES
- LEASE OPTIONS
- AND ALL YOUR ESCROW NEEDS

WWW.ICESCROW.COM
562-497-9777



PATREECE COBURN
COMMERCIAL ESCROW OFFICER

INTERNATIONAL CITY ESCROW, INC.
AN INDEPENDENT ESCROW CORPORATION.
LICENSED BY THE DEPT. OF BUSINESS OVERSIGHT

5000 E. SPRING ST. • SUITE 120 • LONG BEACH, CA 90815

NEED TO LEASE OFFICE OR RETAIL SPACE? CALL TODAY!

Recently Closed Transactions

- 3939 Atlantic Ave #209, Long Beach - Office
- 11612 Knott #G14, Garden Grove - Office
- 11612 Knott #G16, Garden Grove - Office
- 6131 Orangethorpe #170, Buena Park - Office
- 222 W. 6th Street #340, San Pedro - Office
- 249 E. Ocean Blvd #620, Long Beach - Office
- 3939 Atlantic Ave #213, Long Beach - Office
- 3939 Atlantic Ave #110, Long Beach - Office
- 555 E. Ocean Blvd #515, Long Beach - Office
- 3300 E. Broadway, Long Beach - Retail
- 6182 Talbert Ave #103, Huntington Beach - Retail
- 444 W. Ocean Blvd #512, Long Beach - Office

Your OFFICE / RETAIL SPECIALIST



Roy Gaut
Associate
Direct: (562) 548-7409
Email: RGaut@cbcblair.com
BRE# 01967875

(562) 495-6070
CBCBlair.com



BLAIR WESTMAC

LOCAL EXPERIENCE | GLOBAL STRENGTH

**HIGH CASH FLOW
RESTAURANT FOR SALE**

The Local Spot • Belmont Shores



PROPERTY HIGHLIGHTS

- Breakfast restaurant open daily 7:00-2:00
- Annual gross income of approximately \$600,000
- Ideal demographics with tenant friendly lease



**DOUG SHEA &
PETER PAPPAGEORGE**

562.498.3395



WE SPECIALIZE IN...

- Commercial Real Estate Sales
- Commercial Leasing
- Multi-Family Sales
- Restaurant Acquisition & Sales
- Investment Sales

For More Information, Call

562.498.3395

www.incocommercial.com

INCO Commercial Realty • 6621 E. Pacific Coast Hwy, Suite 280, Long Beach, CA

This information contained herein was obtained from third parties, and has not been independently verified by real estate brokers. Buyers and Tenants should have experts of their choice inspect the property and verify all information. Real Estate Brokers are not qualified to act as or select with respect to legal, tax, environmental, building construction, soil drainage and other such matters.

Tight Inventory Drives Up Prices, Constrains Demand For Signal Hill Industrial Properties; Office Market Sees Steady Improvement

■ By **SAMANTHA MEHLINGER**
Senior Writer

As the economy continues to improve and the local ports continue to see increases in cargo volumes, the industrial and office real estate markets in Signal Hill are experiencing decreasing vacancy rates and increasing sales and lease rates, according to local commercial real estate agents. They pointed out that the small city is particularly attractive because of its business-friendly atmosphere, its central location between Los Angeles and Orange Counties, and its proximity to the 405 Freeway, San Pedro Bay ports and Long Beach Airport.

“Signal Hill is a very desirable location for property owners and for businesses in general,” John Eddy, senior vice president of Coldwell Banker Commercial BLAIR WESTMAC, told the Business Journal. “Plus, their business license fee is so low and they are business friendly.”

Brandon Carrillo, principal with the Long Beach office of Lee & Associates, also pointed out that the city’s business-friendly climate is attractive to those looking to invest in real estate there. “People like the idea that they can drop by city hall and easily have a face-to-face conversation with someone at planning and zoning to find out whether or not their use will be approved for a property site,” Carrillo said.



The Signal Hill Town Center includes two buildings on Cherry Avenue across the street from Home Depot. The buildings – at 2501 and 2525 Cherry Ave. just south of Willow Street – were built in 1982, total approximately 106,000 square feet of office space and are more than 87 percent occupied. (Photograph by the Business Journal’s Larry Duncan)

“The worst [line] I have ever seen there is probably three people waiting.”

Carrillo pointed out that Signal Hill’s police force has a small coverage area in comparison to the surrounding City of Long Beach, which makes their response times to burglaries much quicker. “A lot of business owners like that,” he said.

“Signal Hill’s [industrial] market is extremely tight,” Eddy said, estimating that occupancy of industrial properties in the city is at 98 or 99 percent. “There are a total of 13 properties for lease throughout all of Signal Hill, and most of them are under 5,000 square feet,” he noted. That’s significantly low availability of space for what

Eddy considers a “fairly sizeable marketplace.” Currently, there are only two industrial properties listed for sale in Signal Hill, and both are priced far above their market value, he added.

High demand and few properties available for lease or sale make it “a dream market for landlords,” who are able to pick and

AVAILABLE FOR LEASE

Daugherty
SHHHHHH

- Best Location on the LB Airport
- 12,500 sq/ft Hangar Space
- 350-2,844 sq/ft Office Space
- Small “Executive Style” Office Space

2745-2883 Spring St., Long Beach, CA 90806

AVAILABLE FOR LEASE

12151 Monarch St., Garden Grove, CA
50,800 Sq/Ft Warehouse

Recent Transactions

230 Pine Avenue Long Beach, Ca	Approx. 25,060 sf (Event Space)	Sold	9/2015
110 Knoll Rd San Marcos, Ca	Approx. 6,900 sf (Sale/Lease Back-Slater’s 50/50)	Sold	9/2015
6120 Wilderness Ave Riverside, Ca	Approx. 15,000 sf (Investment 3 Industrial Condos)	Sold	9/2015
3280 Industry Dr. Signal Hill, Ca	Approx. 20,00 sf (Leased Warehouse)	Leased 5 yr.	10/2015
2745 E. Spring St. Long Beach, Ca	Approx. 25,000 sf (Hangar Lease)	Leased 4 yr	9/2015
2035 Vista Bella Way Rancho Dominguez, CA (Land Lease)	Approx. 1.3 acres PENDING	Leased	10/2015
Music Venue San Diego, Ca	Approx. 25,000 sf	“In Escrow”	
2801 E. Spring St. Long Beach, Ca	Approx. 12,000 sf	“Lease Pending”	

* BUYERS/SELLERS OF BARS/TAVERNS WITH ENTERTAINMENT LICENSE/LIVE MUSIC WANTED!

For Information:
Jon Sweeney
562.243.0882
jsweeney@adgcommercial.com
License #01064469

choose their tenants and are benefiting from increasing lease rates, Eddy said. On the other hand, "It's a difficult market for tenants or buyers, and it is also a difficult market for real estate brokers because we lack product," he said.

Carrillo estimated that the vacancy rate of Signal Hill's industrial properties is less than 1 percent. While he had expected the recent reduction in the price per barrel of oil to have an impact on Signal Hill's industrial market due to the city's strong oil industry, he said the market has remained strong. "There has been an impact. A lot of the guys that are subcontractors and servicing that industry are getting hit hard," he observed. "Despite that, you don't have too much product available in the Signal Hill market."

Contractors servicing city streets and massive capital improvement projects at the Port of Long Beach, such as the Gerald Desmond Bridge Replacement Project, are seeking industrial space in Signal Hill, Carrillo said.

While industrial property owners could "fetch the highest [sales] price for their real estate" right now due to pre-recession property price highs and low interest rates, those owners would have nowhere to move if they did sell, due to low inventory of available properties, Carrillo explained.

"This is all very reminiscent of the last run-up," Carrillo said of current market dynamics. "I don't believe we are going to see a severe correction like we saw back with the credit crisis of 2008 and 2009. . . . I just believe there will be a reshuffling of the deck." A market correc-

tion could begin to occur halfway through 2016, he said. Eddy said the market should remain tight, with increasing lease and sales rates, until the Federal Reserve raises interest rates.

Activity in Signal Hill's office market is less dramatic than what's occurring on the industrial side, but fundamentals are improving, according to Lee & Associates principal Jeff Coburn. "It is improving in accordance with the rest of the market. All the [regional] office markets are tightening up," he said.

"Signal Hill, as far as the office market, is not very big," Coburn said. "There is not a lot of square footage or major big multi-tenant office buildings. But the ones that are there have been on a gradual increase in occupancy," he observed. "One of the projects is the Signal Hill Town Center at 2501 and 2525 Cherry Ave. We have had good, steady activity at that project."

Vacancy rates of office space in Signal Hill have slowly improved from 9.4 percent in the first quarter of 2015 to a current rate of 8.9 percent, according to data provided by Coburn. Rental rates are increasing steadily, he pointed out.

Users of office space in Signal Hill tend to be small businesses, but some health care companies are investing in large offices. Kaiser Permanente, for example, recently signed a 10-year lease for a new 18,986 square foot property at 845 E. Willow St., Coburn said.

Looking forward, "We are going to see a gradual increase in occupancy, vacancy going down, [and a] gradual increase in rental rates," Coburn predicted. ■

3711 Long Beach Blvd. Long Beach, CA 90807

SUITES AVAILABLE FROM 700-12,500 RSF



Recent Transactions

October 2015 Leases

- Suite 801: 2,589 RSF
- Suite 201: 1,161 RSF
- Suite 708: 564 RSF

Located in Bixby Knolls
3 Blocks from 405 FWY

NEW LISTING

1600 Hill St. Signal Hill, CA 90755



Office and Educational Facilities

From 5,000-33,000 SF Available

Brendan Morris
BRE#01854557

Hoyt Hochman, CCIM
BRE#01211717

HOYT

Realty & Investments

562-595-7000 Commercial Real Estate Services

For our full inventory visit www.HOYTRI.COM

OFFICE SPACES AVAILABLE FOR LEASE



2896 Orange Avenue, Signal Hill, California • Suites 210-230 (Orange Ave/29th Street)

Available Office Spaces:
1,140 - 5,475 SF

- ✓ Charter High Speed Internet & Verizon FiOS available
- ✓ 2 blocks from the Orange Avenue 405 ramps
- ✓ Creative office spaces in park environment
- ✓ Abundant free parking
- ✓ Natural light
- ✓ Signage available



Heger Industrial Expands Long Beach Office

Heger Industrial, an industrial real estate firm with offices in Los Angeles, Commerce and Phoenix, recently expanded its Long Beach office at 3760 Kilroy Airport Way to accommodate the company’s growth in the region. The firm has had an office at Kilroy Airport Center since 2013, but moved into a large suite in September after outgrowing its original space. “Heger has a rich, 58-year history of operating in Southern California,” Robert Thornburgh, Heger Industrial’s president and CEO, told the Business Journal. “This expanded office provides us a first class location and the additional resources to engage our valued clients in the South Bay area on a more personal level.” The firm has hired several new employees and plans to hire more, according to Marc Bonando, senior vice president and managing director for Heger. Heger Industrial provides brokerage, property management and consulting services related to industrial real estate. Pictured left to right are: Carol Dominguez, Connor Ulf, Mark Vanis, Marc Bonando, Jon Reno, Bobbi Morrison, Elliot Harkness, Bill Morrison, Joseph Wong, Trevor Gale, Laura Knott, Justin Dornblaser, Stephan Ktorza, Brad Giles, Tom Holland, Robert Thornburgh, Liz Hernandez, John Bowman, Michael Mitchell, Jack Whalen, Brendan Dornblaser, Andrew Recko, Eileen Arebalo, Tom Williams, Robert An, Brad Connors, Philip Dray, Teresa Ruiz and Randy Scott. (Photograph by the Business Journal’s Larry Duncan)

Construction On The Current Reaches Top Floor; Doors To Open April 2016

Business and city leaders joined the developers of The Current, a 17-story luxury rental tower at 707 E. Ocean Blvd. in Downtown Long Beach, for the building’s topping off celebration on October 30. All 17 floors, plus the helipad on the roof, have now been built, although some work still remains, according to Ryan Altoon, executive vice president of developer AndersonPacific LLC. Leducor Properties is co-developer on the project. Altoon told the Business Journal that the building would be fully enclosed by the end of November. “We start pre-leasing of the building officially in January. We are scheduled to open our doors in April of next year,” he said. When completed, The Current will feature studio, one- and two-bedroom floor plans, plus 6,000 square feet of ground floor retail. Altoon said the developers are in talks with



potential retailers, and are hoping to secure a restaurant and coffee shop, among other tenants. The ground floor retail will front Ocean Boulevard, and a plaza between The Current and a second luxury residential tower planned for the site. “The vision for this project for the past 11 years has really been as sort of a catalyst to revitalize that corner of Downtown Long Beach,” Altoon said. “This is situated as the gateway into downtown. . . . It is also one of the last sites that affects the skyline of downtown from the water,” he noted. “We really saw this as a catalyst for the East Village Arts District, properties along Alamitos and further north. . . . We are already seeing evidence of that now with improvements and other projects that are proceeding and are even in construction today.” Pictured during the topping off ceremonies are, from left: Altoon; Michelle Molina, chair of the Downtown Long Beach Associates Board of Directors; Vice Mayor Suja Lowenthal; Mayor Robert Garcia; Jim Anderson, president and CEO of AndersonPacific; Jane Netherton, chair of the oversight board of the successor agency to the Long Beach Redevelopment Agency; and Pat Patterson of Leducor Properties. (Photographs by the Business Journal’s Larry Duncan)





Sares-Regis Group Submits Plans For Condo Complex At 101 Alamitos Ave.

Sares-Regis Group, the developer of Douglas Park in Northeast Long Beach, plans to build a seven-story, 136-unit condo complex at 101 Alamitos Ave. The site is pictured at left. The Long Beach Planning Commission is slated to vote on a site plan review and tentative tract map for the project on November 19. The planned development, located at the eastern edge of the East Village Arts District, sits on three parcels of land currently occupied by a vacant restaurant and a parking lot. City documents reveal that Sares-Regis plans to include 10 studios, 101 one-bedroom units and 25 two-bedroom units, with floor plans ranging from 650 square feet to 1,739 square feet. Amenities include a third floor courtyard, a fitness room and more. Ground floor plans include 2,560 square feet of retail space and leasing office. Sares-Regis also intends to build a 170-space parking garage. (Photograph by the Business Journal's Larry Duncan)



Developer Plans Mixed-Use Project For East Village Lot With Acres Of Books, ArtExchange

The Long Beach City Council approved the sale of several adjoining parcels of land on the south side of 3rd Street between Long Beach Boulevard and Elm Avenue to Ratkovich Properties, LLC, on November 3. The 52,500-square-foot plot includes the former Acres of Books building (pictured in foreground at left) and a parking lot to its north, as well as the ArtExchange building and adjacent parking spaces (pictured top right). City documents reveal that the developer intends to adaptively reuse the Acres of Books building and to convey the ArtExchange building to the current tenant. A mixed-used building with apartments, ground floor retail, creative office and gallery space is planned for the parking lot on the north side of Acres of Books. The entire property "will be organized around a common courtyard and pedestrian walkway," city documents said. Ratkovich Properties bought the property for \$2.34 million. (Photograph by the Business Journal's Larry Duncan)

AVAILABLE PROPERTIES NEAR YOU



FOR LEASE

**17802-17810 S. MAIN STREET
CARSON**

2,424 SF - 12,588 SF Available For Lease
Brand New Multi-Tenant Development
Industrial & Retail • Glass Front Entry
*Contact: Ryan Endres,
Garrett Massaro & Brandon Carrillo*

**THE ARTS BUILDING
236 E. 3RD STREET | LONG BEACH**



FOR LEASE

**16305 PACIFIC COAST HIGHWAY
SURFSIDE**



FOR SALE

Suite 210 - 3,910 SF • \$1.75 PSF MG
Creative Office / Loft Space in Historic Bldg
*Contact: Sean Lieppman,
Graham Gill, & Noel Aguirre*

Redevelopment / Owner-User Opportunity
Steps Away From Sunset Beach
± 1,000 SF on ± 8,420 SF Lot
Contact: Josh Reilly

**2131-2161 TECHNOLOGY PLACE
LONG BEACH**



FOR LEASE

**2165 E. SPRING STREET
LONG BEACH**



FOR LEASE

42,712 SF - 92,435 SF Class A Warehouse /
Distribution Space • 12 Dock High Doors
*Contact: Garrett Massaro
& Brandon Carrillo*

Renovations Complete • Creative Office
24,278 SF Available • 405 Freeway Visibility
*Contact: Jeff Coburn &
Shaun McCullough*



**LEE &
ASSOCIATES®**

COMMERCIAL REAL ESTATE SERVICES
LOS ANGELES - LONG BEACH

(562)354-2500

5000 E. Spring Street Suite 750
Long Beach, CA 90815
Company ID # 01069854
www.lee-associates.com



**COLDWELL BANKER COMMERCIAL
BLAIR WESTMAC**

THE ART_{of} RETAIL

**YOU'RE INVITED
TO OUR BROKER'S OPEN HOUSE**

Thursday, November 12, 2015 • 4:30 - 6:30 pm

Coldwell Banker Commercial BLAIR WESTMAC is presenting the ground floor retail space of Gallery 421. We will serve food from neighboring retail tenants; Starbucks Coffee, Jimmy John's Gourmet Sandwiches, and Flame Broiler. Music will be provided by Jazz Angels, a local nonprofit organization lead by Barry Cogert who teaches children to keep jazz music alive for ages 11 to 17. Raffle giveaways will include an Apple Watch, iPad Mini, Tory Burch Edition FitBit, Tickets to Downtown Long Beach New Years' Eve Celebration, VIP tickets to Catalina, The Aquarium of the Pacific and much more.

Please RSVP at: <http://gallery421.ticketleap.com>
We look forward to seeing you there!



LYON COMMUNITIES

For more information or a private tour contact:

Becky Blair, CCIM (562) 301-4515 bblair@cbcbclair.com	Brian Russell, CCIM (562) 688-8158 brussell@cbcbclair.com	Sheva Hosselzadeh (562) 400-5949 sheva@cbcbclair.com
---	---	---

562.495.6070 | www.cbcbclair.com/gallery421



INCO Commercial, founded in Long Beach in 1972, has since grown to include two divisions and has four partners, 15 brokers and support staff. Pictured from left are INCO employees: Debra Orth, Nicolette Coey, Doug Shea, Krystle Wahl, Bill Townsend, Mark Beat, Jay Price, Rudy Licerio, Paul Phillips, Jessica Avila, Peter Pappageorge, Jim Arias, Brad Miles and Eric Christopher. Not pictured: Lynsey Polacheck, Craig Mitchell, Dave Baker, Jerome Ristrom, John Rendon and Sylvia Pullen. (Photograph by the Business Journal's Larry Duncan)

INCO Commercial: Real Estate Firm's Deep Roots In Long Beach Lend To Its Expertise

■ By **SAMANTHA MEHLINGER**
Senior Writer

Originally founded in Long Beach in 1972 as an industrial property development and management firm, INCO Commercial now offers property management and regulatory consulting services, as well as brokerage services for all property types – office, industrial, retail and multifamily – with the exception of single-family homes.

As INCO has grown, so have its deep roots in Long Beach; its partners and brokers have strong ties to the city, having been born here, gone to school here and worked with local nonprofits and organizations. These ties, coupled with the collective experience of staff, are what have enabled the company to grow, according to partners Doug Shea, Bill Townsend and Brad Miles.

“We’re all kind of intertwined in the Long Beach fabric,” Townsend, who is also president of INCO, told the Business Journal. “We live here and we are involved in the community and nonprofit work. . . . We have all served on multiple boards of directors for nonprofits, chambers [of commerce] and hospitals.”

Shea pointed out that, because he and his colleagues have worked and lived in the area for many years, they have strong knowledge about Long Beach’s history. And between INCO’s four partners (John Rendon joined the firm as a partner around 2009) and 15 agents, the firm is quite well connected, according to Miles, who serves as INCO’s chair.

“It’s not six degrees of separation in Long Beach; it’s two,” Miles said, referring to connections between INCO and Long Beach locals. Townsend agreed. “It’s a big small town,” he said.

The company, founded by Albert Iten,

was originally a real estate development and property management firm focused on industrial facilities. Shea has been with the company since its earliest days. He grew up across the street from Iten, who asked Shea to work for him when he was in junior high. “I was a laborer for the projects they were developing. I would work summers and stuff like that,” he recalled. “In 1988, he brought me on to start the brokerage side [of the business].”

“We’re all kind of intertwined in the Long Beach fabric. We live here and we are involved in the community and nonprofit work. . . . We have all served on multiple boards of directors for nonprofits, chambers [of commerce] and hospitals.”

Bill Townsend, President, INCO Commercial

Eventually, INCO moved away from real estate development to focus on commercial real estate brokerage. The company also provides property management services through its CORE Property Management division.

In 1991, Shea bought out the business when Iten retired. Ten years later, Townsend and Miles came on as partners.

“At that time, we had six or seven agents and we were really just an industrial leasing company,” Miles said. “And, because of the new partners and the new agents we brought in, we expanded to include not only the industrial [market] but also retail, office, multi-family and investments.” In other words, with the exception of single-family housing, “We specialize in everything,” he said.

About seven years ago, INCO added another division, IMC Consulting, when former Long Beach City Manager Jerry Miller joined the firm. “They do real estate and regulatory consulting,” Miles said. The division most often works with “municipalities who have real estate is-

sues, or companies that have real estate issues with municipalities,” he explained. Shea called the division a “natural fit” for Miller.

INCO’s agents have varying specialties and backgrounds. “We have five guys who have at least 20 years of experience,” Townsend said of INCO’s team. Another five team members have about 10 years of experience, while the remaining five are relatively new to the real es-

tate industry. Between them, “There is not a [type of] transaction we haven’t seen or done,” he said.

The majority of INCO’s team is based at the company’s Long Beach headquarters, but the firm now has a Riverside satellite office and freelance agents working in Irvine. The firm’s primary operating region is Long Beach and surrounding cities, including Lakewood, Paramount, Los Alamitos, Signal Hill, Bellflower and others.

“We have generalized commercial expertise; but our real expertise is we know the region and we know the players,” Miles said. Townsend noted that in addition to working with the business community, the firm is also experienced in assisting nonprofit organizations with their real estate needs.

Currently, the Long Beach industrial market is “very strong and very tight” according to Townsend. “It’s very hard to find product,” he said. Shea added that the number of sales transactions for industrial properties in Long Beach at the

moment is fairly low, not because of a lack of demand, but because there are few properties available for sale.

While high demand for and low supply of properties is driving up lease rates and sales prices in the industrial market, activity in Long Beach’s office market has been fairly flat, according to Miles. “There is not much of an increase in lease rates,” he said.

Townsend noted that, while Downtown Long Beach office buildings have a fairly high combined vacancy rate, in other areas of town many office buildings are almost completely leased out. “If you’re by the airport, it’s tight,” he said of available office space, adding that the same can be said for office space in certain parts of East Long Beach. Several multi-family developments underway in Downtown Long Beach may eventually draw more office users to that area, Townsend said.

Activity in the Greater Long Beach area retail market now rivals pre-recession levels, with lease rates to match, Miles said. “We have very few vacancies,” he observed. Some existing retailers are expanding their existing spaces or opening new locations, he added.

“We’ve been getting a tremendous number of calls from people wanting to open restaurants,” Shea noted. “The retail [business] side [of the market] doesn’t seem as strong to me as the food side.”

The partners agreed that mobile devices and the Internet are changing the way they do business. Namely, it makes it easier for INCO’s agents to pull up information about properties quickly and easily, no matter where they are at the moment. “I would say technology has helped our industry tremendously,” Shea said.

Looking forward, “We hope to grow the company by another 30 percent,” Shea said. ■



6th Street Lofts Completed, Developer Planning More Rental Projects in Long Beach

Construction on 6th Street Lofts, one of several new rental housing developments in the Downtown Long Beach area, was completed on October 30. Scott Choppin, founder and CEO of the development firm, Urban Pacific Group of Companies, said the project is already 50 percent leased. The apartments feature loft-style open floor plans with 10-foot high ceilings, and each unit comes with its own washer and dryer and walk-in closets, Choppin said. Floor plans include studios and one- and two-bedroom units, ranging in cost from \$1,675 to \$2,400 per month. Thanks to its small size in comparison to larger corporate projects, 6th Street Lofts has a close-knit, neighborhood feel, Choppin said. The building features a rooftop deck with views of the downtown skyline and Signal Hill, as well as a third floor outdoor courtyard. Amenities include a workout space, outdoor fireplaces and more. Choppin said his firm plans to build three other multi-family projects, including one off 3rd Street and Daisy Avenue, another at the corner of 7th Street and Pacific Avenue, and one at 1112 Locust Ave. In total, the developments will create 110 new housing units. (Photograph by the Business Journal's Larry Duncan)

23,000-Square-Foot Expansion Planned For Aquarium Of The Pacific

Aquarium of the Pacific President and CEO Jerry Schubel revealed that the Aquarium is in the process of seeking funding for a major expansion project during a presentation to the Long Beach City Council on October 13.

During the meeting, Schubel showed a promotional video featuring actress and Long Beach native Cameron Diaz, who appealed to potential donors and supporters. Schubel's PowerPoint presentation also listed actress and comedian Betty White as a supporter of the project. An Aquarium representative told the Business Journal that, as of October 30, \$30 million has been raised.

"The expansion is 23,000 square feet and will include a two-story wing located on the Aquarium's front lawn with an expanded changing exhibits gallery, art gallery space, orientation gallery, and a new state of the art theater," an e-mailed Aquarium statement to the Business Journal stated.

The statement continued, "Currently in the fundraising stage, the Aquarium expects to file expansion plans with the City of Long Beach in the first quarter of 2016, to break ground in early 2017, and open in 2018."

-Samantha Mehlinger
Senior Writer

WILMORE OFFICE / WAREHOUSE

FOR LEASE

- 1,800SF
- ROLL UP DOOR-Alley Access
- OFF-STREET PARKING
- 2 OFFICES
- NATURAL LIGHT
- BREAK ROOM/KITCHEN

Up to 3 Months free rent!

COMMERCIAL REAL ESTATE

www.applebycommercialre.com

FOR MORE INFORMATION PLEASE CALL:
Vince Sanchez @ (562) 572-8745
BRE#01341646

info@applebycommercialre.com

COMMERCIAL
REAL ESTATE LOANS

NUVISION BUSINESS BANKING

apartment buildings

commercial sites

retail centers

- Cash Out up to 65% LTV
- No Pre-payment Penalty
- Purchase or Refinance
- Loan amount up to \$7,000,000
- 30 Year Amortization
- 3/5/7/10 Year Fixed Rates

1935 - 2015

NuVision Federal
CREDIT UNION

Enjoy Life. Bank Easier.

800.444.6327 • nuvisionfederal.org

Equal Housing Lender

BANCAP

SINCE 1982

COMMERCIAL REAL ESTATE SERVICES

A Licensed California Real Estate Broker

R. Whitney Latimer • Stephen T. Conley • John W. Hancock

Representing our valued clients for over 30 years

Full Service Medical, Retail and Commercial
Leasing and Property Management

whitlatimer@bancap.biz

192 Marina Drive, Long Beach, CA 90803
(562) 598-3351 x303
www.bancap.biz



WELLS
FARGO

We are a collection of smalls

One person or one group invests a little time and effort and the result is a community that has something more for everyone. One is more than you know.

Little by little we can do a lot.
Small is HugeSM

Visit **wellsfargo.com/stories**
to see how big small can be.

Together we'll go far





Ann Penn, vice president of media relations and corporate communications for Wells Fargo, has been a boardmember for the Museum of Latin American Art since 2013. Behind her is “The Rhino,” a sculpture by William Pérez on permanent display at the museum. (Photograph by the Business Journal’s Larry Duncan)

Wells Fargo Philanthropy

(Continued From Page 1)

conomic development and jobs, small business, affordable housing, human and social services, health care, the environment and the arts. Additionally, the foundation seeks to support nonprofits and organizations that assist underserved or low-income communities.

An Active Charitable Presence

Wells Fargo employees donate their own time and financial resources to making their communities, including Long Beach, better places. This company emphasis is part of its holistic philosophy towards philanthropy, Weedman said.

“It’s easy to write a check to a nonprofit organization,” he said. While grants are certainly a focus for the bank, Wells Fargo’s commitment to the communities it serves is more visible through its team members’ involvement with local nonprofits, whether it’s through serving on nonprofit boards, attending special events for charitable causes, or volunteering.

Wells Fargo Supports Long Beach Groups

Following is a list of local organizations to which Wells Fargo contributed funds during the 2014 calendar year. During the year, Wells Fargo provided more than \$250,000 to local nonprofits. Additionally, Wells Fargo allows each of its employees up to 16 hours a year to volunteer for local nonprofits of employee’s choosing.

- American Cancer Society – Long Beach
- Assistance League – Long Beach
- Boys and Girls Clubs – Long Beach
- California Aquatic Therapy and Wellness Center
- California Conference For Equality And Justice
- California State University Foundation
- California State University,
- Long Beach 49er Foundation
- Camp Fire USA Long Beach Area Council
- Community Hospital of Long Beach Foundation
- Embracing Latina Leadership Alliances
- Employment Placement Professionals
- Interval House
- Jewish Community Center – Long Beach
- Light & Life Christian Fellowship
- LINC Housing Corporation
- Long Beach Community Action Partnership
- Long Beach Lesbian and Gay Pride
- Long Beach Nonprofit Partnership
- Long Beach Organic
- Long Beach Plaza Little League
- Long Beach Symphony Association
- Memorial Medical Center Foundation
- Museum of Latin American Art
- New Hope Grief Support Community
- Operation Jump Start
- Rancho Los Alamitos Foundation
- Rebuilding Together – Long Beach
- Saint Mary Medical Center Foundation
- Salvation Army – Long Beach
- Special Olympics – Long Beach
- Success In Challenges
- WomenShelter of Long Beach

Wells Fargo employees sit on boards for 177 Southern California nonprofit organizations, according to Weedman. “I don’t know that any other corporation can make that claim,” he said. The bank gives every employee two workdays off per year to spend volunteering, he noted.

“Participating in the community is not an afterthought for team members of Wells Fargo; it is part of how we run our business,” Ben Alvarado, president of Wells Fargo’s Southern California region, told the Business Journal via e-mail. Alvarado serves on the board of directors for the Memorial Medical Center Foundation, which supports MemorialCare Health System’s Long Beach Memorial Medical Center and Miller Children’s & Women’s Hospital Long Beach.

Alvarado is particularly involved with Miller Children’s & Women’s Hospital. Every year, he participates in the hospital’s Tour of Long Beach, a cycling event to raise funds for pediatric cancer research. “Riding in the race for the cause of helping local kids fight cancer is a win-win for me,” he said. “Each year I am honored to be able to meet some of the patients at Miller and it really grounds me, helping me to see that being part of the community truly makes a stronger community.” Alvarado also participates in the tricycle race between doctors, patients and others that kicks off the Tour of Long Beach, and said it is one of his favorite days of the year.

Ann Penn, vice president of media relations and corporate communications for Wells Fargo, has served on the board of directors for Long Beach’s Museum of Latin American Art (MOLAA) for two years. “It is a dream come true to serve on the board of directors representing Wells Fargo, promoting not only the arts and arts education, which are causes close to my heart, but also diversity and inclusion,” she wrote in an e-mail to the Business Journal. “I was thrilled to be a part of the board that passed the resolution to include Chicano art in the Museum’s exhibitions and programming,” she noted.

“It is a very exciting time at the museum and I feel so fortunate to be a part of it,” Penn continued. “Wells Fargo was the title sponsor of the blockbuster [exhibit] ‘Frida Kahlo, Her Photos’ last year. And I’ll be able to take part in the 20th anniversary festivities next year.”

Alvarado pointed out that Wells Fargo staffers also give their time to the Long Beach community by holding classes to educate local residents about personal finance. This year, more than 40 such



Joyce Volsch, vice president of patient care services for Miller Children’s & Women’s Hospital Long Beach, visits the hospital’s Wells Fargo Nursing station with Ben Alvarado, president of Wells Fargo’s Southern California region. Alvarado participates in Miller Children’s Tour of Long Beach, a fundraiser for pediatric cancer research, every year. (Photograph by the Business Journal’s Larry Duncan)

Wells Fargo Philanthropy For 2014

Los Angeles County
More than \$20 Million in grants to local nonprofits. More than 23,000 volunteer hours

Orange County
More than \$4.3M in grants to local nonprofits. More than 12,000 volunteer hours

City of Long Beach
More than \$250K in grants to local nonprofits. More than 1,500 volunteer hours (Additionally, Wells Fargo provides 16 hours a year volunteer time to all employees.)

Source: Wells Fargo

classes have been held, benefiting more than 500 Long Beach locals.

Wells Fargo’s Long Beach Green Team, committed to environmental initiatives, has about 20 members, according to a Wells Fargo spokesperson. The group regularly volunteers with Friends of Bixby Park to clean up the park, which is located in Long Beach’s 2nd District. They also participate in planting events there, and provided a \$3,000 grant for a park bench. The Green team has also worked with the nonprofit GRID Alternatives to install solar panels for low-income families at two Long Beach homes, and has volunteered with Long Beach Organic at community gardens.

Through its annual community support campaign, which takes place each September, Wells Fargo employees donate their own funds to nonprofit organizations. In 2014, Wells Fargo employees raised a total of \$7.4 million for nonprofit organizations and schools in Los Angeles, Riverside and San Bernardino counties. This year, they raised \$8,275,085, Weedman said. Of that total, \$75,000 was raised for Long Beach nonprofits, according to Alvarado.

“We have had, for 10 years in a row, the largest community support campaign of any company in Southern California and nationally, as ranked by United Way,” Weedman said.

Wells Fargo Foundation

The Wells Fargo Foundation supports many Long Beach philanthropic organizations and causes through grants. In addition to supporting local health care through work with Miller Children’s & Women’s Hospital, the foundation also gave a grant to Community Hospital Long Beach last year, Weedman noted.

Nonprofit organizations providing educational programs to local youth are also a point of focus for Wells Fargo in Long Beach, Weedman said. “For example, we support the Camp Fire Long Beach Area Council, a very

important nonprofit that helps educate our youth,” he said. “We have been supporters of the Aquarium of the Pacific for their educational outreach programs over the years. . . . We have supported the Long Beach Symphony for many years for their K-12 educational outreach and programs.” Wells Fargo has also provided support to the Boys and Girls Club of Long Beach and MoLAA for educational youth programs, he added.

“I have done this work for almost 20 years,” Weedman said. “What I have learned is that, if you can get our kids on the right path, if you can educate them and give them opportunities and teach them to become good citizens and good human beings, then you have solved a lot of the world’s problems. Education is so critical.”

The Wells Fargo Foundation has provided support to several major Long Beach arts institutions over the years, including the Long Beach Symphony, Long Beach Opera, the Museum of Latin American Art, and others. “One in seven jobs in Los Angeles County in some way touches or supports the arts. From an economic standpoint, it is a very powerful and very meaningful area for us to invest,” Weedman said.

He pointed out that these arts organizations often have educational programs for children. “It has been proven beyond a shadow of a doubt that an arts education and arts experience, whether it is through visual, music, dance, theater, improves children’s academic performance,” Weedman said. “So providing those opportunities to young children is very meaningful to us.”

Wells Fargo also supports Long Beach philanthropic organizations by attending and awarding grants for their special events, such as fundraising galas, dinners, walks and festivals. For many years, Wells Fargo sponsored one of the largest events in the city, Long Beach Pride, and has even participated by including one of its signature stage coaches in the event’s parade. “It is important for us to show up in a public way, in a visible way, to support these organizations and their work,” Weedman said.

“I think Wells Fargo’s investment in community is unmatched; it’s peerless,” Weedman said. “You never see a thriving business in a hurting community, and that’s why we take it so seriously.”

In respect to Wells Fargo’s commitment to Long Beach, Alvarado reflected, “Long Beach is part of Wells Fargo, and Wells Fargo is part of Long Beach.” ■

Millennials: The Next Generation Of Giving

■ By **SAMANTHA MEHLINGER**
Senior Writer

Recent studies estimate that the millennial generation, those born between 1981 and 1997, stands to inherit between \$30 trillion to \$59 trillion through a generational transfer of wealth over the next few decades. Ahead of this shift, philanthropic organizations are examining how to appeal to this generation’s charitable giving preferences, which local nonprofit leaders told the Business Journal were shaped by growing up in the digital age.

While major media outlets have for the past few years published many stories purporting an entitled attitude amongst millennials, research shows that the generation is one already committed to charitable giving. Eighty-four percent of employed millennials surveyed for the 2015 Millennial Impact Report said they had made a charitable donation during 2014, and 70 percent had spent at least one hour volunteering.

“Already we have seen that this generation, the millennials, have a tendency to give as much as other generations,” Andrea Taylor, CEO of California State University,

Long Beach’s (CSULB) 49er Foundation, told the Business Journal “We are seeing a real spirit of giving in them, in terms of them wanting to give back.”

Drew Gagner, president of the St. Mary Medical Center Foundation, believes millennials’ proclivity towards philanthropic giving has been informed by what many refer to as the “age of information.” “Having grown up with the Internet and social media, they have a different connection to the world than earlier generations,” Gagner said of millennials. “That Internet and social media growth has really made the world smaller.”

Marcelle Epley, president of the Long Beach Community Foundation (LBCF), said that what she views as a strong spirit of volunteerism among millennials has been shaped by that generation’s access to information. LBCF is a nonprofit organization that brings together the financial resources of individuals, businesses and nonprofit organizations to support local causes.

“They understand this need [for philanthropic giving] from a very early age,” Epley observed. “Perhaps what we might attribute that knowledge to is digital technology, the Internet and this vast amount of information that is available at our fingertips 24 hours a day.”

“My generation is very civic minded,” Kellie Playter, a 30-year old professor of communications for Concordia University, told the Business Journal. Playter co-founded the Red Shoe Society, a group of young professionals who assist the families of seriously ill children who are staying at the Long Beach Ronald McDonald House. “We have so much information now, and there are so many charities and groups we are aware of,” she reflected.

The 2013 Millennial Impact Report, which examined the giving preferences and habits of millennials in depth, found that members of this generation are more drawn to “support causes they are passionate about,” rather than supporting specific institutions. The report argued “. . . so it’s up to organizations to inspire them and show them that their support can make a tangible difference on the wider issue.”

“There are a lot of millennials now more focused on socially conscious, globally minded typed charities – things that are civil rights minded, [or related to] environmental protection and those types of things,” Gagner observed. Millennials’ passion for supporting more globally pervasive issues marks a shift from previous generations like the baby boomers who, Gagner said, are more likely to give to charitable institutions or arts and culture-related organizations.

Epley said that the philanthropic causes most likely to reach a millennial audience are those making headlines. “Those causes, for example, are what’s happening in other countries and major national disasters,” she said. “Those are the things that make the top headlines. Those are the stories that are being circulated on social media.”

Millennials’ preference to give to far-reaching charities and causes presents a challenge for local institutions trying to tap into their demographic. “When we think about the idea that they are interested in socially conscious and globally minded type charities, we can’t deliver that,” Gagner said. “There is no question. You cannot get more local than your local hospital.”

To appeal to potential millennial volunteers and donors, Gagner takes the ap-

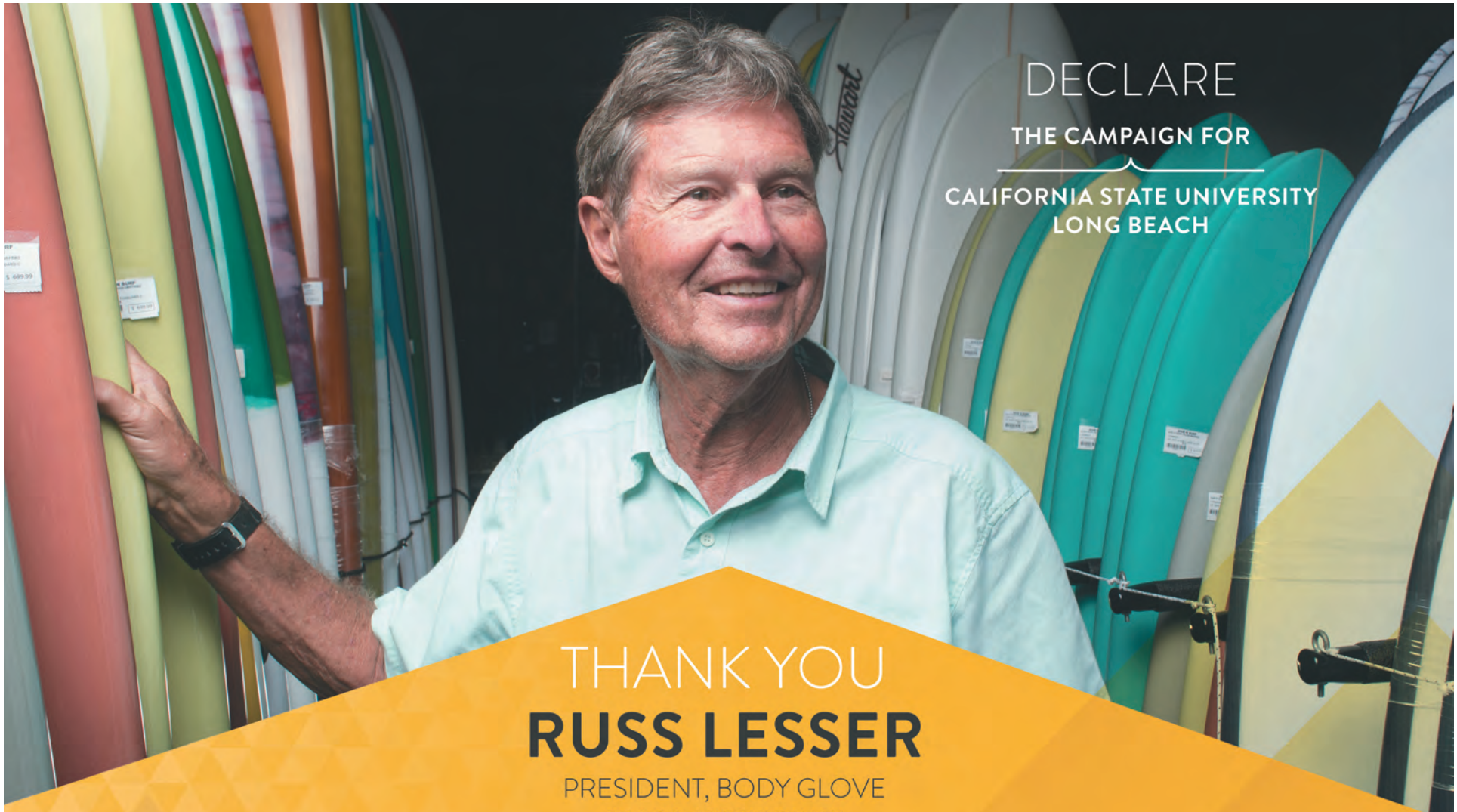
proach of relating the local programs his foundation supports to the wide-reaching causes they are passionate about. For instance, the Families in Good Health program at St. Mary Medical Center helps local minority communities, some of which may be economically disadvantaged, to gain access to health care. “That is an opportunity at a local level to help with what [millennials] would consider a global-minded issue,” Gagner said. The hospital’s C.A.R.E. program, which provides HIV and AIDS-related services, also addresses a global issue on a local level, he noted.

The Long Beach Community Foundation is working to develop a program to educate young Long Beach residents about local causes. “We are currently seeking a partnership for that program. But if we can target and harness that philanthropic interest and keep it in Long Beach, then that is what is going to make more of an impact in Long Beach in terms of giving,” she said.

Millennials are also driven to contribute to causes that have direct relevance to their lives, the 49er Foundation’s Taylor said. Recently, the foundation held its first student-based philanthropic initiative called Feed a Need, which gave CSULB students a chance to help their peers.

“We asked students who were on meal plans to donate just one of their meals . . . because unfortunately with this campus and other [university] campuses we still have students who are going hungry,” Taylor said. “Our goal was to get 1,000 meals donated in a week’s period of time. The response was overwhelming. Within one day we had almost all of those 1,000.”

(Please Continue To Page 24)



DECLARE
THE CAMPAIGN FOR
CALIFORNIA STATE UNIVERSITY
LONG BEACH

THANK YOU
RUSS LESSER
PRESIDENT, BODY GLOVE
1964, B.S. ACCOUNTANCY

FOR DECLARING
YOUR SUPPORT FOR THE COLLEGE OF BUSINESS ADMINISTRATION

Millennials And Giving

(Continued From Page 23)

When contributing to philanthropic organizations or causes, millennials are “focused on impact, first and foremost,” according to Next Gen Donors, a research project based upon a national online survey of millennials and generation X members whose families have historically given \$250,000 or more per year to charity. “They want impact they can see, and they want to know that their own involvement has contributed to that impact,” the report stated.

Part of the reason Playter is passionate about the work she does with the Red Shoe Society is that she gets to see firsthand the impact the organization makes. “We cook at the house quite often, and you feel like you’re directly making an impact,” she said. “We buy the food, come in as a group and prepare a meal right there for the families. We even sit and eat with them,” she explained. “You see the benefit right there from your time and your effort and your money,” she continued. “Sadly I hear about organizations who pocket quite a bit of the money and they don’t end up seeing a real benefit [to their cause].”

The Long Beach Rescue Mission is working to increase opportunities for younger generations to become more closely involved with the organization to appeal to their desire to make a direct impact. The Rescue Mission provides shelter, food and other services to the homeless. “We want to start getting more young people involved,” Robert Probst, executive director of the Rescue Mission, said. For example, “One of the things we just started working on is how to design an internship for young professionals to be on our board of directors.”



Drew Gagner, executive director of the St. Mary Medical Center Foundation, said that the foundation needs to do a better job of getting the millennial generation actively involved, perhaps through board positions. He has hired staff members within that age group to help him strategize, as the millennial generation stands to become an influential force in philanthropy. (Photograph by the Business Journal’s Larry Duncan)

Also key in attracting younger volunteers and donors is keeping up with technology, Probst pointed out. “We have to keep our website fresh and appealing, with easy access. If something starts to take too long they will move on to the next thing,” he said. The Long Beach Rescue Mission also uses its Facebook page to spread the word about its programs and mission, he noted.

The St. Mary Medical Center Foundation is also placing more of an emphasis on social media. Word about a recent campaign for the hospital’s C.A.R.E. Program was entirely spread through social media, Gagner said.

According to Taylor, millennials “are responding more through e-solicitations, crowdfunding platforms or Facebook pages” when engaging with philanthropic nonprofits. The 49er Foundation reaches

out to recent alumni almost entirely through online means, she noted.

Recently, the 49er Foundation launched an online crowdfunding platform called Beach Funder, which gives CSULB students and staff an outlet to raise funds for endowments, programs and more. “One of the Beach Funders we did last year was for the alternative spring break program. Our goal was to raise money to purchase iPads for the class,” Taylor said.

“We raised over \$10,000 and were able to get 15 iPads,” Taylor continued. “But the more important thing is we had 101 donors for that crowdfunding campaign.” She said the campaign was successful because crowdfunding-based campaigns lend themselves more easily to sharing across social media networks.

“We were able to utilize our students to reach out to all of their friends, family and connections through social media to help support this,” Taylor said. “Social media networks are going to continue to play an important role in how we raise money.”

Probst pointed out that millennials are more inclined to give online because it’s simple and easy. “You can go right to our website and hit the donate button, and it tells you different ways of donating,” he said.

While technology has made giving to charitable causes easier, it has also made millennials wearier of the causes they give to. “They are sharper consumers in some ways,” Taylor said. “Remember, this is a generation that grew up on the Internet. . . . They can check websites to see what people are doing with their money,” she noted. “There is more of a trend toward accountability that you will certainly see with millennials.”

Probst agreed. “They are smarter in giving,” he said of millennials. As a nonprofit organization, “You have got to be totally transparent,” he emphasized. “With your programs, you can measure out your outcomes with new technology. I could tell you how many counseling sessions we did in the last year, and I could break them down to the number of hours of counseling,” he said. “I could tell you how much it costs for one person in our program to be counseled per hour.”

“It keeps foundations and other charities on their toes in terms of being accountable and transparent,” Taylor said. “That’s good.”

“We just have a natural intuition to give back,” Playter said of her generation. “I don’t know any friends who aren’t involved with some kind of charity or group they contribute to.” ■



LONG BEACH
COMMUNITY
FOUNDATION

What’s Your Legacy?

Contact Us to Make a Meaningful Gift in Your Community
(562) 435-9033
www.longbeachcf.org

What Philanthropies Need To Know About Seeking Funding, Cultivating Donor Relationships: Advice From A Wells Fargo Foundation Executive

■ By **SAMANTHA MEHLINGER**
Senior Writer

As senior vice president and community affairs program manager for the Wells Fargo Foundation, Jonathan Weedman has more than 20 years of experience working with philanthropic organizations. In that time, he estimates he has reviewed as many as 40,000 sponsorship and grant requests from nonprofits in the Greater Los Angeles Region. In this interview with the Business Journal, he draws upon his experience at Wells Fargo to lend advice to local philanthropies about seeking funding, leveraging resources and developing relationships with donors.

LBBJ: What are the top three questions you most often hear from philanthropic organizations?

Weedman: The first question I always hear is, ‘What do you think of our organization? Do you think we would fit in to your funding profile?’ Of course, that’s a really good question. Sometimes you get a question like that and you say, ‘Gosh, that doesn’t really fit what we like to do.’ . . . Take a look at our guidelines. If they go to WellsFargo.com/donations, that takes them to a website where they can read all about our program, what we fund, what we don’t fund and what sort of things we can’t fund because we’re a nonprofit foundation. And then [it outlines] the whole process for how to apply. We have an online application

process that’s pretty cool. It will direct the grant seeker through every step they need to send a proposal to us.

The second question I am always asked is, ‘What is your average grant size, and how much should we apply for?’ That’s a harder question to answer because our award sizes to nonprofits vary. We have written some checks that were as big as \$100,000, and some checks as little as \$500. The average donation size to a nonprofit is probably somewhere between \$5,000 and \$10,000. We have 30,000 registered nonprofits in L.A. County, and they all need help. You’ve seen a lot of funding sources disappear over the years. A lot of corporations ceased to exist: Washington Mutual, First Interstate Bank, Security Pacific Bank. [And] you saw some headquarters move away. We are one of the last standing. And, by the way, our funding has only increased every year. It has not gone down. During the economic crisis, people would say to me, ‘How can Wells Fargo continue to give away so much money when there is such bad economic news?’ And our answer was, ‘How could we not? How could we not continue to invest in our partners when they needed our help the most?’ We are one of the corporations that did not cut our funding during the economic crisis. . . .



The third question that people ask is, ‘How can we better partner . . . [and] get involved? How do we get to know some-

body at Wells Fargo? How can we better connect with you beyond a grant request?’ And I always say, go into the local branch and introduce yourself. Ask your members of your board, ‘Do you know somebody who works at Wells Fargo? We’re doing great work, we’re helping the community and we’d love to get them involved.’ I am always happy, whenever I can, to make the introduction to fit a nonprofit organization together with a team member for volunteerism or board service. It’s hard to do because it’s kind of like a marriage. You need to feel very passionate about the organiza-

tion. You need to be able to dedicate the time to the organization. It has to be geographically suitable for you. [You have to consider] when the board meets, in daytime or nighttime. I guess the overarching comment I would make about that is that we encourage, support and cheer when our team members connect with nonprofit organizations in the community.

One of my heroes is Dr. Martin Luther King, Jr. He said some profound, brilliant things in his life. And he said, ‘An individual has not started living until he rises


(Please Continue To Page 26)



Who ROCKS the House?

We're looking for **fun, motivated, young** professionals to kick off their shoes and join a great cause. Some of our community's best and brightest 20-, 30- and 40-somethings will be joining forces to build the Red Shoe Society. **Will you join?**

Call the Red Shoe Society at 562.285.4307 or email membership@redshoesocietylb.com for details.



#RedShoeSocietyLB
www.rmhcsc.org/longbeach

St. Mary Medical Center Foundation is proud to celebrate all the nonprofit organizations and agencies in our community. Together, we make Long Beach great!

Hello humankindness™



St. Mary Medical Center Foundation.
A Dignity Health Member
supportstmary.org
1050 Linden Avenue
Long Beach, CA 90813
(562) 491-9225

Advice For Nonprofits

(Continued From Page 25)

above the narrow confines of his individualistic concerns to the broader concerns of all humanity.' . . . You know if you really want to do something good for yourself, go out and help somebody else. You will feel it in your core. That's what we teach and what we believe in at this company. It's a very big part of who we are as a corporation and who we are as individuals. I would also say with maybe a little biased pride that I think we have an unmatched, peerless story to tell in corporate America. I really do.

LBBJ: What do philanthropies need to do to prepare for the grant application process?

Weedman: It is very important that they read the guidelines and they familiarize themselves with those organizations' funding priorities. Some foundations may only give money to environmental causes; so if you're a ballet company, don't apply to them. It seems sort of obvious, but it is very important that they know the priorities of the foundation they are applying to. I also can't overstate the importance of relationships. If you can, meeting with or connecting with the men and women who run these foundations is hugely important. Pick up the phone and call them and introduce yourself . . . [and say], 'Let me tell you about who I am and about my organization.' And [it's important] to not be shy. Corporations give away nearly \$20 billion to nonprofits every year in the United States. That goes to everything from hos-

pitals, schools, economic development, arts organizations, health care and social service agencies, gang prevention, and services and programs for people with diverse abilities. People should research the corporations and businesses that are investing in their community. I always tell nonprofits to step outside and look at the businesses around them and say, 'These companies are part of our community. We're helping the community be successful. Maybe they can help us continue that success.'

LBBJ: How can a nonprofit/philanthropy create the groundwork for a successful fundraising campaign?

Weedman: You have to have a great product to sell, particularly in this day and age when, let's face it, the needs are great, the demand for funding is substantial and there is a lot of competition out there. To start off, is this an endeavor, cause or concern that is going to be compelling or meaningful enough for people to support? It sounds so obvious, but that's very important. The second thing is, there are multiple tranches where you can go for funding or support. The first you look to is your board of directors. The second thing you look at are corporations and local community businesses. There are private family and community foundations you can reach out to. Then of course there are individual donors. . . . Then there is government funding, which is very overlooked. Many elected officials have resources they can bring to bear as a result of their offices. There are many government programs that will invest in commu-



Jonathan Weedman has served as senior vice president for the Wells Fargo Foundation since 1996. In his role, he manages the foundation's charitable contributions in the Greater Los Angeles area. He first joined Wells Fargo in 1989 as a business banking officer in Los Angeles. (Photograph by the Business Journal's Larry Duncan)

nities and nonprofits, but you have to find them. And of course you need to apply, which is generally very competitive and complicated. Those would be my general recommendations around how you prepare for fundraising. For anything you want to be successful at, you are probably going to have to work pretty hard. But if you feel passionate about your organization, you are committed to it, and you know that it is helping people and improving the human condition, then I think people will stand up and pay attention.

LBBJ: What resources for philanthropies are out there that you believe some organizations may not be aware of?

Weedman: There are sadly not enough. If you are a nonprofit organization and you need help trying to get your group started, getting your 501c3 letter, building a good board of directors or putting together an effective fundraising strategy, there are not a lot of places you can go, but there are some. There is the Center for Nonprofit Management, located in the California Endowment [in] downtown [Los Angeles], which is a great resource for nonprofit organizations. There is a nonprofit in L.A. called the Grantsmanship Center, which also provides training for nonprofits. Then there is the Executive Service Corps, which is also located in Los Angeles. The Long Beach Community Action Partnership, which provides technical assistance and training to nonprofit leaders, is a great group. We have supported them over the years. I have spoken at events they have had. They

are a good local resource for nonprofits in the area.

LBBJ: When a philanthropic organization receives funds, is there a requirement of oversight to ensure donated funds are spent appropriately?

Weedman: That's a really good question. A lot of foundations have rigorous reporting requirements, check-in requirements, and metrics. They spend all their time doing that. At Wells Fargo, we do not have a formalized requirement where we ask a nonprofit every month to tell us how they're doing. Candidly, we feel that when we make a decision on the front end, we're pretty good at making decisions. We make a lot of loans. We know what to look for and we know the kinds of questions to ask, so we do not have reporting requirements. What we do ask is if a nonprofit organization has a great story to tell or if something really good is coming out of their work, to please let us know. We are probably going to be moving toward some reporting around our giving very shortly. . . . Reporting is a mixed bag because you have to commit resources and staff time to do the reporting. There is a happy medium in there somewhere.

LBBJ: How can philanthropies maintain relationships with their donors?

Weedman: Stewardship is so critical to an organization's success. If you have successfully managed to inspire, motivate and convince an individual, company or corporation to support you financially, then you have to be pretty special. Once you have achieved that, then it's very important to stay in touch with the donor or report to them regularly about how you are doing. Pick up the phone and say, 'Hey, let me tell you about this great thing that happened at our agency today.' Believe it or not, there are nonprofit organizations that you will support and then you don't hear from them. And then they call you up and request additional support again, and you say, 'Well, it's nice to hear from you.' It's such a stronger value proposition that you stay connected, and there are so many ways to do that. There is sending newsletters, there's e-mails, there is a phone call, there is social media. All those kinds of things strengthen that relationship. When it comes to philanthropy more broadly, those are the relationships that sustain funding, [which is important] because it is competitive and there is never enough money to support all the great groups that we'd like to support. You know, out of sight, out of mind. ■

Aquarium of the Pacific
Holidays
'Tis the season to be jelly!

December 5 - 24 | 9:00AM - 6:00PM

Starting December 5 snow will fall daily in the Great Hall, the Aquarium will be decked with festive décor, and the Aquarium's costumed characters will appear in their holiday outfits. On weekends in December choirs will perform carols, and a snow play area will be set up on the front lawn. On December 5 and 6 the Aquarium will host its annual Holiday Treats for the Animals festival. On December 12 and 13 the Aquarium will be collecting toys for the annual Spark of Love Toy Drive. On December 5, 6, 19, and 20 kids can take photos with Santa.

COST: Free with admission
INFO: (562) 590-3100, ext. 0

Aquarium of the Pacific

AQUARIUMOFPACIFIC.ORG 562-590-3100 100 AQUARIUM WAY, LONG BEACH, CA 90802

We Have a Lot of Competition, but our Ribs Don't!

NAPLES RIB COMPANY

- Also Featuring: Steaks, Tri-Tip, Chicken, Prime Rib, Fresh Fish, Sandwiches and Salads
- Family Owned & Operated
- Kids Menus
- Cocktail Lounge w/ 3 T.V.'s
- Tableside Magic Sunday Nights
- Warm & Comfortable Booths
- Reservations accepted
- Open at 4pm Monday-Friday
- Open at Noon Saturday-Sunday
- Take-out available after 10:30 a.m.
- Buckets, Party Paks, and Trays!

Naples Rib Company
5800 East 2nd St, Long Beach
(562) 439-RIBS
RibCompany.com 7427
FIND US ON FACEBOOK

\$10 Off
Your Order of \$75 Or More

Not redeemable with any other offer, discount, coupon or price special

Expires November 30, 2015

LBBJ

Minimum Wage

(Continued From Page 1)
tional public input, giving the commission until early next year to make a recommendation, said EDC Chair Frank Colonna, a former two-term city councilmember and local real estate agent, in a phone interview with the Business Journal.

Although no firm dates have been set yet, the city council will conduct a formal public hearing after the commission makes its recommendation, he said, adding that the city council may ultimately take even more time to make its own decision on the subject.

“We’re going to be meeting in December and January as well as this month in order to make sure that we get our due diligence in and get as much information as we can from all the different moving parts to make a recommendation that’s right for Long Beach,” Colonna said. “Our recommendation is the one that’s going to be given to the city council where we should go, if we go anywhere, with an increase.”

He said the issue of whether Long Beach should establish a minimum wage following the City of Los Angeles and other major cities doing so is “one of the largest and most significant decisions” the city will make for years to come, impacting “many, many people, the businesses they work in and the economic health of the community.”

Colonna added that Long Beach is “unique” and far different than Los Angeles, with fewer major manufacturing plants, more service-oriented small businesses and a different cost-of-living structure.

In August, the city council agreed to contract with the Los Angeles County Economic Development Corporation (LAEDC) to conduct a study on the feasibility and potential impacts of raising the minimum wage in Long Beach through a citywide ordinance, also providing possible incentives or exemptions that may assist employers in complying.

The LAEDC, which is conducting a random sample survey of 600 businesses in Long Beach, is expected to release the results of its study, expected to be purely informational, some time this month.

City officials have agreed to study the issue on the heels of the City of Los Angeles having raised its minimum wage to \$15 an hour, incrementally, over a four-year period starting next year. The County of Los Angeles, which commissioned the LAEDC to do a similar study, has raised its minimum wage to \$15 an hour by 2020 for unincorporated areas.

A campaign called “Raise the Wage,” backed by the union-sponsored Los Angeles County Federation of Labor, is, meanwhile, pushing for the minimum wage in Long Beach to be raised to \$15 an hour. A majority of city councilmembers expressed support of the campaign’s proposal prior to the city council’s approval of moving forward with the study, including some councilmembers joining a labor union rally outside city hall. That resulted in protests from business people who said councilmembers have already made up their mind to support an increase.

As a way to field input from a wide variety of stakeholders, including employees, business owners and nonprofits, the City of Long Beach scheduled six meetings on the subject, three of which have already been conducted.

Now that extra time has been granted, it

will give the commission an opportunity to review an additional report from the Council of Business Associations (COBA), which is conducting a series of surveys and focus groups to collect feedback from businesses about the issue.

During the EDC meeting on October 27, Blair Cohn, executive director of the Bixby Knolls Business Improvement District (BKBIA) and president of COBA, stated that the community review process is essentially a “ruse” since it appears that a majority of city councilmembers have already made up their minds in supporting raising the minimum wage.

In a phone interview with the Business Journal, however, Cohn clarified that his comment was part of a longer discussion that, if the commission isn’t given enough time to read data from studies and other information, then a recommendation would be futile.

“That was to get a reaction out of everybody,” he said. “If we put no thought into it, then it makes no sense.”

At a meeting on October 29 at Long Beach City College, more than a dozen people provided public testimony to the city council’s economic development and finance committee, served by Councilmembers Stacy Mungo, Suzie Price and Roberto Uranga.

During the meeting, business owners and community members expressed concerns about various “unintended consequences” of raising the minimum wage.

In previous meetings and in interviews with the Business Journal, several restaurateurs and small business owners have expressed strong concerns that a minimum wage hike would force them to raise prices, putting them at a competitive disadvantage with similar businesses in other cities.

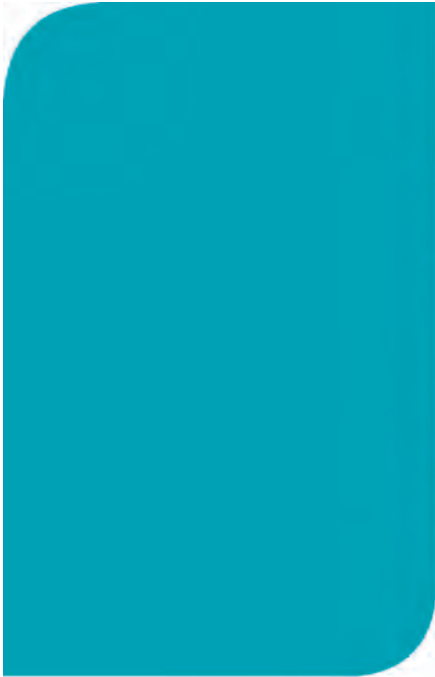
Small business owners have also stated that raising the minimum wage would force them to hire fewer employees, cut benefits or possibly lay off workers.

Small business owners, who have already had to deal with rising labor costs from recent increases in workers’ compensation insurance, health benefits and the state’s minimum wage increase that jumps to \$10 an hour in January, have stated that they would either have to move to another city or close their doors altogether.

Advocates of raising the minimum wage in Long Beach, on the other hand, have stated that imposing such a policy on employers would provide minimum wage earners with more disposable income that would benefit the local economy.

Still, business owners argue that such a hike in the minimum wage would only

(Please Continue To Page 28)



We Are An SBA Preferred Lender

Our Small Business Administration (SBA) lending experts can make it easy for you to take advantage of sensible alternatives to business funding. As a thirty year participant in the U.S. Small Business Administration loan programs, International City Bank’s experienced lenders have what it takes to cut through the red tape often associated with business lending.

One of our SBA loan programs could be just the thing you need. To better learn how you can put one of these programs to work for your business, take a quick look at what we have to offer.

SBA loans can be used to provide financing for many business purposes, including:

- Working Capital
- Business Improvements & Acquisitions
- Furniture and Fixtures
- Inventory and Equipment
- Acquire Owner Occupied Real Estate
- Debt Refinance

ELIGIBILITY :

- Management must be experienced and of good character
- Must be able to demonstrate the ability to repay the loan with cash flow from business operations
- Must have adequate collateral

LOAN TERMS :

- Loan amounts up to \$5,000,000
- Fully amortizing loans from 5 to 25 years – based on the use of loan proceeds

SBA loans offer lower down payments and longer terms for repayment

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

Shannon Vinson • 562-436-9800, Ext. 1235 • Email: svinson@icb.biz

INTERNATIONAL
CITY BANK ICB
businessmadepersonal



GEORGE GERSHWIN'S AN AMERICAN IN PARIS

Enjoy an evening of raucous 20th century American compositions!

Gershwin's *An American in Paris*

Bernstein's *Candide Overture*

Ticheli's *Radiant Voices*

Liebermann's *Concerto for flute and orchestra*
performed by Heather Clark

Edward Cumming, conductor

BUY TICKETS TODAY!

LongBeachSymphony.org | (562) 436-3203

November 14 – 8:00 PM
Long Beach Performing Arts
Center, Terrace Theater

LEXUS
Classical Series Sponsor

Minimum Wage

(Continued From Page 27)

drive up prices, canceling out any benefit that employees would see from higher wages.

At the meeting on October 29, several minimum-wage earners, including those working for fast food chains, spoke about being given part-time hours despite being with the same company for decades. Others expressed concerns about “wage theft” [failing to pay workers for all hours worked, not paying for overtime, etc.], with warehouse workers and others stating that they have filed claims against employers.

City Attorney Charles Parkin said at the meeting that, if the city were to move forward with a minimum wage ordinance, wage theft might have to be addressed in required enforcement of the law. He said wage theft is not necessarily a separate issue from minimum wage and should be taken into account.

Jack Smith, boardmember of the Long Beach Central Project Area Council, Inc. and a member of the city's task force on medical marijuana, said raising the minimum wage may impact the ability of low-income residents to receive government assistance, such as food stamps and child care, since wages would be raised above a certain threshold.

Lee Vieira, president of East Anaheim Street Business Alliance and a manager of a mortgage company, said raising the minimum wage will likely drive businesses out of the city and cause prices throughout the city to increase.

“When government tries to make everything better for everybody, they typically fail,” he said, adding that moving forward with such a law would only create more “unintended consequences and make everything more expensive.”

The next minimum wage meeting open to the public is November 17 at noon at Admiral Kidd Park, 2125 Santa Fe Ave. ■

Interview With Doug Otto

(Continued From Page 1)

their degrees in four years. Only 19 percent of CSU students complete in four years. We have to improve that.”

Otto has played high-profile roles in many critical community activities. A private attorney, Otto has been involved in a wide variety of issues involving the city's past and its future, from historical preservation to transportation, from the arts to downtown development, from a master plan for the Aquarium of the Pacific to strategic planning for the city.

What Otto brings to higher education administration is a broad perspective of how college fits into society as a whole. And what he has worked on in the past is aimed at creating a positive impact on the future of the state. As he sees it, few other activities have the potential to improve California's future to the extent that an effective higher education program has. And failure has the same potential to damage it.

“If community college students don't succeed, our state, our communities, are

(Please Continue To Next Page)

REGISTER NOW FOR WINTER 2016 RECREATION CLASSES!

Hundreds of classes are starting in December for pre-school through adults 50+ offered by Long Beach Parks, Recreation and Marine.

**ADAPTIVE RECREATION • ART
COMPUTERS • DANCE
DOG TRAINING • FITNESS
ENRICHMENT • MUSIC
SAILING • SWIMMING
TENNIS • AND MUCH MORE!**

REGISTER ONLINE AT

WWW.LBPARKS.ORG



(562) 570-3111

We are a National Parks and Recreation Association “Gold Medal” award winner for excellence in parks and recreation management. Like us on Facebook and see our daily “Gold Medal” moments to see why.

WWW.FACEBOOK.COM/LONGBEACHPARKS



CITY OF LONG BEACH BID OPPORTUNITIES

TITLE	BID NUMBER	DUE DATE
Purchase and Development Opportunity at Broadway & The Promenade North	RFP EP16-003	1/11/2016
Purchase and Development Opportunity at Anaheim Street & Lime Avenue	RFP EP16-002	1/11/2016
Purchase and Development Opportunity at 5100 Long Beach Boulevard	RFP EP16-001	1/11/2016
Water Main Bridge Crossings Repair FY 15-16	WD-25-15	1/11/2016
Development of Assessment of Fair Housing (AFH) Five-Year Consolidated and Annual Action Plan	RFP DV16-031	12/02/2015
Alley Service Connection Conversion Magnolia Avenue and Eucalyptus Avenue	WD-25-13	12/01/2015
LNG Fuel Site Maintenance and Repair Services	ITB FS16-009	11/19/2015
Improvements of Orange Ave between 52nd Street and 64th Street	R-7012	11/18/2015
Purchase of One (1) Chevrolet Colorado Extended Cab Truck	ITB FS 16-027	11/17/2015
Dell Venue 10 Tablets and Accessories	ITB TI 16-025	11/16/2015
Cisco ASR 1000 Class Parts for CLETS Infrastructure Development	ITB TI 16-005	11/16/2015
Chevy CNG 3500 Cargo Vans with light package Qty. 3	ITB FS 16-011	11/11/2015
Chevy G3500 Cargo Van with CNG Qty 2	ITB FS 16-006	11/11/2015
Drake/Chavez Soccer Fields & Greenbelt	REBID R-7002	11/11/2015

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

Bidder Registration

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

Small Business Enterprise Program

Take advantage of the City of Long Beach Small Business Enterprise (SBE) Program. To learn more about becoming a part of the SBE Program and certification process, visit the City's Purchasing website.

www.longbeach.gov/finance/business-info/purchasing-division/purchasing-division/

AUTO LIEN SALE

3111 E. Willow Street
Long Beach, CA 90806
(562) 570-2828

November 17 & December 1, 2015
Registration & Viewing Hours:
8:00 A.M. – 9:50 A.M.

<http://www.longbeach.gov/finance/services-and-permits/towing-and-lien-sales/auction/>

in a lot of trouble,” Otto told the Business Journal. “The Public Policy Institute of California said that by 2030 we’re going to need about 1.5 million more college graduates. If we hit line drives and accomplish everything that we can right now, we’ll have a million. We’ll underperform by half a million.

“The jobs of the future are going to require post-high school education. The jobs are going to be jobs that require you to know enough math and know enough English to be able to do those jobs. We have to have those graduates. If we don’t have those graduates we’re going to wind up with lower-paying jobs, more people out of work, social welfare will go up, we’ll have more people committing crimes. Even now, more than 50 percent of the tech jobs that we have, the STEM-type jobs, are filled by people who are not from California. We want people from California to take those jobs.

“It’s not just enough to get students into community colleges. It’s about getting them through the community colleges and into the state’s four-year schools. That was once the overarching goal for higher education in California,” Otto said, but that model has crumbled.

“What we have is cafeteria model for education. You go to a community college and you pretty much enroll in classes. So you get kids saying, ‘I’m going to do this, and I’m going to do this, I’m going to take a semester off, I’m not going to take a full load this time, I got enough of this,’ but they don’t have enough concentration of classes that will get them to move on to the UCs or CSUs or a private university,” Otto said.

“I call it a cafeteria style because what happens is that you just open the catalog and say, ‘Oh, that looks good. I’ll take that, I’ll take that.’ It’s like saying, ‘I’ll take that Jell-O salad, I’ll take that pizza.’ It’s not structured, it’s not focused, it’s not what we need to do to get kids to complete. If kids don’t complete, they’re not only hurting themselves, they’re taking up places for people who want to get in and get an education and move on.”

During Otto’s tenure on the five-member board, the district has worked toward getting its students through community college and ready for university studies. The Promise Pathways program uses an innovative method of placing students, requiring them to enroll full-time (because full-time students are more likely to complete their education) and meet certain academic goals immediately. The program works hand in hand with the state’s transfer degree mandate, which requires community colleges to create simple, easily defined educational plans that meet the transfer requirements for CSU and UC schools.

“It’s a structured pathway. Instead of a cafeteria, you say, ‘This is where I’m going and how I’m going to get there,’ and Long Beach is one of the leaders in creating these articulated pathways,” Otto said.

According to the district, the Promise Pathways program has had another effect: the achievement rates of those early academic goals for students of color exceeded the rates of achievements for the highest-achieving students. Otto called education “the civil rights issue of the 21st century” and said that education is the most effective way of providing opportunities for all members of the community.

“I believe very strongly that education is the ticket out of most of our problems,” Otto said. “If people get an education, then that creates opportunities for them.”

To deliver the kind of education that creates opportunities, Otto said the district’s focus should follow four basic ideas:

- Making student success a priority.
- Professional development for board members, helping them to understand better what is happening within their schools, and to react more effectively to meet the needs of the students.
- Keeping a scorecard that quantifies success and effectiveness.
- Deploying its resources where they have the greatest effect on student success. This includes reducing remediation, focusing on the progress of students through their educational career and creating “structured pathways” to community college completion and transfer to universities.

Otto sees the community college as part of an educational process that starts years before the student arrives at Long Beach City College and continues well afterward. In the future, incorporating that vision results in a better California, he said.

“The Long Beach City College of the future will include the structured pathways that we talked about, more college classes in high school – we need to do that to help move people through – so that when they get to us, they don’t have to take Psych 1 because they’ve already gotten that out of the way,” Otto said. “And the big word is accountability. We need to hold our public institutions accountable. Community colleges should not get a free ride.” ■

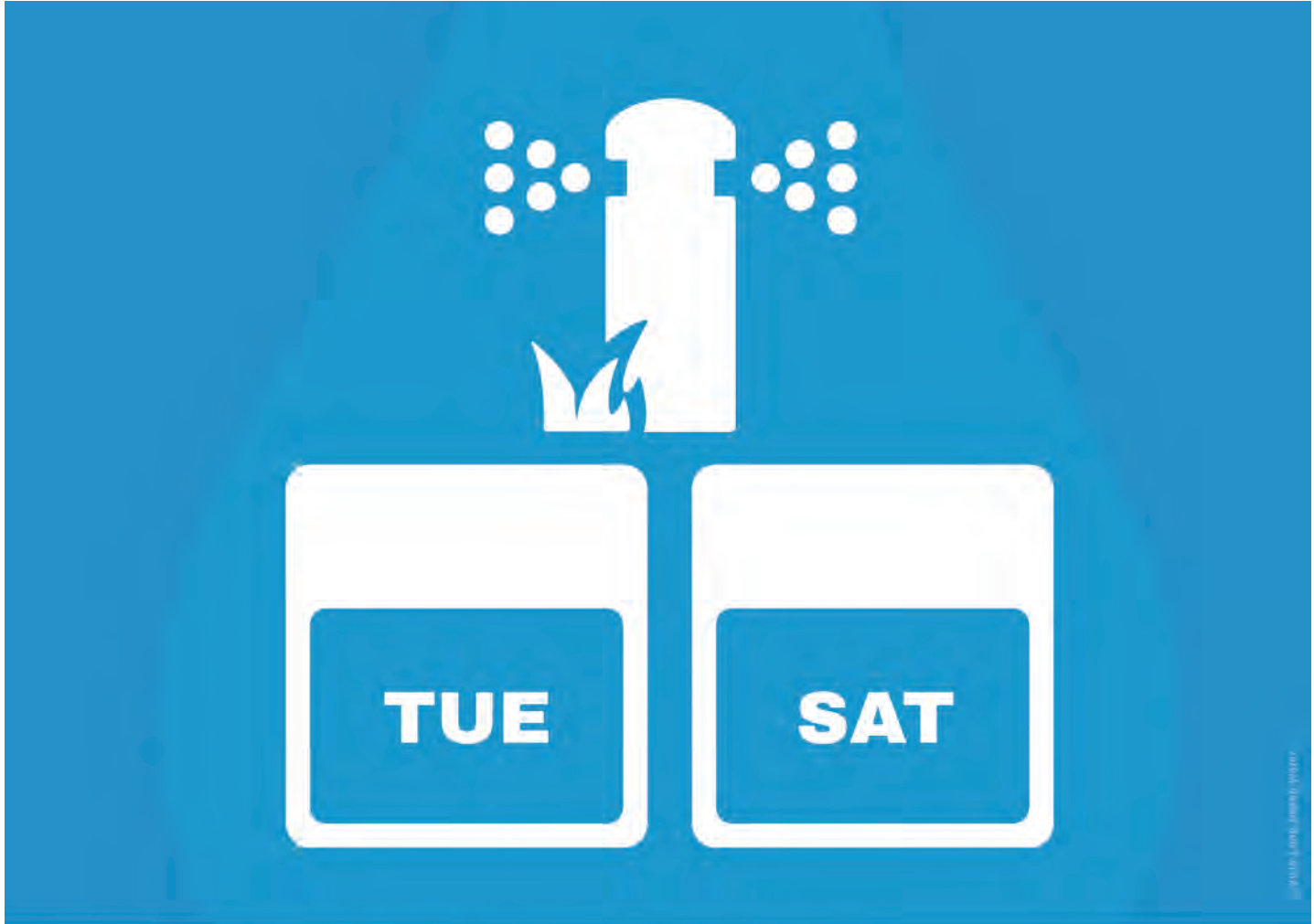


Book Your Aquarium Holiday Party

The Aquarium of the Pacific in Long Beach provides both a beautiful and unique atmosphere for any holiday event, from intimate gatherings to large groups. Dine under our blue whale, enjoy harbor views from our new rooftop Veranda, and explore breathtaking exhibits. **Call us before Nov. 15 to reserve your holiday party and receive a complimentary welcome drink.** Let the Aquarium provide the most memorable location for your holiday party. And let Premier serve California-inspired, chef-crafted cuisine designed to complement your event and offer the highest level of hospitality.



100 AQUARIUM WAY, LONG BEACH, CA 90802
yourevent.aquariumofpacific.org
562-951-1663



TUE

SAT

WATER TWICE A WEEK
SAVE WATER

LBwater.org/mission

**MissionH₂O**LB
YOUR WATER. YOUR FUTURE.

NEWEST TENANT AT DOUGLAS PARK

UTI's Long Beach Campus Strives To Meet Growing Demand For Transportation Service Technicians

■ By **SEAN BELK**
Staff Writer

When Andrew John, 28, heard earlier this year that Universal Technical Institute (UTI) would be opening a campus in Long Beach, he didn't hesitate to enroll in the for-profit college's first session that started in August.

Today, the Signal Hill resident, who is an employee at Number One Auto Collision Center and also an independent

automotive technician, is at the top of his class. Perhaps more importantly, he is already using skills learned in the classroom out in the field.

"Coming to UTI has really opened my eyes to a lot of things I wasn't sure about, and now I've got it down pat," he told the Business Journal. "It's just amazing. I can't believe that I'm actually here and this is happening . . . This is where I need to be."

John is one of about 260 students who have enrolled at UTI's Long Beach cam-

pus since it opened on August 17. He was recently recognized as a "student of the course," an honor given to students who achieve above 90 percent in grades and attendance.

While John had wanted to attend UTI earlier, it would have been too inconvenient since the closest campuses in California were in Sacramento and Rancho Cucamonga. Now, with the opening of the Long Beach campus, he is able to stay close to his friends, family and clientele, John said.

Campus President Larry Hohl said one of the main reasons for building the two-story, 142,000-square-foot campus at Douglas Park off Lakewood Boulevard was to better serve students and employers in Southern California. He added that about 20 percent of students at the campus live in Long Beach.

Moving to the business park on land once used for aircraft manufacturing adjacent to the Long Beach Airport made sense since it is surrounded by four freeways and is centrally located between Los Angeles and Orange counties, he said.

Hohl said UTI has already surpassed its expectations for student enrollment and has had to offer additional sessions to accommodate students.

He said a handful of students have transferred from WyoTech, a Corinthian Colleges campus that closed earlier this year. UTI also fills the gap where public institutions can't provide classes, such as in the case of Long Beach City College, which discontinued courses in auto body technology, welding and diesel mechanics in 2013.

"Now we'll have students in this area who will graduate here and go to work here," Hohl said. "The employer base is huge in Southern California, which was underserved by our Inland Empire campus."

With a capacity to serve up to 800 students in Long Beach, UTI offers courses in automotive, diesel, collision repair and other fields. The college also has training partnerships with manufacturers of more than 30 leading transportation brands, including BMW, Ford, General Motors, Porsche, Mercedes Benz, Nissan, Volvo and Honda.

Although UTI is not a degree-conferring



Larry Hohl is president of Universal Technical Institute's (UTI) Long Beach campus, where 260 students have enrolled since opening in August. With a capacity to serve up to 800 students, the college offers courses in automotive, diesel, collision repair and other fields. (Photograph by the Business Journal's Larry Duncan)

institution, the college offers certificates that take a little more than a year to complete with classes every six weeks. Some certificates count as two years of work experience, Hohl said. In addition, the college is National Automotive Technicians Education Foundation (NATEF) certified, and all instructors are Automotive Service Excellence (ASE) certified. Students also have the opportunity to become ASE certified through the college.

Hohl said UTI's industry partnerships allow students to get training on a specific brand. For instance, UTI offers a training program with Nissan and Mercedes-Benz, which operates its West Coast campus and automotive testing facility on the east side of Lakewood Boulevard. In some cases, students achieving high marks will have their training paid for by an automotive manufacturer, he said.

The \$27 million, "state-of-the-industry" Long Beach campus includes classrooms and a spacious main lab, where nine courses are taught and students can work on equipment and vehicles.

"What they talked about and had dialogue about in the classroom, they will go experiment with in the lab," Hohl said. "The majority of time is in the lab because this is about hands-on learning."

While there is an emerging field in electric vehicles and other new technology, the bulk of the curriculum at UTI, which has 12 campuses in the United States, focuses on what is "mainstream," which today is diesel, he said, adding that only 5 percent of jobs in the industry are related to new technology.

(Please Continue To Next Page)

THE FINEST CIGAR EXPERIENCE

TAYLOR'S

CIGAR LOUNGE

SERVING LONG BEACH FOR 11 YEARS
MONDAY-SATURDAY 10AM - 10PM
SUNDAY 10AM - 9PM

5937 E. SPRING STREET LONG BEACH
562-377-0700

BOULEVARD *Cadillac*

2015 NEW CADILLAC SRX

Lease for
\$339 per month for 24 months + tax

1 at this offer GS520164

\$2349 total due at lease signing which includes \$0 security deposit. Above average GM Financial credit approval required. 10,000 miles per year at 25 cents per mile over.

BOULEVARD **GMC**

2015 NEW BUICK ENCORE

Lease for
\$129 per month for 24 months + tax

All in stock

\$2600 GM financial lease cash+ \$2643 customer cash=\$5243 total due at lease signing which includes \$0 security deposit. Above average GM Financial credit approval required. 10,000 miles per year at 25 cents per mile over.

*Prices do not include government fees and taxes, any finance charge, any dealer document processing charge, any electronic filing charge and any emission testing charge. Subject to prior sale. Offer ends at close of business on 11/30/15. Subject to prior sale.

(562) 595-6076 • 2850 Cherry Ave, Signal Hill, CA 90755 • **BOULEVARD4U.com** (562) 492-1000 • 2800 Cherry Ave, Signal Hill, CA 90755 •



Students work in a lab at the Universal Technical Institute's (UTI) Long Beach Douglas Park campus, which opened in August. The campus offers manufacturer-specific advanced training for Nissan automobiles, trucks and SUVs while training students to take the California smog check inspector license exam. (Photograph by the Business Journal's Larry Duncan)

Hohl added that the demand for trained technicians is expected to grow as baby boomers retire and the number of vehicles on the roads rises. The California Employment Development Department (EDD) estimates that jobs for automotive service technicians are expected to increase by 15 percent by 2022.

UTI, which offers a learning resource center and a touch screen where manufac-

turers post job openings, is particularly proud of the fact that 90 percent of its student graduates have gone on to find employment.

"This is about more than just providing you with a good education," he said. "We will also support you in your efforts to get part-time work while you go to school and to get your career started after you graduate." ■

CELEBRATE THE HOLIDAY
SEASON IN STYLE

PACIFICROOM

LONG BEACH CONVENTION CENTER

Contemporary Event Space & Chef Inspired Cuisine

BOOK HOLIDAY PARTY
BY 11/30/15 AND
RECEIVE 15% OFF

PREMIER

562-499-7560

300 E. Ocean Blvd. Long Beach CA 90802
longbeachcc.com ~ info@savorsmglb.com

Beach Cities
PROTECTIVE SERVICES

Global Investigation and Security Services

Business Summary:

Since 1999, Beach Cities Protection DBA Blue Knight have provided professional security and protection, investigators, Consulting and Intelligence services for our clients. Serving Fortune 500 Companies, commercial property owners and managers, law firms, government agencies, major sporting franchises and high net worth individuals.

Service Area:

Headquartered in Long Beach, California and with regional offices around the country, there are few areas in the U.S. that we can't service . Global support can be accomplished by our own personnel or network of vetted partners around the world.

Contact:

Consulting Services:

Michael Carlson – Senior Vice President

Office (562) 435-1000 Corp. (877) PROTC-U2 Cell – (310) 809-7972

Michaelc@blueknightprotection.com www.beachcitiesprotection.net

Suite of Services

Security Officers:

Uniform Unarmed & Armed
Off Duty Police Officers
Executive Protection Agents
Special Events Agent
Estate Protection Officers
Robbery Suppression Agent
Travel Protection

Investigations:

Private Investigation
Loss Prevention
Litigation – Civil & Criminal

401 E. Ocean Blvd #700 Long Beach Ca. 90802

Partial Client Listing

Beach Cities Protective Services Worldwide
PPO 16605 (Formerly PPO14269) & PI 26016



Mary Carhee, left, is youth program counselor for the Long Beach Chapter of the NAACP, and Naomi Rainey is president of the organization. They are pictured at the organization’s office in Belmont Shore. (Photograph by the Business Journal’s Larry Duncan)

Long Beach Branch NAACP Celebrating 75 Years Fighting For Equality And Justice

(Publisher’s note: The following article was provided to the Business Journal by the Long Beach Branch of the NAACP.)

The founders of the Long Beach Branch NAACP organized 75 years ago to break down the barriers of discrimination and inequality. Discouraged by so much discrimination in Long Beach, the NAACP established the immediate goals of eliminating discrimination in education, housing and employment. The founders were also interested in combating police brutality and illicit forms of discrimination, and insisting on the inclusion and accurate accounting of the history of African Americans.

To combat these challenges, the Long Beach Branch had the benefit of wise, brave, and determined leaders. The Long Beach Branch was led by Ernest McBride, Sr., who garnered the support of many dedicated members, including Nathan Holly, who served as president; Lillian (Lillie) Grigsby, secretary; Willye White, head of Rowland Hayes Black Women’s Republican Study Club; and L.J. Jones, Zelma Lipscomb and Roscoe Hayes. McBride himself served as field secretary and treasurer. Reverend Louis Lomax of Christ Second Baptist Church helped McBride secure enough members to become a chartered branch of the NAACP and, shortly after receiving its charter in 1940, the Branch voted in Charles Watkins to be its first elected president.

One of the biggest challenges to any organization is raising funds. The early leaders of the Branch were fortunate to have dedicated supporters. Early funds were secured with the help of special performances and receptions by dedicated supporters: actor and opera singer Paul Robeson supported the Branch with a special performance at Morgan Hall and a reception for his wife. Margarita Belafonte, wife of actor and singer Harry Belafonte, helped the Branch. These events were private; however, many fundraising events were held in the home of the McBrides (now a historic landmark on Lemon Avenue) because many African Americans were afraid to go other places.

Since its founding, the Long Beach Branch has led the way to changing many discriminatory policies and practices. The Branch worked tirelessly to get housing deed restrictions removed when African Americans were effectively barred by discriminatory sales practices and deed restrictions on new homes in Lakewood, Los Altos, and Bixby Knolls. When deed restrictions prevented defense workers and GI Bill beneficiaries from purchasing homes on the west side of Long Beach, the NAACP worked to remove those restrictions.

The Branch also worked to get African Americans hired on the Long Beach Police Force. In 1950, several black males were hired. Two of the most well-known

officers in that group were Benny Roan, assigned to a downtown division; and Charles B. Ussery, who in 1979 became the first African American police chief in Long Beach.

The Branch’s work toward remedying housing and hiring discrimination are just two examples of the many efforts of the Branch to improve the lives of underrepresented people in the Long Beach community. The Branch’s efforts continue to be instrumental in bringing changes in education, economic development and labor, while working tirelessly to investigate and resolve civil rights violations. For example, the Long Beach NAACP’s taskforce issued a report regarding use-of-force training in the Long Beach Police Department, and many of those recommendations were accepted and fully implemented by the Long Beach Police Department.

The Long Beach Branch NAACP works for just and equitable policies and practices in Long Beach and continues to monitor and review the city’s diversity, compliance, and equal opportunity guidelines. These guidelines include hiring, training and awarding contracts to women, people of color, and people with disabilities.

Today the award-winning, highly respected Long Beach Branch celebrates its 75th Anniversary under the leadership of Naomi Rainey-Pierson, who has served as president for 15 years. We also celebrate our accomplishments and our cherished

community of supporters who have contributed to our success. We celebrate the hard-earned respect and many awards our Branch has won. We also use this as an opportunity to acknowledge our strengths as we move forward in the continuing struggle for equal opportunity for all children in Long Beach, for protecting the civil rights of all citizens regardless of race, color, creed, country of origin, gender or religion.

In acknowledging the progress over the past 75 years, we wish to accomplish more in the next 75 years. What will our 150th Anniversary celebration look like? We hope by working with civic institutions, local organizations, and elected officials, we will see a more just and equitable Long Beach. We hope that programs like our Community Impact program will thrive beyond our imaginations so that Long Beach is the hallmark of academic excellence, social responsibility, leadership and community service. We cannot do this alone. The NAACP is built on the collective courage of thousands of people of all races, nationalities, and faiths, united by one fundamental premise - that all people are created equal. The branch has proactively addressed critical issues of social justice. From the ballot box to the boardroom, Long Beach Branch NAACP has courageously and persistently led the historic fight for civil rights. ■



Long Beach Police Department Academy Class 88 Graduates

Thirty-three recruits for the Long Beach Police Department (LBPD) and two for the Gardena Police Department graduated from LBPD's 88th academy class on November 5. The academy consisted of 27.5 weeks "of intense academic, physical and practical training" related to procedures and tactics, firearms, defense, public safety and more. Among the 33 LBPD academy graduates are 23 men and 10 women with diverse ethnic and academic backgrounds. (Photograph by Andy Witherspoon)

Molina Healthcare
Receives Nearly \$1 Million
In Energy Incentives From
Southern California Edison

Southern California Edison presented Molina Healthcare with a \$997,500 check earlier this month for energy-saving initiatives. The check is a permanent load shift incentive for the health care firm's new air conditioning upgrade at Molina Center, two office buildings at 200 and 300 Oceangate in Downtown Long Beach. EMCOR Services Mesa Energy Systems built and installed the new cooling unit, which required the construction of a small building adjacent to the two 15-story towers. The new system is designed to save about 750,000 kilowatt-hours of energy per year. The annual savings in utility costs thanks to this system is expected to be more than \$250,000. Pictured from left are: Krystal Swinton, manager of business commercial division for Southern California Edison (SCE); Michael Kajdasz, account manager of business commercial division for SCE; Salvador Gutierrez, vice president of facilities for Molina Healthcare; Craig Aydelott, chief engineer of Molina Center; Ivette Walker, general manager of Molina Center/McKinney Advisory Group; and Bob Gordon, senior vice president and chief of staff for Molina Healthcare. (Photograph by the Business Journal's Larry Duncan)



Long Beach Board Of
Harbor Commissioners
Hires Chief Of Staff

The Long Beach Board of Harbor Commissioners recently hired a chief of staff, U.S. Marine Col. Richard Jordan, to assist with their decision making on Port of Long Beach matters. He starts on December 7. According to a port statement, in his new role Jordan is responsible for coordinating board communications, administrative functions and trade missions in addition to advising the board on matters of public policy. Jordan has a long history in the military, most recently having served as director of enlisted professional military education at the Marine Corps University in Quantico, Virginia. There, he oversaw "280 Marines and civilians at six educational academies around the globe," according to a Port of Long Beach statement. Prior to that, he served as the U.S. Central Command's strategy and policy division chief for the Middle East. Jordan served in Operation Iraqi Freedom, deploying in 2003, 2005 and 2008, and in a marine light attack helicopter squadron from 1993 to 1999. He first joined the Marines in 1990. "Col. Jordan was selected after a careful and thorough search to find the ideal candidate," Lori Ann



Guzmán, president of the board of harbor commissioners, said in a port media release. "He has the leadership, motivation, and the tenacity needed to work with the commission, the harbor department's executive team, the port's customers and tenants, and the community."

Yair Katz Named New
CFO Of MemorialCare
Health System's
Long Beach Hospitals

MemorialCare Health System recently announced that Yair Katz, former assistant vice president and associate university controller for the University of Southern California (USC), has been named chief financial officer of its three Long Beach hospitals: Long Beach Memorial Medical Center, Miller Children's & Women's Hospital Long Beach and Community Hospital Long Beach. The hospitals employ more than 7,000 people and produce more than \$1 billion in revenue each year. John Bishop, the former CFO, left the position in June to lead the hospitals as CEO. In Katz's recent work at USC, he oversaw the finances and operations of three USC hospitals, as well as an overhaul of their financial system, according to MemorialCare. Prior to his work at USC, he spent nine years working at PricewaterhouseCoopers in Los Angeles. Katz and his family reside in Long Beach.



P2S Engineering
Launches New Division
Headed By Scotty Galloway

Long Beach-based P2S Engineering launched a new construction management division in early November and appointed Scotty Galloway as its director. Galloway previously worked for Vanir Construction Management, Inc. as the area manager for Orange County and Inland Empire operations. In that role, he oversaw employee and business development, as well as operations. Galloway began his career as an engineer officer in the U.S. Army and as owner's representative for the U.S. Army Corps of Engineers in Alaska. He holds a bachelors degree in civil engineering from West Point, a masters in construction from Arizona State University, and a masters in business administration from the University of Southern California. He is also a licensed professional engineer and certified construction manager, and holds various other certifications. "His expertise will help P2S focus on enhancing our services to existing clients and building new relationships," Kevin Peterson, CEO of P2S, said in a company statement. "The addition of a construction management division allows P2S to provide a continuum of services from concept through commission," Galloway stated.



Community Hospital
Long Beach Foundation
Honors Four Supporters

The Community Hospital Long Beach Foundation honored long-time supporters Nancy Eilers, Patti Eckenroth, R.N., Elsa Gildner and Myrna Wigod at its annual Legacy Wall Celebration on October 22. The women's photographs were placed on the Legacy Wall in the main lobby of Community Hospital to honor them for more than 15 years of service to the hospital. Each was given an award and proclamations from Assemblymember Patrick O'Donnell, Mayor Robert Garcia, L.A. County Supervisor Don Knabe and 4th District Councilmember Daryl Supernaw.

Pacific ConnecTeq Honored By Ricoh USA

Long Beach-based Pacific ConnecTeq was recently awarded with Ricoh USA's 2016 Circle of Excellence Award. Pacific ConnecTeq is a provider of Ricoh copiers, document solutions and printers. According to a Pacific ConnecTeq statement, fewer than 5 percent of Ricoh dealers in the U.S. are given this award. The Long Beach firm earned the distinction by exceeding Ricoh's Circle of Excellence Program requirements for service engineer skills and service operations assessments. "Pacific ConnecTeq couldn't be more proud of our technical and administrative staff. They came together as a cohesive and effective team to earn this high distinction," Rob Scalfaro, vice president of the firm, said in a statement.

HealthWise

Commit To Yourself, Quit Smoking Today

By Debbie Oakes, RN

It has been estimated that active smoking is responsible for close to 90 percent of lung cancer cases and is linked to mouth, throat and several other cancers. Smoking is the most important risk factor for lung cancer that can be modified.

The risk you have accumulated from smoking never disappears. However, quitting will help decrease your risk. After being smoke free for 10 years, you’re half as likely to die from lung cancer, according to the American Heart Association.

How much risk you have depends on several factors, such as how many years you smoked, how many cigarettes you smoked per day, and what age you started to smoke. It’s important to remember that there are many benefits to quitting smoking that are just as important as decreasing your risk from dying of lung cancer.

Smoking also puts you at risk for heart disease and stroke. According to the American Cancer Society, five years after you quit smoking your risk of having a stroke is reduced to that of a non-smoker and 15 years after you quit your risk of heart disease is reduced to that of a non-smoker.

Quitting smoking is very difficult, but the sooner you quit, the sooner your risk for serious diseases will decrease. The success rate of quitting is much better with the right help. There are many different options available to help smokers quit.

Nicotine replacement therapy is a common strategy. It works by giving the body controlled, lower doses of nicotine to reduce withdrawal symptoms. However, nicotine replacement therapies are not meant to be long-term solutions.

There are five nicotine replacement therapies approved by the U.S. Food and Drug Administration (FDA):

- **Nicotine gum** – the gum works by releasing small amounts of nicotine into the mouth lining to decrease withdrawal symptoms. Gum delivers nicotine to the body faster than the patch. It’s recommended that the gum be used for one to three months, but no longer than six months. Gum is available over-the-counter.
- **Nicotine patch** – with the patch, nicotine is gradually and steadily released into the bloodstream to reduce withdrawal symptoms. It’s recommended that the patch be used for three to five months. The patch is available over-the-counter.
- **Nicotine lozenges** – they deliver nicotine quickly through the mouth tissues. It’s recommended that no more than 20 lozenges are used a day. Lozenges are available over-the-counter.
- **Nicotine nasal spray** – it instantly delivers nicotine with one spray into each nostril. The spray is helpful for sudden cravings. Spray is not recommended for use longer than six months and requires a prescription.
- **Nicotine inhaler** – it delivers nicotine as quickly as nicotine gum. It’s recommended to use the inhaler for at least three months, but no longer than six. Inhalers require a prescription.

Quitting is difficult and most people need multiple layers of support regardless if you’re using nicotine replacement therapies or not. There are a variety of options available: books; videos; audio tapes; support groups; formal smoking cessation classes/programs; and phone counseling programs.

If you’re thinking of quitting and don’t know how to start, consult your primary care physician. Your physician will be able to connect you to programs and support materials in your community.

(Debbie Oates, RN, ANP-BC, MSN, is a nurse navigator at the Lung Nodule Center for MemorialCare Todd Cancer Institute at Long Beach Memorial.)

Effective Leadership

Curiosity Didn’t Kill The Cat!

“I have no special talents. I am only passionately curious.” – Albert Einstein



By Mick Ukleja

We live in a target-rich environment. As a result it’s easy to get distracted from a strategic life and chase after so many things that seem important. This can lead to behaving like a puppy in the park – chasing after everything that looks interesting. However, the other extreme is that we can become so goal oriented and focused that we lose our curiosity. We know through studies of the brain that curiosity is associated with learning, memory, and motivation. The flipside is that when there is a neurodegenerative disease (e.g. Alzheimer’s), curiosity levels seem to drop in the same proportion.

Curiosity has scared people down through the centuries. We have all heard the phrase, “Curiosity killed the cat.” Simple observation shows this not to be true.

A cat displays curiosity around 80 percent of its waking hours. Most domestic cats live between 12 to 14 years. So it wasn’t curiosity that led to the cat’s end. With the amount of curiosity behavior displayed, cats wouldn’t live past a few months!

The reality is that curiosity has a bias towards survival and achievement. Research has shown that curiosity perpetuates health and promotes life.

Curiosity is not an attribute of a daydreamer. Being curious takes work. And it has professional consequences as well. How many organizations have struggled because leadership refused to embrace new approaches to their processes or products?

Following are five mindsets that will strengthen this valuable attribute.

1. Ask the right questions. Curious questions lead to personal development. The more you practice this, the better the questions get. Good questions are aimed at seeking meaning and discovering insights that lead to creative solutions.
2. Develop your peripheral vision. Some of the best discoveries in life come when you least expect them. They show up in places you would have never thought to look if it weren’t for curiosity. Having goals is good,

Small Business Dollars & Sense

Tips To Help Veteran Small Business Owners With Succession Planning



By Ben Alvarado

November celebrates National Veterans Small Business Week, Veteran’s Day and Military Family Month and since there are 3.7 million veteran-owned businesses, I’d like to take this column to give our veterans some small business tips.

In a recent Wells Fargo/Gallup poll, veteran business owners were more likely to be in the winding down phase of their business (24 percent and 15 percent, respectively). Winding down a business is a crucial stage of the business lifecycle. As you think about the future of your business – whether you want to sell, transfer ownership, cash out or wind down entirely and seek retirement, it’s helpful to start a business exit planning process.

1. Start planning – Whether you pass the business on to a family member, sell to an external buyer, or choose another exit strategy, thoughtful planning is essential to making your transition successful – not only for you and your successor, but also for the long-term health of your company.

You can establish this plan at any time. However, it’s a good idea to create a transition plan at the same time as developing or updating your business plan. If you want to exit by selling the business, for example, you might include a timeline for courting potential buyers. If you want to pass the company along to an internal candidate, on the other hand, you might include a strategy for choosing and training your successor. Framing a successful transition and developing a schedule will be important so you know which steps need to be carried out, who is in charge of each step and when you want those steps completed.

2. Identify transition options – If you’re looking to sell the business, first decide what kind of buyer you’ll sell it to – partner, manager, outside owner, etc. Once you’ve identified your target buyer, prepare your financials, resolve any legal issues, and take steps to make your business as attractive as possible. Solid finances and a plan to keep management running smoothly after you’re gone can all help maximize the value of your business. If you decide to close your business or retire, it’s a good idea to talk with your banker to discuss which type of plan may be best for you and your business.

3. Prepare a business evaluation – A full business evaluation will help you maximize proceeds from a sale, or help ensure sustainability and growth after you leave. Prepare for a professional business evaluation by gathering accurate and up-to-date financial records, a current profit-and-loss statement, a list of your business assets, legal documents – such as partnership agreements or articles of incorporation – and any other documents – including copies of major contracts that may help a professional evaluate the worth of your business. The methods used to value each company are unique and are driven by the type of industry you are in.

Creating an exit strategy isn’t top of mind for most small business owners. However, it’s important to think about your long-term goals and whether or not you have the right process and structure in place before exiting or transferring ownership of your business.

(Ben Alvarado, a 24-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.)

and seeking them with diligence is admirable. But tunnel vision can blind us from a lot of wonders, surprises, and opportunities passing our periphery.

3. Avoid the “wet blankets.” The wet blankets drain our energy and short-circuit enthusiasm. They don’t have time to be curious because they spend so much time being a critic. Don’t go through life with a catcher’s mitt on both hands. At times you need to throw things back. If someone tosses you a blanket, catch it, evaluate it, and be willing to throw it back. There is a difference between a warm blanket and a wet blanket.

4. Nurture the attitude of thankfulness. “Thankful” is a word that comes from “thinkful.” As you think and reflect on all the benefits of your life, your heart and mind are opened to anticipating the future with a healthy curiosity.


5. Make a daily goal to decrease your ignorance. Some days I learn a lot, and some days I learn a little. But each day I look to decrease my ignorance by maintaining a curious frame of mind.

As one man put it, “If you tell me that curiosity killed the cat, I say only that the cat died nobly.”

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

Realty Views

Home Builders Are Joining The Technology Race




There was a time when home builders vied to see who could provide the best views, safest neighborhoods and functional designs for the way people were living their lives – all for the most bang for a given dollar amount. Today, with home development back on track and builders coming back into the marketplace with new homes on a large scale, the race to provide the latest and greatest technology in new-home communities has taken precedence over what bathroom amenities are included in the guest casita.

Technology and the speed with which it can be delivered is the buzzword in home building these days, as new-home developers look for the cutting edge in competing with each other and the resale market of older homes. It used to be that advanced technology consisted of wiring a house for cable TV in addition to the traditional phone line – but now even the cable companies are considered to offer old, slow technology, as carriers such as AT&T and Verizon have entered the television/Internet market with their own services, not to mention the satellite companies. Now, digital-first companies are coming to the forefront when builders plan homes with the highest-speed Internet, Wi-Fi, streaming video wireless controls and security features that are reliant on digital access. The inclusion of fiber optic cable into the building plans enables the fastest Internet service for eventual homeowners, with speeds that allow a movie to be downloaded in 5.6 seconds as opposed to 3.7 minutes with the typical cable provider. A photo can be downloaded in 0.04 seconds as opposed to 1.6 seconds, a song can be downloaded in about half a second instead of 22 seconds and a TV show can be downloaded in 1.4 seconds instead of 56 seconds at speeds of one gigabit per second. One estimate is that a buyer will pay \$3,500 more for a

\$200,000 home – or about 1.8 percent – if a new home is equipped with fiber cable and can attain speeds like these. These so-called “gigabit services” are currently only available in about 175,000 homes nationwide, and only 10 new-home communities. One of the largest Southern California master-planned communities – Ontario Ranch – recently announced a partnership with the City of Ontario and Inyo Networks on the technology side that will eventually provide 162,000 residents in 47,000 homes over the next 20 years with this ultra-high-bandwidth data service in new homes built by Brookfield Residential, Stratham Communities, Lennar and Lewis Community Developers. They are hoping that it provides a spark to the housing market that was hit hard during the recession. “The Gigabit Community will offer up to 1,000 megabits per second, which allows super-fast downloads and anticipates technologies not yet even invented, but which are sure to come,” said Ontario Mayor Paul S. Leon. “This pioneering approach is comparable to Google Fiber communities in select cities such as Provo and Austin. No other service provides this massive bandwidth on such a scale in Southern California.” With Ontario Ranch, the City of Ontario is working with community developers to create a high-bandwidth fiber communications program serving all of segments of the city. The Gigabit Community accommodates households and businesses whose increased data needs are growing at exponential rates. Another feature of this program is that the monthly costs will be part of the Home Owner Association fees and add only about \$60 to that total – much less than traditional cable bills and at three times the speed. According to one communications specialist, this type of “extra” amenity in a home is going to be pretty much required of developers who want to compete in today’s hyper-active technology world. “The developer that doesn’t do this is going to take a hit,” said Mike Powers of Greenfield Communications, Inc., a company that works with developers and authorities to construct and manage fiber networks. “What we’ve seen is that every developer has to address this issue. They can’t do it the way they’ve always done it. You can’t have a family move in and not be able to get their five movies downloaded at the same time.” (Terry Ross, the broker-owner of TR Properties, will answer any questions about today’s real estate market. E-mail questions to Realty Views at terryross1@cs.com or call 949/457-4922.)

Third Sector Report

The Y Generation Redefines Third Sector Culture



There’s a common cry reverberating in board rooms, church basements, and club meetings that has an all too familiar ring: We need more young people involved! It’s a somewhat ironic predicament as the population looking for younger leaders is a particular generation of once young people who defied tradition and pushed the envelope themselves. When Baby Boomers were ready to change the world, most organizations were led by their parents and grandparents. Boomers, however, wanted action, wanted to make a statement, and wanted to be heard. Ultimately, many ended up doing it their own way and the result was significant: The largest creation of new nonprofit organizations in the history of the nation. It seems history may be about to repeat itself. The population of people born between the years of 1981 and 2002 are only slightly smaller in numbers than the Boomers. What is truly exciting about these twenty-somethings are the tech savvy, entrepreneurial, and social connectedness strengths that weren’t a part of their parent’s vigilance to change the world.

The ultimate question: Are the Baby Boomer leaders of the Third Sector willing to not treat the next generation of social, cultural and environmental innovators as they were treated by the previous generation? Throughout their lives, Gen Y’s, also known as Millennials, have gone to school, participated in activities, worked, and formed friendships with people that are more diverse, yet more integrated, than any previous generation. These community members have experienced more mobility, learning modalities, family arrangements, and product choices growing up than any of their predecessors. The largest influence on shaping the Y Generation has been and continues to be technology. They are “hard-wired” for collaborations and community-building. Just ask someone of the Y Generation how many “communities” they belong to and he or she will tell you about a multitude of on-line and in-person communities they have joined. A recent study on the Y’ers revealed that 37 percent reported joining a charity’s online social network just in the past month. This statistic, alone, sends a huge wake-up call for redefining what a “community-based” organization really means today. Given the context of the Millennial generation, Baby Boomer leaders aren’t going to keep Gen Y staff and volunteers very long if the care and feeding of this new breed of social and community leaders that numbers 75 million people strong is well understood and incorporated into a nonprofit organization’s culture. It’s a fairly easy equation of five essential elements. The first is meaningful engagement tied directly to the “heart of the organization” Generation Y wants an “experience” understanding the need, participating in the

art, directly helping others, and participating in deep-dive learning. Being a part of something is much greater importance than simply supporting something. The second element is stimulating activities that lead to action. Ad hoc groups, task forces, and work teams that develop organic processes to solve problems are far more invigorating than sitting on a committee. If there’s nothing to tweet about, there’s no reason to participate. Today’s Millennial wants to know what it will take to be a leader, the route he or she must follow, and the timeline. If an organization doesn’t have a roadmap for leadership, the Gen Y pioneer is likely to navigate his or her own way to making a difference. The fourth essential element is active social marketing. Giving lip service to online action won’t cut it as Generation Y is connected and it expects everybody else to be as well. They will not be held back by antiquated technology and a population of people too old to get with it. Finally, Generation Y does not have much in common with being “anonymous.” Generous recognition for doing good work is expected. A good word is a form of currency that pays huge dividends especially when put online. Today, we have a whole new generation of informed, connected and civic-minded entrepreneurs perfectly capable of retiring the nonprofit organization of the past and birthing the social benefit corporation of the future. Baby Boomers would be well advised to stop acting like parents when it comes to boards, giving and voluntarism and start acting like partners capable of changing the world together. (Jeffrey R. Wilcox, CFRE, is president and chief learning officer for the Long Beach-based Interim Solutions for the Nonprofit Sector and Third Sector Learning organizations. Join in on the conversation about this article on Facebook or drop us a line at jwilcox@thirdsectorreport.org.)

Long Beach Business Journal

Vol. XXVIII No. 22
November 10-23, 2015

EDITOR & PUBLISHER
George Economides

SALES & MARKETING EXECUTIVE
Heather Dann

STAFF ASSISTANT/PHOTOGRAPHER
Larry Duncan

INTERN/PHOTOGRAPHER
Erin Kleekamp

EDITORIAL DEPARTMENT

SENIOR WRITER
Samantha Mehlinger

STAFF WRITER
Sean Belk

CONTRIBUTING WRITERS
Michael Gougis, Gerrie Schipske

COPY EDITOR
Pat Flynn

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

Office
South Coast Publishing, Inc.
2599 E. 28th Street, Suite 212
Signal Hill, CA 90755
Ph: 562/988-1222 • Fx: 562/988-1239
www.lbbizjournal.com

Advertising and Editorial Deadlines
Wednesday prior to publication date. Note: Press releases should be faxed or mailed. No follow up calls, please. For a copy of the 2015 advertising and editorial calendar, please fax request to 562/988-1239. Include your name, company and address and a copy will be sent to you. Distribution: Minimum 22,000.

Regular Office Hours
Monday-Friday 8:30 a.m.-5:30 p.m.

Business Journal Subscriptions
Standard Bulk Rate: \$28.00
1st Class: \$70.00
(25 issues=1 year)

The Art of the Business of Art

■ By **Sé Reed**
SBDC Business Advisor

Artists embody the archetype of the small business owner who turns their passion into their livelihood. But, since it's passion, and not profits, that propels them into business, artists sometimes struggle with essential elements such as accounting, marketing and the intricacies of the city's permitting process. Fortunately, it is in precisely these areas that the Small Business Development Center at Long Beach City College (SBDC) can help.



Business Advisor Sé Reed presenting a workshop to local entrepreneurs at the SBDC.

Recently, the SBDC partnered with the Arts Council for Long Beach to begin exploring some of the specific business challenges facing Long Beach artists today.

Commit to being legit

The first hurdle most artists face in “going pro” is not on the canvas or the page, but in viewing themselves as a legitimate business.

In 2014, a heralded New York artist took the IRS to court to prove the art expenses she claimed on her taxes were legitimate, and that, despite a lack of year-over-year profits, she had an “honest objective of making a profit.” Susan Crile’s victory set

a judicial precedent that artists are, in fact, valid small businesses.

But Crile didn’t win her case simply because she insisted she was an artist. She won because she was able to present her business records, where she documented her expenses, logged her travel and actively marketed her artwork.

Layer your technologies

A potential patron intrigued by a piece in a gallery should be able to use their phone to link to that piece’s backstory on the artist’s website, check out the artist’s inspiration on Instagram and Like the artist’s Facebook page to get an invite to the next event. Connecting across multiple channels not only increases the chance that potential customers will make the initial purchase, but also provides the opportunity to market new work to them in the future.

Get online

The facts are clear: art buying is going digital. According to the 2015 Hiscox Online Art Trade Report, 64% of art buyers are now buying art online.

The tech community has responded by creating countless portals for buying and selling original art, from decade-old Etsy and brand-new Amazon Handmade to fine-art portals like Saatchi Art, as well as new funding models such as Patreon, which takes the historic concept of wealthy art patrons, and gives it a crowd-funding spin. To make sense of these opportunities, SBDC can help artists define and analyze their target audience, and develop a marketing strategy around their specific business goals, technological abilities and budget.

The good news is if artists put themselves out there, the buyers will be looking for them. According to the Hiscox report, 71% of online art buyers say that discovering new art and artists was the “key advantage of buying online,” and most use social media like Facebook (52%) and Instagram (34%) to discover new work.

Long Beach has long touted the benefits of the arts as an economic engine. The developing partnership between the SBDC and the Arts Council is yet another way the city can continue to develop its artistic side. ■

Quirky Long Beach Homebuilder Miner Smith Gets a Historic Exhibition

Miner Smith Project Focuses on Forgotten Long Beach Homebuilder

■ By **SARAH BENNETT**
Arts Council For Long Beach Contributor

If you’ve ever walked through the historic neighborhood of Belmont Heights, you’ve probably seen a Miner Smith house. There are around 30 of them, all built between 1920 and 1936 and from the outside, they are immediately recognizable — each has a porch with steps framed by two arched niches, inside which he placed planters shaped to look like sawed-off tree trunks.

If you were to be invited inside any of these homes, which were advertised in local papers as “bungalow mansions,” you would see other Smith details: Victorian-inspired wood double crown moulding carved with images of fruits and leaves; Arts & Crafts-style built-ins like hutches, bookshelves and shoeshine stands that fold out of the wall; and electricity installations ahead of its time, including a custom central plate where you can control all the lights in the house.



Miner Smith home, photographed by Norbert Shürer

“Part of the challenge with Miner Smith is that he was a transitional figure,” said California State University, Long Beach English professor Norbert Shürer, who has lived in a Smith house on Colorado Street since around 2005. “Most of architectural history is about big names and clear periodic divisions. Miner Smith does not fit into those kinds of narratives.”

Because Smith’s work has been so hard to categorize and his homes only existed in Long Beach, it has flown under the radar throughout the years, at least compared to other prominent local architects like Edward Killingsworth and Cliff May.

That’s why Shürer is spearheading the Miner Smith Project, which will shed light on this important figure. Sponsored by the Belmont Heights Community Association and funded by the Long Beach Navy Memorial Heritage Association and, in part, by the Arts Council for Long Beach, the Miner Smith Project is the most comprehensive research project to ever focus on the man, and it will culminate in several public displays of the findings about the forgotten artisan home builder.

“He never used the term ‘architect’ from what we’ve been able to find,” Shürer said. “He used ‘builder,’ ‘contractor’ and ‘designer’ over the course of his career. He drew up his own plans but he was not a registered architect so he never made that claim.”

Since March, Shürer and his team have been documenting the existing Smith homes, collecting advertisements and information about them, interviewing Smith’s still-living family members, organizing home tours and preparing for an exhibition, which opens December 4 at the Historical Society of Long Beach.

Shürer is also authoring a book about Smith that includes biographical information, detailed analyses of his work and photographs of interiors and exteriors of his houses. It will be available at the exhibition, which will run through February.

“You have to invent your own category because the old stories don’t really work for this history of architecture,” Shürer said. “This will serve as a model for how we can re-think the architectural history of Long Beach. He’s an easily recognizable one because [his homes] look different, but there’s got to be other people like him who had an impact that don’t fit in.” ■

Gallery Corner

Every second Saturday from 4 – 10 p.m., the streets of Linden, 1st, Broadway, 4th and Elm are transformed into a street art fair for local artists for the 2nd Saturday Art Walk. Linden Avenue is closed off and two stages are dedicated to street performances and live music. Hellada Art Center (117 Linden Avenue) is one of the many spaces open for the art walk. On Saturday, November 14, the gallery will have two exhibitions on view: *The Lyons Cut*, in the main gallery and *Art 4 Non Violence*, in the back gallery. *The Lyons Cut* features the work of Charles John Lyons IV, a local artist who won the Kim Kardashian Rollerball Contest. *Art 4 Non Violence* is an exhibition showing the work of 90 artists from 16 countries around the world to raise awareness of the violence people suffer each and every day. For more information on the exhibitions and Hellada Art Center visit www.hellada.us.



Extend Your End of the Year Charitable Giving



Marcelle Epley,
President & CEO,
Long Beach
Community
Foundation

The season of giving is upon us! For some, holiday stress makes end-of-year charitable giving more rushed than it should be. That's where a Charitable Giving Fund with your Long Beach Community Foundation (LBCF) can help. With a Charitable Giving Fund, donors can set money aside, receive an immediate tax benefit and make decisions as to which nonprofits the money will go, when it's convenient.

One Donation Reaches Countless Nonprofits: An individual or a corporation can make a lump-sum charitable contribution to set up a Charitable Giving Fund. That gift is immediately tax-deductible for 2015 if made by December 31, 2015. At any point after the initial donation is made, the donor may recommend any amount be distributed from their fund to the charity or approved educational institution of their choice with the click of a mouse or by completing a simple form. LBCF processes the grant from recommendation to delivery, verifying the recipient is in good standing with the IRS. The donor receives a quarterly statement, without the hassle of saving receipts and writing checks.

Private Foundation Alternative Makes Giving Easy & Private: A Charitable Giving Fund is often an excellent alternative to managing your own private foundation. A Charitable Giving Fund with LBCF eliminates the burden of filing annual tax forms, paying costly tax payments, and making required minimum annual distributions. Also unlike a private foundation, a Charitable Giving Fund provides anonymity on grant recipients and amounts. Private foundation dona-

tions can be easily accessed through annual tax filings by anyone with a computer. However, all information, including money coming in and out of your fund is completely private with a Charitable Giving Fund at LBCF.

Flexible and Creative Giving: You can name your fund anything you like. Call it the "(Your name here) Foundation" or something more generic like, "I Make A Difference Foundation." Better yet, give a charitable gift in someone's name or create a family foundation to establish a new family holiday tradition by gathering your family members and deciding where to give together.

Double Your Impact: When you choose LBCF to manage your charitable giving, you are essentially doubling your impact. First, you've made a donation out of your charitable fund. Second, a portion of the nominal fee that LBCF charges to manage and invest your funds and administer the required documents, goes right back to Long Beach nonprofits in the form of discretionary grants, advised by LBCF's Board of Directors.

Expert Giving Advice: As experts on nonprofits in the community, our staff can recommend local nonprofits working in your area of interest, or you can make a gift to the Long Beach Community Foundation Administrative Endowment, to continue the work we do for Long Beach.

Choose Your Investment Strategy: The Long Beach Community Foundation's investment program offers the flexibility to customize your fund's investments to meet your charitable goals, whether they be intermediate or long term. You may also have your own financial advisor manage your investments separately. With this option you can benefit from custom investment management by an advisor you already work with. The choice is yours, allowing you to shape your philanthropy in a way that works best for you!

LBCF is a 501c3 nonprofit public benefit corporation.

To Help Taxpayers – IRS Offers Reminders for Year End Giving

- Contributions are deductible in the year made. Donations charged to a credit card before the end of the year and checks dated and mailed before the end of the year, count for that year. This is true even if the bill is paid the next year.
- Check that the organization is eligible. Only donations to eligible organizations are tax-deductible. A searchable online database available on IRS.gov.
- For individuals, only taxpayers who itemize their deductions can claim deductions for charitable contributions. A taxpayer will have a tax savings only if the total itemized deductions exceed the standard deduction.
- For donations of property, get a receipt that includes the name of the charity, date, and a reasonable description. If a donation is left at an unattended drop site, keep a written record of the donation that includes this information, as well as the fair market value of the property and the method used to determine that value. Additional rules apply for a contribution of \$250 or more.
- The deduction for a car, boat or plane donated to charity is usually limited to the gross proceeds from its sale and applies if the value is more than \$500.
- If the amount of a taxpayer's deduction for all noncash contributions is over \$500, a form must be submitted with the tax return.
- And, as always it's important to keep good records and receipts.

Insights on Donors

Money for Good 2015, released earlier this year, is worth reflecting upon as nonprofits gear up for their year end ask. The report aims to help lay the foundation for an increase in American giving beyond the 2% of GDP that hasn't changed since the 70s.

The report, which surveyed 3,000 Americans with household incomes of at least \$80,000, identified some of the reasons for stagnant giving levels:

- Donors feel overwhelmed by the giving process, may not know where to start, feel pressed for time, and/or don't have the right information.
- Donors don't know how much they give compared to their peers and often believe that they give more than average when most, in fact, give below the national average.
- Donors want clearer communication with nonprofits
- Nonprofit name recognitions trumps impact for 61% of donors who give based on name rather than to the ones that are the most effective.

Yet there is hope. The report proposes that, if these barriers can be removed, there are ways to mobilize \$22B in new and \$25B in shifted donations annually.

Why should we believe this and what can we do? Not surprising, the report found that American donors feel strongly about giving and giving back. They are engaged in giving in many ways and believe that they can make a difference. So, we need to listen to donors with more clarity of Insight and understanding.

The report reveals the voice of the modern American donor, identifying five types and provides useful information on understanding them and how to attract them to your cause.

If we can change the conversation, if we can bring more joy, if we can make stronger connections with and for the donors, we can better meet both the donor's need and our nonprofit organization's need at the same time.

Together, donors and nonprofit organizations can impact greater change and greater good.

(Money for Good 2015 was funded by the Bill and Melinda Gates Foundation, the MacArthur Foundation, the William and Flora Hewlett Foundation, and the F.B. Heron Foundation. To learn more or read the full report, visit chambercollective.com.)

Capacity Corner: Calendar of Events

From the Nonprofit Partnership

Tesoro Foundation Nonprofit Partnership Leadership Institute: Board Leadership Series – Purposeful Boards, Powerful Fundraising Thursday, November 19, 2015, 9am-4pm Join us for a full-day intensive workshop designed for executive/board teams to uncover best practices in governance and fundraising. This highly engaged workshop will help your organization gain tips and tools on board recruitment, structure, operations, and culture to understand the correlation between effective boards and successful fundraising.

From our Partners

Tuesday, November 17, 2015 WEBINAR

With so many new platforms and tricks of the trade, it's all too easy to focus on the trees and lose sight of the proverbial forest. It's understandable – the trees are right in front of our faces. However, it's important to step back, transcend the minutiae, and examine your online strategy as a whole. For more info visit: nten.org.

Nonprofit and Affordable Housing Symposium

December 3, 2015 – In Carson

Join host Jerome E. Horton, Chari of the California State Board of Equalization, featuring Cal-Nonprofits CEO, Jan Masaoka. For more info visit: calnonprofits.org.



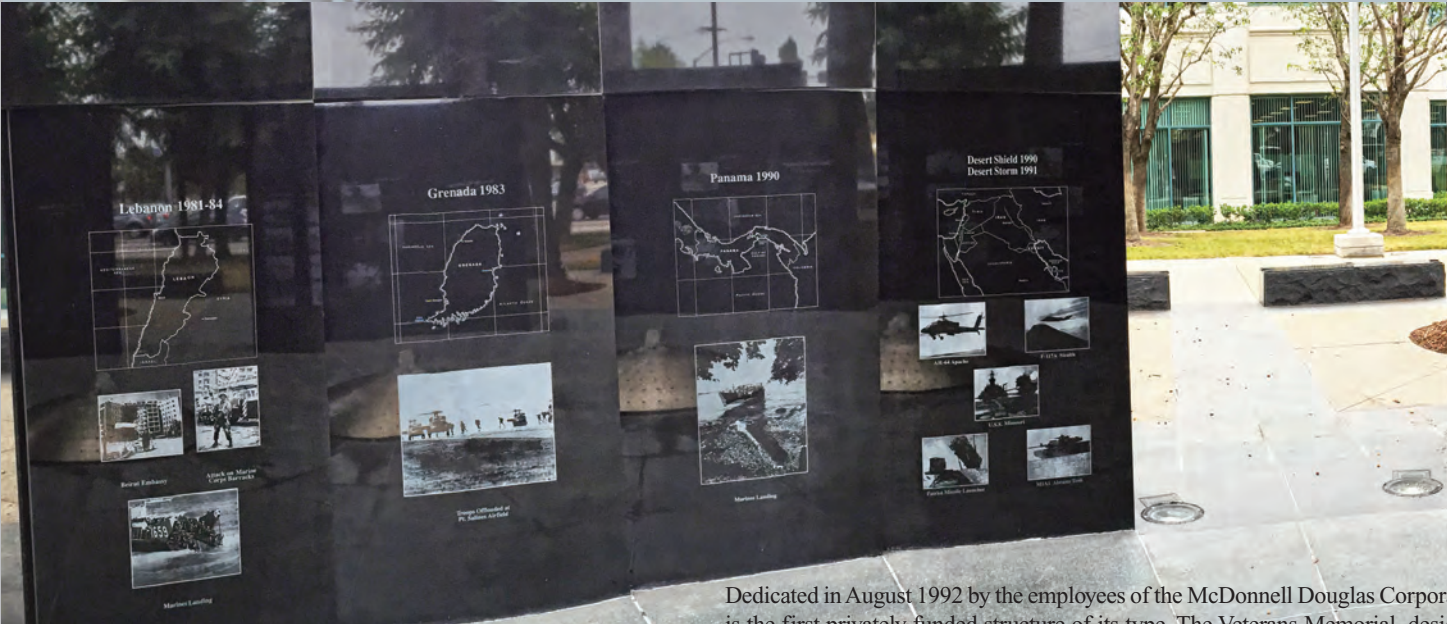
The area's regional capacity builder, serving local organizations to strengthen and grow through leadership, education and collaboration. Offering:

- ➡ Professional Development & Training
- ➡ Networking & Collaboration
- ➡ Custom Training & Consulting Services
- ➡ Information Resources

To learn more, visit us at www.lbnpp.org.

4900 East Conant St., Building O-2, Suite 225, Long Beach, CA 90808
562.888-6530

Long Beach Veteran and Wartime



McDonnell Douglas Veterans Carson Street and Lakewood Boulevard at

Dedicated in August 1992 by the employees of the McDonnell Douglas Corporation, the veterans memorial honors the 12,000 men and women who served in the Vietnam War. It is the first privately funded structure of its type. The Veterans Memorial, designed by Air Force Sgt. and former Douglas employee, is located around a central fountain. The imposing black panels feature carved depictions of campaigns from World War II, Korea and Vietnam.



Houghton Park Vietnam Memorial Atlantic Avenue at Harding Street

This memorial was designed by Christopher Umana, a Long Beach City College art student. The memorial features a U.S. Army helicopter, known by veterans as the Huey. The helicopter, donated by Al Gerbino, logged more than two thousand combat hours in Vietnam. The memorial was dedicated on Veterans Day, 11 November, 2000. Long Beach Vietnam Veterans of America, Chapter 756 spearheaded the effort to build this memorial.

Source: <http://www.vietvet.org/longbeach.htm>

Rosie The Riveter 4100 E. Conant St.

In 1941, as millions of men were called to military duty, the call was put out by the U.S. government for women to leave their homes and take jobs in defense plants and shipyards to perform the essential work necessary to keep the war effort going stateside. The women who responded to the call were embodied in the figure "Rosie the Riveter" whose recruitment posters proclaimed, "We Can Do It." Long Beach played a key role in the war, both as the home of the Navy and the naval shipyards. Thousands of women also took jobs at the local Douglas Aircraft Plant that employed round-the-clock shifts producing military aircraft. On Saturday, March 24, 2007, that contribution was acknowledged by renaming this small park adjacent to the former Douglas Aircraft plant "Rosie the Riveter" Park.

Source: <http://www.longbeach.gov/>



Be

The original Belmont Pier was built in 1915. In 1967 a new pier was built to honor Long Beach area veterans. In 2007 the pier was dedicated with the military oath. Originally, medallions along the pier were to honor the battles. The design was not implemented as the California State Seal was used to support the poles and flags. Some benches and medallions were also placed along the pier.



Memorials

All photographs by the Business Journal's Erin Kleekamp, except for the Marines of Gold Star Manor



Memorial ing Complex

men of the company who lost their lives serving our nation since December 7, 1941. The memorial
y Synovec, is comprised of four massive, curved granite blocks set in a 24-foot-diameter circle,
ddition to acknowledging Grenada, Panama and operations Desert Shield and Desert Storm.



Belmont Veterans Memorial Pier 15 39th Place

concrete Pier opened, east of the old wooden pier. In 2001, the pier was renamed Belmont Veterans
memorial was designed on the pier's west wing with flags for all military branches, and an obelisk
deck were intended to honor individual veterans, while benches would commemorate significant
postal Commission could not permit the obelisk in the water and the pier could not structurally
be been installed as of 2009.

Source: <http://www.longbeach.gov/>



Veterans Memorial Fountain At Gold Star Manor

3021 N. Gold Star Dr.

Gold Star Manor is a 23-acre retirement community whose residents lost a son or daughter in the service of their country. Within the community, a Veterans Memorial Fountain was dedicated in 2009. The six plaques in the fountain represent the U.S. Army, U.S. Marine Corps, U.S. Navy, U.S. Air Force, U.S. Coast Guard and the U.S. Merchant Marines. The six-foot-tall basalt column is meant as a symbol of peaceful respect to those who paid the supreme sacrifice while serving our nation. Gated. Visitor pass required.



Lone Sailor Memorial

Paloma Avenue at East Ocean Boulevard

The Long Beach Lone Sailor is a replica of the original Lone Sailor statue, cast by artist Stanley Bleifeld, located on the granite plaza that forms the amphitheater of the United States Navy Memorial in Washington, D.C. Although the artist has created several Lone Sailor memorials throughout the U.S., the Long Beach Lone Sailor is the only one that overlooks the ocean. All others are located inland while one overlooks the San Francisco Bay. This magnificent bronze statue was placed on the bluff overlooking the Pacific Ocean on October 13, 2004, the 229th anniversary of the creation of the United States Navy. The dedication of the statue was held on December 11, 2004, in memory of the many brave men and women who gave their lives on December 7, 1941, at Pearl Harbor.

Source: WayMarketing.com



Armillary Sphere

Sullivan Avenue at 11th Street near Aquarium

"Forged in steel, bronze, brass and porcelain enamel, the Navysphere sculpture memorializes Long Beach's naval heritage. Its design is based on the armillary sphere, an ancient Greek model of the Earth – the central sphere – and a stand that depicts the equator, the constellations of the Zodiac, and movement of the moon, planets, and sun. In creating the sculpture (installed in 2001), artist Terry Braunstein chose the armillary sphere as a metaphor. In ancient times, its use as a navigational tool made a navy possible. And like the naval heritage of Long Beach, it remains a timeless symbol. The Navysphere's photographs of celebrations and daily activities capture the personal side of the navy life. While generations of men and women gave 90 years of service, they also dedicated themselves to their families and friends."

as written on Virtual Tourist by Yaqui



Direct

Keep it simple. Long Beach is the fastest, most direct way to move goods between the Far East and most of the U.S. That's all you need to remember: Port of Long Beach. polb.com/trade



Port of
LONG BEACH
The Green Port

www.POLB.com