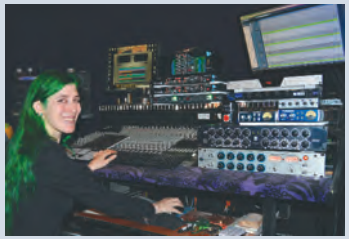


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## Local Women In Business Wield Global Influence



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Long Beach Board Of Harbor Commissioners  
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Anoosheh Oskouian, President/CEO  
Ship And Shore Environmental  
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**Who's Who Women In Business . . . Pages 25-31**

## Cities Team Up To Woo Amazon

By **SAMANTHA MEHLINGER**  
Assistant Editor

In a matter of weeks, the cities of Long Beach and Huntington Beach joined forces with local tourism agencies, businesses and property owners to put together a comprehensive and creative proposal for the cities to become home to Amazon HQ2. The Internet giant put out a request for proposals for a second headquarters in September, and cities throughout the country

are competing for what promises to be an economic boon to any region.

The beach cities announced their proposal on October 18 with the release of a video pitch featuring Kevin Pollak, an actor and comedian who has been featured in countless films and television shows. The pitch, dubbed "Amazon Coast: Portal to the World," proposes three locales named "Amazon Sand," "Amazon Sea" and "Amazon Air" spread across

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## Oil And Gas Experts Are 'Cautiously Optimistic'

By **BRANDON RICHARDSON**  
Senior Writer

After a rough and uncertain 2016 in which oil prices hit a 13-year low of around \$26 per barrel, the oil and gas industry has stabilized and is expected to stay as such, according to industry experts.

"We've seen a gradual improvement over the year in the price, so I think there's a cautious optimism," Robert Barnes, executive vice president of operations for

California Resources Corporation (CRC), said. "There's been a steady ramp-up in activity but by no means a boom. People are starting to have just a little bit more cautious activity."

According to Barnes, CRC has the most rigs running in the state right now, with nine, which is an increase in activity for the company. He explained that the company is also investing in some exploration and other development and infield well work to in-

(Please Continue To Page 17)

## Long Beach's Digital Divide: Strengthening The Signal

(Editor's Note: An experiment in journalism teamwork, the Long Beach Media Collaborative is made up of participants from the Press-Telegram, Long Beach Post, Grunion Gazette and Long Beach Business Journal. The goal: To combine forces for in-depth, multi-platform reporting on poignant issues gripping the community. Our first project, Strengthening the Signal, explores the dearth of Internet access in some corners of the city – and mines potential solutions for bridging the gap.)

By **STEPHANIE RIVERA**  
Long Beach Post  
Long Beach Media Collaborative

Looking to bolster in-depth local journalism at a time when newsrooms throughout the country are reeling from budget and



A Long Beach Community Foundation initiative  
funded by the Knight Foundation

staffing cuts, four major Long Beach news agencies have come together to collaborate on a series of stories that will examine a single issue affecting the community.

Over the following months, the newly-minted Long Beach Media Collaborative will report on why nearly 16 percent of Long Beach residents still lack Internet access at their homes (and another 9 percent can only

access the Internet on their smartphones), why those are meaningful statistics that deserves public attention, and ways that the "digital divide" might be bridged here.

This is the first time that a collaborative model of journalism has been tested in Long Beach, and we hope that readers of all four news sources – the Long Beach Press-Telegram, the Long Beach Post, the Grunion Gazette and the Long Beach Business Journal – will engage with the series, titled Strengthening the Signal.

Each newspaper will tackle different parts of the project, and all of the stories will be available at longbeachmc.com upon publication.

The Long Beach Media Collaborative was initiated in August 2016, when Long Beach

(Please Continue To Page 15)



By Assistant Editor Samantha Mehlinger

Given that many Millennials came of age during a time of financial strife, it should be unsurprising that recent research reveals that the majority of our generation feel anxious about finances and that

many of us have a hefty level of discomfort with the idea of investing in the stock market.

Unsettlingly, some research also reveals sizable disparities between Millen-

(Please Continue To Page 5)





### Bench Dedication Honors Service Of The Harvell Brothers

Friends and family gathered on Friday, October 13, to unveil a bench dedicated to Staff Sgt. Andrew Harvell and his brother Technical Sgt. Sean Harvell. Andrew died in 2011 when the CH-47 Chinook helicopter he was on went down after taking enemy fire in Afghanistan, killing all 39 onboard. Sean, the recipient of two silver stars for valor, drowned in April of 2016 in the waters off Alamitos Beach. Among those in attendance were Los Angeles County Sheriff Jim McDonnell, pictured speaking to the crowd who gathered to honor the Harvells, and, at left, the brothers' mother, Jane Maher, and sister, Analese Eder, pictured embracing after officially unveiling the bench. The bench is located in Bluff Park at Ocean Boulevard and Orizaba Avenue, directly across from Galaxy Towers Condominium Building. (Photographs by the Business Journal's Larry Duncan)



### Chick-fil-A Grand Opening At The Long Beach Traffic Circle

Chick-fil-A has opened its newest Long Beach restaurant at the traffic circle at 4401 E. Pacific Coast Hwy. The restaurant held a grand opening celebration on October 12. Among those welcoming the restaurant's owner, Kristie Bergstrom, to the city was fellow Chick-fil-A franchise owner John Howard (top photo), whose Long Beach Towne Center location has been a staple in the city since 2006. The celebration culminated with those in attendance joining Bergstrom in sampling a bite of the restaurant's famous chicken sandwiches as a barrage of toy cows parachuted from the roof. Reached after the opening, she said, "It's amazing. We have been very busy. The guests have been excited and the team has been really excited," owner Kristie Bergstrom said. "I love Long Beach. It's just a unique community with so many different opportunities to make an impact." Raised in Atlanta, Bergstrom graduated from Georgia Tech with a degree in industrial engineering. Prior to Chick-fil-A, she worked as the director of performance improvement at Hogue Hospital in Newport Beach and on the industrial engineering team at Disneyland before that. Pictured at the October 12 celebration are, from left: Long Beach Chamber of Commerce Membership Manager Tyler Habeck, Chick-fil-A Senior Business Consultant Ron Pentz, Owner/Operator Bergstrom, her husband Brett Bergstrom, their son Ben Bergstrom, Chick-fil-A employees Chrissy Hartmann, Ghiovanna Zieglar, Amanda and Esteban Baca, and 4th District Councilman Daryl Supernaw. (Photographs by the Business Journal's Larry Duncan)



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The Aquarium of the Pacific has received many awards for achievements in animal care, environmental leadership, exhibit design, and other programs. One of the institution's early successes came in 2002, when the American Zoo and Aquarium Association honored the Aquarium with the Edward H. Bean Award for becoming the first public aquarium to successfully breed weedy seadragons. As part of its mission to inspire environmental stewardship, the Aquarium aims to serve as a model for environmentally responsible operations and business practices. In 2007 the Aquarium became the first among U.S. aquariums, zoos, and museums to register its greenhouse gas emissions with The Climate Registry. In 2013, the Aquarium was recognized for its role in California's environment and economy and became the first among museums, zoos, and aquariums to receive the Governor's Environmental and Economic Leadership Award. The Aquarium has earned many awards for its films produced in-house. In 2014 the Aquarium's film Descent into the Depths was a finalist in the Blue Ocean Film Festival's exploration category. The Aquarium prides itself as a top tourism destination in the Southern California region. In 2006 the Aquarium was rated the #2 Los Angeles area Family Destination in the Zagat U.S. Family Travel Guide. The Aquarium was recognized in the Los Angeles Times Readers' Choice Best of Southern California 2012, tying with Disneyland and the Los Angeles Zoo under the category of best amusement park, zoo, or aquarium. Most recently, the Aquarium received a 2015 Travelers' Choice Award for Aquariums.







## Starbucks Comes To North Long Beach

Starbucks has come to the 9th district. Vice Mayor and City Councilman Rex Richardson joined members of the community earlier this month, Starbucks employees and city officials in celebrating the grand opening of the district's first stand-alone coffee shop, located at 3503 E. South St. The ceremony included a ribbon cutting and a community coffee hour. Pictured from left to right cutting the ribbon are Long Beach Unified School District Board of Education President Megan Kerr, Richardson, Pacific Gateway Workforce Investment Boardmember Vivian Shimoyama, Starbucks Store Manager Guinevere Parks, Starbucks District Manager Margaret Wehrly, State Sen. Ricardo Lara Field Representative Tonya Martin, and the Director of the Economic and Development Department for the City of Long Beach John Keisler. (Photographs by the Business Journal's Larry Duncan)



## Bixby Knolls Car Wash Offers Veterans Free Car Wash On November 7-8

Bixby Knolls Car Wash at Atlantic Avenue and Wardlow Road is offering free full-service car washes for all veterans and military personnel on November 7 and 8. This is the 7th year the business has provided a free car wash event for veterans. "We expanded the event to two days this year," Manager Wade Shaw, pictured, said, "to allow more servicemen and women to take advantage of the offer." The Bixby Knolls Car Wash is located at 577 E. Wardlow Rd. A valid military ID is required to take advantage of the offer. (Photograph by the Business Journal's Larry Duncan)



**Brian Shuman** has been named chief financial officer and **Suny Lay Chang** has been promoted to chief operating officer for Long Beach-based LINC Housing Corporation. LINC is a nonprofit developer and owner of affordable housing for families, seniors and people with special needs throughout California. It has helped create more than 7,800 homes in 76 communities. Shuman, who most recently worked as CFO for the Forum Real Estate Group, brings 25 years of experience to LINC's asset management, operations and accounting functions. Chang, who joined LINC in 2007, has more than 20 years ago of experience in affordable housing, community development and strategic management. . .

**Lori Ann Farrell Harrison**, a current member and past president of the Long Beach Board of Harbor Commissioners, was promoted last month to assistant city manager of the City of Huntington Beach. She had been serving as the city's chief financial officer for the past several years. She previously served as director of the financial services department for the City of Long Beach. "Lori Ann has proven to be a true asset and important resources to the City of Huntington Beach, City Manager Fred A. Wilson said in a statement. "She joined the city in a challenging time, and over the past

seven years, has demonstrated solid leadership and management skills." . . . **Kristin Olson** has been named executive director of classified human resources for Long Beach City College. She most recently served in a variety of personnel services positions at Santa Clara County Office of Education. In her new post, she is responsible for human resources management and employee relations programs. She holds a juris doctor from Loyola Law School, her masters from Cal State Long Beach and a bachelor's degree from UCLA. . . . **Sean McDaniel**, vice president of production and operations for Signal Hill Petroleum (SHP), has been named the 2017 Oilman of the Year. "This award is presented by the Oilman of the Year association,"



McDaniel

and has been given annually for 37 years to "someone who has contributed significantly to the California Oil and Gas industry over an extended amount of time," according to a statement from SHP. McDaniel, who has more than 25 years of industry experience, stated that he "always wanted to earn this award. It is a lifetime achievement award. It is an honor to be recognized by your peers, colleagues and industry vendors and partners." . . . The Long Beach Hospitality Alliance, a council of the Long Beach Area Chamber of Commerce, recently announced the following winners of its inaugural Long Beach Hospitality Awards: Rising Star Award – **Taylor Roll**, senior corporate manager, Hotel Maya; Unsung Hero Award – **Rafael Sanchez**, banquet server, Hyatt Regency; Beyond the Call of Duty – **Jackie Melin**, server, Hotel Maya; Lifetime Achievement – **John Morris**, manager/partner, Boathouse on the Bay restaurant; Community Spirit Award – **Vivian Ouk 'Chef T'**, The Federal Bar; Sustainability Award – Restauration restaurant; Hotel Award – Courtyard by Marriott Loc



Olson

business and residential destination," Altoon said in a prepared statement. "I look forward to participating with DLBA in advancing the positive and strategic vision of Downtown." Elected to the DLBA's Executive Committee to serve with Altoon are: Chair-elect **Tony Shooshani**, The Streets (formerly City Place); Past Chair **Toliver Morris**, John Hancock; Secretary **Allison Kripp**, Den Salon; Treasurer **Derek Burnham**, Gilro; City Representative **Linda Tatum**, City of Long Beach; and EC Member **Silvano Merlo**, Courtyard Marriott. ■



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## Support Local Small Businesses

**D.M. Gremlin Studiosy**

Wendy Levin took over as the sole owner, operator and engineer of D.M. Gremlin Studios, an audio recording and photography space that opened at 6053 Atlantic Ave. in 2007. "Oh my gosh. I love recording. I love miking up the drums. I love when a mix comes together," Levin said. "I just love the making of music and the mechanics of it – turning it from a bunch of gear and knobs and buttons into a song that you can listen to and feel the emotional content of it." In 2008, Levin created a second studio space dedicated to photography, which is still a prevalent part of her business. She has a connection to Long Beach Records and has worked with members of Sublime and Pennywise. Levin said she records all genres, including hip hop, pop, rock, metal, jazz, ska, reggae and event documentary narration and voiceover reels. "I'm often told I should raise my prices, that I'm worth a lot more than what I charge, and I am. But, genuinely, the point of this place is to make it possible for people who do not have record label budgets to still do that kind of recording," Levin said. "It's really is not just a happenstance that we are a low-cost studio here. I intentionally keep the pricing down." For more information, call 866/334-4364 or visit [www.dm-gremlin.com](http://www.dm-gremlin.com).

**Manny's Barbershop**

Manuel "Manny" Navarro first became interested in cutting hair when he was around 14 years old and he got a hold of his mother's clippers. He started out cutting hair for family and friends, eventually enrolling at John Wesley International Barber & Beauty College. Navarro originally opened his shop at Olive Avenue and Artesia Boulevard but had to close down after being robbed and shot. After getting back on his feet, he opened Manny's Barbershop at 6080 Atlantic Ave. in 2011. "I've seen a lot of positive change in the area. I've seen a more active business community in the area," Navarro said. "I chose North Long Beach because this is where I live. I thought it was cool to be around my area and give back to the community." Today, Navarro said his clientele includes professional soccer players such as Lionel Messi and members of the L.A. Galaxy. Two other barbers rent chairs in Navarro's neighborhood shop and he recently launched his own gel product, Le Barbier. "My favorite part of being a barber is just looking at my haircuts after I finish. It's art," Navarro said. "When I see them, I can envision the haircut I'm going to give them. What is satisfying is seeing the difference from before and after." For more information, call 310/922-3682 or visit the shop's Instagram @mannylebarbier.

**Atlantic Auto Repair**

In his native country of Guatemala, Edgar Morales was given the option to join the military or enter into a technical career. He accepted a scholarship and learned the automotive repair trade. Morales opened a shop in Santa Ana in 1987 but ultimately had to close down when developers had other plans for the site. After working several years at a shop in North Long Beach, he was given the opportunity to take over Atlantic Auto Repair at 5966 Atlantic Ave. in 2000. "He [the then-owner] said he was going to pass the shop to me to see what I could do," Morales said. "He just gave it to me but I had to pay all the money that was behind. So I got the shop with a big debt because he owed a lot of money on rent and all that, and that's how it started." Morales said the recession hit his shop hard and that business has not recovered since. However, he said the shop is surviving and that he is making enough to pay the bills and his two employees. "It's like an old school shop. It's with a handshake and talking first. Focusing on resolving their problems," Morales said. "More community based. Thanks to the community, the shop exists. Our customers are loyal and they keep coming back to the shop." For more information, call 562/428-9488.

**Coco Dental Labs**

Located at 5630 Atlantic Ave., Coco Dental Lab is a father and son operation that makes dentures for various dental offices in the area. Coco Avila opened the business more than a decade ago, though he has been in the industry for more than 30 years working for larger laboratories. "The most rewarding part is giving people the opportunity to actually smile again," Coco's son Moses Avila said. "We get so many stories when we go into dental offices where people are just overwhelmed sometimes at how they can go on with their daily lives again. When you get your teeth back it's a relief." Moses explained that he never intended to get into the industry but that he began helping his dad when he was short staffed. Now, Moses handles all of the day-to-day administrative work, while Coco acts as the technician creating the dentures. Each set of acrylic dentures are made especially for individual patients for a perfect fit and bite pattern. "Industry prices are going up but we are keeping our prices [stable] and fair," Moses said. "But what we offer is high quality for an affordable price and quick turnaround speeds. We give them to the patient and, if it is comfortable, they walk out with a brand new smile." For more information, call 562/984-7100 or visit [www.cocodentallab.net](http://www.cocodentallab.net). Pictured from left: Coco, Sahara Michel and Moses.





(Continued From Page 1)

nial men and women when it comes to their financial stability and happiness.

An online survey of Millennials aged 20 to 36 by Wells Fargo, released in late September, revealed that 69% of Millennials desire to get over anxiety about money, with only a third reporting they are satisfied with their financial lives.

In August, findings released by Northwestern Mutual as part of its 2017 Planning & Progress Study found that Millennials are “significantly more professionally and financially anxious than other age groups.” Of the 632 Millennials surveyed by Northwestern, 53% reported high to moderate anxiety about losing their jobs, 67% reported the same anxiety levels in respect to their level of savings, and 69% experienced the same anxiety level about their incomes.

Nearly one quarter of Millennials in Northwestern Mutual’s survey said that financial anxiety actually made them physically ill on a weekly or monthly basis, compared to just 12% of the general population. A quarter of Millennials also reported that financial anxiety affects their relationships with a spouse or partner on an hourly, daily or weekly basis.

It’s no wonder we’re stressed out about our finances. We’re burdened with debt.

Fredrik Axsater, executive vice president and head of strategic business segments for Wells Fargo Asset Management, told the Business Journal that Millennials own 80% of the \$1.3 trillion in student loan debt in the United States. “Their average student debt load is \$41,200. And that’s also quite significant versus what we’ve seen in the

past,” he said, citing Pew Research Center data. He noted that Millennials also make up 71% of first-time homebuyers, so many also have mortgages.

Forty-six percent of Millennials surveyed by Wells Fargo said they had significant debt, 43% said they cannot afford to pay for their health care, and 42% said they regularly rely on family, a spouse or friends for support.

Millennials are also quite leery of investing in the stock market: 53% of Millennials responding to Wells Fargo’s survey said they would “never be comfortable investing in the market.” Axsater linked this attitude to Millennials’ firsthand experience of the Great Recession, which affected not only their financial well-being but that of family and friends.

Millennial women’s median income lags behind that of Millennial men, according to Wells Fargo’s research: while Millennial women surveyed have a median income of \$43,000, men have a median income of \$63,000.

Additionally, while 59% of women reported being the primary financial decision maker, 82% of men reported the same.

A low percentage of millennials...

32%

say they are satisfied with their financial life



Wells Fargo image

Axsater said the findings reveal that the gender gap is still an important area that needs addressing. “Arguably, it’s even more important to get women engaged in financial matters,” he said.

“When Millennials answer in a positive way across five questions – I pay monthly expenses, I pay for future needs, I have some savings for my retirement, I set and achieve my financial goals, I feel in control of my finan-

cial life – then not only does your confidence go up by feeling engaged, but also the gender gap goes down,” Axsater said of the survey’s findings.

“While Millennials are happy, money is a big concern for them,” Axsater said. Wells Fargo’s survey showed that 65% of Millennials feel their lives are meaningful. “When you get Millennials involved in money and financial matters, on average their happiness goes up as well, and quite significantly,” he explained. Wells Fargo’s study showed that 98% of Millennials feel financial security is important to them.

The reason Wells Fargo and Northwestern were interested enough in the financial

habits and well-being of Millennials to invest in studies is simple: we’re the largest living generation. According to Wells Fargo, an estimated \$30 trillion in wealth may be passed down to us. And by 2025, we stand to take up 75% of the workforce.

“The most important thing is that we should, given how significant this population is across Wells Fargo’s business, . . . we actively need to take [Millennials] into account in anything that we do,” Axsater said.

To encourage financial engagement among Millennials, employers should consider linking any investment plans they offer, such as defined contribution plans, to the big three ideals: environment, social and governance (ESG), Axsater said. “It ties to many Millennials who like having a cause and a mission. And being in a work environment that acts in a way that’s consistent with their beliefs is really important,” he explained.

Backing up Axsater’s suggestion, 84% of Millennials said they desire to make investments that make the world a better place, and 74% “said it’s easier to stomach the markets’ ups and downs” if their investments have a positive impact.

Despite all the stress money causes us, for the most part, we Millennials are reportedly not materialistic. It turns out that 88% believe success is more about being “happy” than it is about “material prosperity.” The top aspects of life that Millennials said made them happier are spending time with family and friends, and helping others. That’s a statement I think you’ll find any Millennial who isn’t a wannabe Kardashian would whole-heartedly endorse. ■

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■ By **BRANDON RICHARDSON**  
Senior Writer

## Development News

### Demolition To Begin This Week On 2nd & PCH Project

The final appeal filed against the 2nd & PCH retail development was withdrawn October 20, allowing the project to move forward immediately, according to Steve Shaul, senior director of development for CenterCal Properties LLC.

“We are looking to break ground next week,” Shaul told the Business Journal on Friday, October 20. “It will just be the oil well abandonment and the removal of the hotel now through December. We will be doing a formal groundbreaking ceremony in January.”

Two formal appeals were filed against the development project, with one being withdrawn several weeks ago. At the time of publication, it was not clear if a settlement was reached or if the appellants withdrew their appeals on their own.

The site of the defunct SeaPort Marina Hotel is to be transformed into a 245,000-square-foot retail center on the southwest corner of 2nd Street and Pacific Coast Highway. The project includes numerous retail and waterfront dining options and is anchored by a 55,000-square-foot Whole Foods, which is relocating from its current, nearby location in the Marina Shores Shopping Center. Overall, the site will consist of 95,000 square feet of retail space, 70,000 square feet of restaurant space and 25,000 square feet of fitness and health space.

“We’re trying to hit a summer of 2019 opening. It’s a good day here. We’re excited to move forward,” Shaul said. “It’s such a significant and well-known site and it’s going to be pretty dynamic when it’s done. It’s been a long time coming.”

This is the second attempt by property owner Raymond Lin to redevelop the hotel site. In 2011 a proposal was submitted to



2nd & PCH project, Southeast Long Beach. (Rendering by CenterCal Properties LLC)

the city for a \$320 million retail, hotel and residential complex. Controversy over building heights ultimately led to the proposal being denied by the city.

With max building heights around 35 feet, the forthcoming project falls within all zoning and land use regulations. The development includes 1,150 parking spaces, most of which are rooftop parking above the commercial space.

CenterCal has developed numerous retail centers in California, Oregon, Utah and Washington since forming in 1998. Brands often appearing at CenterCal projects include Anthropologie, J. Crew, Crate & Barrel, Saks Fifth Avenue OFF Fifth and Apple. Plaza 183 directly across from Los Cerritos Center is a recent redevelopment project by CenterCal.

### Shoreline Gateway Announcement

Develops Leducor Properties Inc., Anderson Pacific LLC and Qualico and Lantower Residential announced the groundbreaking of Shoreline Gateway is slated for early 2018.



The 35-story Shoreline Gateway development is set to become the tallest building in Long Beach with a groundbreaking slated for early 2018, according to development partners Leducor Properties Inc., Anderson Pacific LLC and Qualico and Lantower Residential. (Rendering courtesy of Shoreline Development Partners LP)

“Since 2004, Anderson Pacific proposed a vision for this site which was enthusiastically shared by the community and the City of Long Beach. Overcoming the numerous challenges resulted in the construction of The Current beginning in 2014,” Jim Anderson, chief executive officer for Anderson Pacific, said. “At long last, we are beginning the truly iconic tower that has been envisioned all these years, that will become a bona fide gateway into Downtown Long Beach from the east, as well as a wonderful anchor to the East Village Arts District and surrounding community.”

The 35-story, mixed-use luxury apartment complex is set to replace the World Trade Center as the tallest building in Long Beach. The project features 315 ultra-luxury residential apartment homes, including studio, one- and two-bedroom apartments, and 6,700 square feet of commercial space. Five levels of subterranean parking will include 467 stalls, while a 33rd floor community room will offer 180 degree panoramic views of the

## Realty Views

### How Homeowners Lost A Decade



By **TERRY ROSS**

Most Americans – especially those who have owned homes for a while – know about the housing bubble and the recession that began in 2007 and still reverberates today. While the 1980s and 90s had their ups and downs as far as real estate values were concerned, nothing since the Great Depression of the 1930s really compares with the last decade.

The United States Census Bureau recently released some interesting statistics with state-by-state comparisons of many factors for the years 2006 to 2016 – 2006 being the year before the recession really took hold – comparing many economic and social trends that underwent dramatic changes over the 10-year period.

Although these statistics are not strictly real estate oriented, many of them are a result of real estate factors, and some of the

social changes even influenced real estate activities and the statistics generated.

It is pretty much an accepted fact that for most Americans, their largest investment is their home, at least for those who are owners. So, for that asset to suddenly drop in value by a third or half is a pretty large hit to the bottom line. But that is exactly what happened to most homeowners.

For the majority of homeowners who depended on decades of historical statistics and the gradual rise of home values – especially in areas like California that had a dynamic history of appreciation – the past 10 years have felt like a period where things were stuck in time.

As the Census Bureau statistics point out, home values overall in the Southern California region have not altogether returned to their 2006 levels (as of 2016) and remain below previous peaks. And for anyone who has lived in California for very long, this turn of events would seem like an impossibility given the steady and sustained rise in values of Southern California housing since the end of World War II. The last time anything like this happened was the Great Depression of the 1930s – and, after that drop in prices, it wasn’t until the 1950s that home values returned in some areas.

The loss of jobs, owners losing homes, a wholesale shift in the banking and lending

industries and the tightening of credit are all well-documented economic shifts that went along with the decline in housing values during this last decade, but the information provided by the Census Bureau showed many other trends that help paint a portrait of the changes that have occurred.

While home values plummeted and then rebounded, rents have increased dramatically over this period. Of the 20 cities studied in Southern California, all of them experienced double-digit rent increases over the past 10 years. Irvine started highest at \$1,713 in 2006 and ten years later topped the other cities at \$2,243. But rent grew the fastest in Los Angeles, with a 40% jump to an average of \$1,315 per month. A general lack of rental housing and more renters led to a short supply and the inevitable run-up in prices.

Another statistic that bears weight on all of this is the dramatic increase in the poverty levels in some areas. While the city of Irvine enjoyed an 8% increase in the number of people earning \$150,000 or more per year – and almost a 7% jump in those making \$200,000 – the number of people living in poverty rose 86% in that city. In Rancho Cucamonga, the number of people living in poverty rose 120%, 81% in Ontario and 4% in the City of Los Angeles. In the 2006 census, the poverty threshold was \$10,294 for an individual and \$20,614 for a family of

four. In 2016, it was \$12,228 for an individual and \$24,563 for a family of four.

Overall, the number of families in the 20 cities increased by 7.8% over the decade, while the number of families at or below the poverty line rose by 9.1%. Several cities saw fewer families in poverty over the 10-year period, including Long Beach (down 15%), Garden Grove (down 24%) and Santa Clarita (down 2%).

Population increase also factored into the equation, as Irvine saw a 46% jump in its population, the largest of the 20 cities. Murrieta jumped 23%; Victorville, 21%; and Fontana, 19%. The slow-growing cities were Long Beach (1%) and Santa Ana, which lost 5% of its population.

The population did rise in all four counties studied. Riverside was up 18%; San Bernardino, 7%; Orange County, 6%; and Los Angeles, 2%.

All of these factors helped shape the various changes that have taken place over the past 10 years, but the fact remains that, for most long-time homeowners, the value of their investment has not seen any growth in a decade from what it was in 2006.

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





On October 18, the City of Long Beach unveiled renderings for the new 6,450-square-foot Houghton Park Community Center. The project includes two multipurpose rooms, a central area for restrooms and reception and two park-facing exterior public restrooms. (Rendering courtesy of the City of Long Beach)

Pacific Ocean, the downtown area and Orange County.

Additional amenities include a rooftop pool on the 34th floor, spa and dining deck, a large fitness center, and dining and a fire pit lounge on the 3rd floor. A 10,000-square-foot plaza will activate the retail and residential amenities, while connecting the project with The Current.

"We are very excited with the design that our team has been diligently advancing with the City of Long Beach planning staff," Pat Patterson, chief operating officer of development for Leducor, said. "The design intent is to create a true eastern gateway to the City of Long Beach, complementing the success of The Current, and completing the urban campus that was envisioned 13 years ago."

### New Houghton Park Community Center Plans Unveiled

On October 18, the City of Long Beach unveiled renderings of the new Houghton Park Community Center. The project is replacing the current facility, which was originally constructed in the 1930s, with additions made in the '80s.

"After almost 100 years, Houghton Park is finally getting the community center it deserves," Vice Mayor Rex Richardson said in a press release. "The building will set a new standard for design, complementing our new Michelle Obama Neighborhood Library and Fire Station 12, and will serve as a central gathering place for our community for many years to come."

The 6,450-square-foot building will house two multipurpose rooms and a central area for restrooms and reception; two

park-facing public restrooms and incorporate electric vehicle parking, bicycle parking and school bus loading and unloading zones. The project was designed to be sustainable and energy efficient, earning it a Leadership in Energy and Environmental Design (LEED) Silver rating.

The development is being funded with \$4 million from Measure A and \$3 million from fiscal year 2014 one-time funds. Groundbreaking for the project is expected in early 2018.

### Willow Springs Park Wetlands Restoration Project Grand Opening

The grand opening of the Willow Springs Park Wetlands Restoration project was held on October 21. The 12-acre project is within the 48-acre Willow Springs Park located at 2755 Orange Ave.

"This restoration will allow the public

to experience the historical, natural surroundings of Long Beach," Mayor Robert Garcia said. "From hiking to nature exploration to educational experiences, this project will provide enhanced recreational activities and much needed open space for residents."

The restoration project features a 2,400-square-foot walking loop, 43,000 square feet of restored seasonal wetlands, a spring meant to mimic "the original artesian spring that provided water to early Long Beach," a water retention basin to clean and divert water from the Los Angeles River and an outdoor classroom for environmental education.

The project required the removal of non-native trees and damaged piping to make way for the planting of 200 native and riparian tree species and 6,440 native drought-tolerant plants. The restoration included the construction of 43,000 square feet of ponding areas, 1,700 square feet of bioswales and the installation of more than 209,000 square feet of irrigation.

"The city has worked to transform this area from an inaccessible rugged landscape to a wetlands and recreational area," 7th District Councilmember Roberto Uranga said. "I am eager for the public to enjoy the views and the opportunity to relax and enjoy nature."

A majority of funding for the project came from the California Natural Resources Agency through Proposition 84 and the Urban Greening for Sustainable Communities Grant program. Long Beach was awarded \$924,000 in June 2014.

(Please Continue To Page 8)

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(Continued From Page 7)

**AES Battery Storage Facility Appeal Denied**

At its October 10 meeting, the Long Beach City Council voted to unanimously deny an appeal of the proposed 300 megawatt battery storage facility by AES California. The appeal was filed by Warren Blesofsky, president of Long Beach Citizens for Fair Development. Blesofsky noted the development's proximity to residents and potential negative impacts to the surrounding environment, including water sources and wetlands. The \$1 billion project located at 690 N. Studebaker Rd. is meant to store excess electricity produced by solar and other renewable

sources if production is exceeding consumption, thereby maximizing the benefits of renewable energy sources. The development is one of the largest lithium-ion battery storage facilities in the world, according to AES.

**Retail News**

**Bob's Furniture Opens First West Coast Locations**

Since opening in 1991, Bob's Discount Furniture has expanded to include 89 stores in 15 states on the East Coast and in the Midwest. Earlier this month, the company announced it would open six new stores in the Los Angeles area, including one in Long Beach at 7440 Car-

son Blvd. in the Long Beach Towne Center. "Bob's Discount Furniture was founded on the principles of honesty and integrity," Co-Founder and President Emeritus Bob Kaufman said in a press release. "Our growth into the Los Angeles market marks an exciting new chapter for Bob's. We are looking forward to changing the way customers experience furniture shopping." The other stores are to be located in West Hills, Valencia, Baldwin Park, Huntington Beach and in Los Angeles Midtown.

**Dickey's Barbecue Pit Opens Downtown**

The newest location of Dickey's Barbecue Pit opened at 421 W. Broadway, Suite 521, on October 20, kicking off four weeks of specials and giveaways, including free barbecue for a year for three customers. "The Dickey family welcomes Roy Wen to the Dickey's Barbecue Pit team," Laura Rea Dickey, CEO of Dickey's Barbecue Restaurants Inc., said in a prepared statement. "We look forward to the opening of his new location and the success of his store in Long Beach." The special offers include Thirsty Thursdays, where guests receive a free cup for free refills all day; Philanthropy Fridays, where guests can donate to the company's charitable foundation, Barbecue, Boots & Badges, and receive a gift, while uniformed first responders receive 50% off their meals; Giveaway Saturdays, where guests can enter for a chance to win free barbecue for a year; and Kids Eat Free Sundays

with an adult purchase of \$10 or more. "I am excited to open my first location and serve the members of my community Dickey's slow-smoke, Texas-style barbecue," Wen said.

**Ironfire To Open Shared Worked In East Long Beach**

On October 16, Ironfire, a shared work, meeting and shared space provider for freelancers, entrepreneurs and small businesses announced it will be located at 4195 N. Viking Way in Northeast Long Beach. According to a press release, the space will operate mostly on a membership basis and provide comfortable seating, high-speed WiFi, unlimited locally sourced coffee and other amenities to make independent work life easier and more enjoyable. Long Beach area resident Josh Rencher is behind the concept. "We have an emerging ecosystem of startups and entrepreneurs right here in Long Beach," Rencher said. "There's no reason they shouldn't have access to the same benefits and resources that coworking offers in other cities." He explained that his space would be more cost effective than its Downtown Long Beach competitor WeWork, which opened last year. A Kickstarter campaign to crowdfund some of the startup cost was started by Rencher and has received over \$2,800 of the \$25,000 goal. A soft launch of the location is anticipated for mid to late November. For more information, visit [www.ironfire.co](http://www.ironfire.co). ■



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## Long Beach Must Change City Election Dates Due To Low Numbers At The Polls

■ By **ANNE ARTLEY**  
Staff Writer

Due to low voter turnout in local elections, the City of Long Beach is changing its local election dates to align with those of the state, as mandated by a state law passed in 2015.

Senate Bill (SB) 415 aims to increase voter participation. The law dictates that, if voter turnout for a municipal election was at least 25% lower than its average turnout for the last four statewide general elections, a city must form a plan to change its election dates by January 1, 2018. It must enact this plan no later than November 8, 2022.

At their October 3 meeting, councilmembers adopted a resolution with a plan to move the city's election dates in 2020. The local contests, which include the selection of the Long Beach Unified School District Board of Education members, also move from an April primary and June election, to a March primary and November election. This means the campaign season stretches for eight months instead of two.

"That would be such an incredible length of time," 4th District Councilmember Daryl Supernaw told the Business Journal. "City council is a part-time position. I just can't imagine going from March to November in campaign mode. It takes away from your normal duties as councilmember. You'll have to deal with the expense, as well as the general fatigue, both for the candidate and the voter."

Assemblymember Patrick O'Donnell agreed, stating that the law could result in "unintended consequences."

"I think the idea was to cut down on election fatigue, but this bill could have the opposite effect," he said. "It's not healthy for the voters, I don't think it's healthy for democracy, and I don't think it will be healthy for the City of Long Beach. It's the job of a local government to set the election cycle, not Sacramento."

SB 415 was passed before SB 568, which moved the state's primary election to March. That decision gives California more influence in determining the candidates for presidential elections. Although SB 568 was signed into law last month, it does not void the ruling of SB 415, according to the city attorney's office. If SB 568 had failed, Long Beach would have moved its primary to June.

Beginning in 2020, all regularly scheduled city elections and special elections will be run by the Los Angeles County Registrar of Voters.

City Clerk Monique DeLaGarza said that changing the election timing will free up her department to focus on other goals, such as improving civic engagement.

"We've been so busy in the last 17 years having election after special election," she said. "Since I started in this office, there's maybe been only two or three years when we haven't had an election of some kind. If you look at election history, we're only supposed to have them every other year. But we've had special elections, ballot meas-

ures and county consolidated November elections. It's just been back to back. We've had a very busy millennium so far."

Former City Councilmember and current Long Beach City College Board Trustee Jeff Kellogg expressed concern that local issues would be "drowned out" if the elections are consolidated. He also said it could force local politics to become more partisan.

"People will feel that they have to be a part of other initiatives to draw the attention of voters," he said. "I don't think that's really valuable." City councilmembers do not run for office representing a particular political party. Neither do school board candidates.

He did say that aligning the elections would "without a doubt" draw out more voters, but not accomplish the wider goal of increasing civic engagement at the local level.

"If the argument is only about voter turnout, of course, when you have a presi-

dential election and statewide initiatives, which can be very controversial, you'll have more voters," Kellogg said. "But it will not relate specifically to people interested in following local elections. Their attention will be on other issues, and therefore, I think that's a disadvantage for our local office holders. They're not going to get the same kind of scrutiny because they're being overwhelmed with other issues on the ballot."

But Long Beach Harbor Commissioner Frank Colonna, who served two terms on the city council, said a larger voter turnout is "always a good thing."

"There'd be a lot more publicity if the local election coincided with a state or national primary," he said. "There's also the possibility of more candidates running and becoming known to the public."

He said that one reason city elections fail to attract voters is because it takes a large

amount of campaign funding and publicity to create awareness. If local contests were consolidated with a general election, it would result in an increase of both.

Bonnie Lowenthal, also a current Long Beach Harbor Commissioner, is a former state assemblymember and city councilmember. She agreed that moving the election dates should generate "more robust civic engagement."

"In local elections, whether it's for the school board or city council, we've seen abysmal numbers when it comes to those who choose to go to the polls or send in their vote by mail," she said. "I think it will be far increased if there are a lot more general issues and a wider range of candidates. If people don't choose to go because of local elections, they will go because of the state and general elections."

(Please Continue To Next Page)

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(Continued From Previous Page)

As to identifying the cause of the low participation, Kellogg said, it is an “age-old question.”

“There’s waves where races are competitive and you have candidates with very strong beliefs,” he said. “Whenever you have controversy, you have voter turnout. Beyond that, it’s civic responsibility, which you hope is taught and supported.”

Lowenthal described a disconnect between the municipal government and its constituents.

“There isn’t much information locally that reaches voters,” she said. “I don’t think people in general realize how local decisions impact their daily lives.”

Business Journal Publisher George Economides said he agrees voter turnout should increase, but is concerned that many voters who do not vote in local elections may not take the time to become informed about officeholders or issues on a local ballot. “Bonnie Lowenthal is correct about ‘the disconnect.’ They know who they’ll vote for for president because they follow national politics, but only get involved locally if an issue affects them directly.”

Kellogg also cited the city’s changing demographics. He said Long Beach now has a high population of immigrants, who may not trust the government based on negative experiences in their home countries.

“Some people here come from countries where the government was horribly corrupt and vindictive. They haven’t had any experience with free elections and democracy,” he said. “When you’re trying to feed your family, learn the language and become ad-

justed to a new culture, you’re probably not focused on who’s becoming the next mayor.”

When he ran for a seat on both the city council and the school board, Kellogg said he conducted a “grassroots campaign,” knocking on doors to connect with voters personally. This is a challenge in today’s world of social media and mass mailings, he said.

“More often than not, someone who shows up at your door is not someone you want to talk to,” he said.

## Long Beach Land Use Element: What Happens Next?

■ By **BRANDON RICHARDSON**  
Senior Writer

October 18 marked the last of four community outreach meetings requested by Mayor Robert Garcia and the Long Beach Planning Commission to gather additional input regarding the proposed Land Use Element as part of the General Plan. At least 1,000 individuals attended these meetings, some more than one, according to Long Beach Planning Bureau Advance Planning Officer Christopher Koontz.

“I think it’s been well reported that meetings haven’t been exactly what we anticipated but what’s been really positive about them is that we have been able to speak to a lot more people,” Koontz said. “There have been a lot of questions and anger in the room, especially in the town hall.”

The mass amount of community participation due to the anger over proposed building heights and increased density allowed city staff to disseminate more information than ever before, Koontz explained. He said any public outreach is positive and staff is happy with the outcome of the additional meetings.

Koontz explained that it is important to staff that residents understand that they were heard and that more than 200 written comments, as well as feedback from the town halls and workshops, are being compiled. He said a document reflecting community input should be released around November 1, to assure the public that staff has taken all concerns, questions and comments into consideration.

“We’re going to be making changes to the maps, which we’ve said all along. People will see changes throughout the city,” Koontz said. “Obviously, the vast majority of comments we received had to do with the east side of the city – Council Districts 4 and 5 – but we’re trying to listen to every comment and make reflective changes throughout the whole city. [The maps] also will be out in early November.”

The update to the Land Use Element, as well as the overall General Plan, is required by the state, with the key focus being to address California’s housing shortage by increasing the number of housing units. With specific housing goals in mind, Koontz said that reducing building heights and density in certain areas does not necessarily mean density would be shifted to other areas.

If an area designated to allow a five-story development is reduced to four stories, Koontz said the same number of units could be accommodated if they have dif-

ferent building standards. If heights are more drastically reduced, he noted there would be changes in other areas to make up the difference. However, Koontz explained that staff is confident that changes can be made that residents would be comfortable with, without disrupting the city’s ability to achieve its goals.

Additionally, regarding some residents’ comments about acknowledging the state’s housing crisis but not wanting increased population and density in Long Beach, Koontz explained that most of the housing needs in the city are for existing residents, not new residents.

Once updated maps are put into circulation, some residents have questioned whether or not there will be continued community outreach on the new proposal. Koontz explained that remains to be seen, but that the planning commission and other officials need a formal update on progress regardless.

“We need to at least update the planning commission and let them know where we are. Then the planning commission and the mayor and the city manager are going to have to help us come to a conclusion on what’s next,” Koontz said. “We don’t have additional outreach meetings scheduled or contemplated at this time, but if the decision makers ask us to do that, we’ll be glad to do that.”

A date for city staff to report to the planning commission has not been set; however, Koontz noted the city is expecting a crowd larger than can be accommodated in the council chambers at city hall. To ensure space for all members of the public wishing to attend, Koontz said staff is looking into holding the meeting at the Long Beach

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Toyota Parts & Service	ITB FS18-026	10/25/2017
Purchase and Remove Scrap Metal	WD-30-17	10/30/2017
Project Mgmt. Svcs for Enterprise Doc Mgmt. Syst.	RFP TI18-002	10/31/2017
Development Opportunity at Long Beach Airport	RFP AP17-128	11/01/2017
Airport Security System Maintenance	RFP AP17-141	11/02/2017
Citywide Irrigation Supplies	ITB LB18-008	11/02/2017
Quantum Maintenance Renewal	ITB TI18-030	11/02/2017
Cisco Switches & Lic. w/ Hardware/Software Supp.	ITB TI18-032	11/02/2017
Steel and Related Metals – Citywide REBID	ITB LB17-124	11/02/2017
EOC & DOC Coordination Training Course	RFP DC18-034	11/02/2017
Real Estate Broker Services	RFP EP18-028	11/06/2017
Real Estate Title and Escrow Services	RFP EP18-029	11/06/2017
Inclusionary Housing Policy Consulting Services	RFP DV18-015	11/07/2017
Water Resources Plan Preparation		11/08/2017
Annual Contract for Curb Ramps & Related Improv.	R-7112	11/15/2017
Drilling & Const. of Commission 22A (O-0744)	WD-02-17	11/16/2017
Devel. of Short Term Rental Housing Pgrm. & Regs.	RFP DV18-041	11/21/2017
Cast Iron Main Replacement Cherry Ave (MC-5134)	WD-02-15	11/28/2017
Traffic Cones, Barricades and Flares	ITB LB18-018	11/30/2017
Qualification and Selection of Peer Reviewers	RFQ DV17-112	Continuous

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

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Convention and Entertainment Center. He added staff is hoping for the item to be on a November commission meeting agenda. ■

# City Leaders Express Discontent With The Land Use Element

■ By **ANNE ARTLEY**  
 Staff Writer

The proposed Land Use Element, the city’s blueprint for its goals and policies, has stirred up controversy in Long Beach. Concerns of both residents and city leaders center on a possible increase of building heights in certain neighborhoods.

Provisions in the Land Use Element must factor in the construction of 7,048 residential units by 2021 to accommodate for an estimated population growth of 18,230 by 2040. These are state projections and requirements.

“They would have Bluff Park surrounded with five-story mixed-use buildings,” local realtor and community activist Robert Fox said. “That would box in this historic neighborhood.”

Long Beach Development Services Communications Officer Kevin Lee clarified that the city would consider instating transition areas as a buffer between residential neighborhoods and larger buildings.

Fox established the Council of Neighborhood Organizations (CONO) as a forum for leaders of the neighborhood associations to discuss their concerns with the city. He said he started it in 1993 in response to the economic downturn following the military downsize in Long Beach. While the group disbanded at the turn of the millennium, Fox said he decided to reactivate it nine months ago when friends began expressing concerns about the Land Use Element.

Fox and others from his organization usurped a September 30 community meeting that the city hosted at the Veterans Park Community Center. It was intended to provide answers on the Land Use Element in an informal, workshop-style setting. But Fox accused the city of lacking transparency and demanded a town hall-style format.

Third District Councilmember Suzie Price also disagreed with the way the development services department is approaching community engagement.

“I think the outreach and education is something that should’ve been a priority a long time ago. I’ve been conducting Land Use Element meetings with my constituents at different community meetings for over three years,” she said.

As for the plan itself, Price said that, while she is open to hearing feedback on increasing density in certain areas, such as the 7th Street Business Corridor, there are changes proposed for her district that she “will absolutely not support.” These mainly regard residential areas with a high concentration of single-family homes.

Fourth District Councilmember Daryl Supernaw and 5th District Councilmember Stacy Mungo have also expressed discontent with the Land Use Element.

“The General Plan update is required by the state and it’s our opportunity to plan for our future, but that doesn’t mean one size fits all as far as density is concerned,” Mungo said in an e-mail statement to the Business Journal. “It makes sense to allow

some increased density in areas that have the infrastructure to support it, but it doesn’t make sense for the 5th District, which was developed as low profile residential neighborhoods. I’m going to fight to protect our neighborhoods and keep increased density in areas that are already zoned for it. The people have spoken loud and clear on this, and I agree with them.”

Supernaw wrote in an e-mail response that, while he does not support the proposed zoning changes for his district, he does want to respect the planning commission process.

Former 8th District Councilmember Rae Gabelich voiced concern about parking in an already congested area.

“I manage two properties on Carson Street, a duplex and an eight-unit apartment building, and parking has always been a problem,” she said. “When I was on the council we kept working to change it because of the overflow. The eight-unit has only four single-car garages. Now they’re talking about allowing a 30% increase in the number of residential units without any additional parking required.”

Although Price does not approve of all the proposed changes in her district, she reminded Long Beach residents to consider the layout of the entire city and to view the changes in a holistic context.

“Although it might be popular to say, ‘not in my backyard,’ I don’t know if that’s realistic or smart policy,” she said. “The reality is, in addition to people moving into the city, the primary source of population growth is growing families and we need to accommodate for that.” ■

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## City Council Approves Ban On Styrofoam

■ By **BRANDON RICHARDSON**  
Senior Writer

On October 17, Long Beach joined the ranks of more than 100 California cities in banning the use of polystyrene (Styrofoam) products, including to-go food containers, and other non-recyclable or compostable materials within the city with a unanimous vote by the city council.

The ban is being implemented in phases, with city-owned properties and large businesses – defined as those having 101 or more seats – having to comply within nine months of the ordinance’s passage. Smaller restaurants have 18 months to comply with the ordinance; however, the city council requested a study of impacts of similar bans in other cities to be done prior to the deadline, which could alter regulation on small businesses. An earlier iteration of the proposal defined large restaurants as those with 31 or more seats.

“Honestly, I think that it’s great. I think it’s something that is long past overdue. I think we should have been looking at this a few years ago,” Luis Navarro, owner of both locations of Lola’s Mexican Cuisine. “When we went away from Styrofoam, which was about 2010, our take-out business went up. I understand that, at the end of the day, the restaurant business is about

literally pennies. But you’ve got to open your perspective a little bit more.”

The ban sparked controversy when it was first introduced by 1st District Councilmember Lena Gonzalez on December 26. Those in support of the ban focused on the fact that these products take 500 years or more to decompose, and in the meantime the substance known to be a reasonably anticipated human carcinogen can enter the food chain and contaminate the environment.

According to city staff and the California Restaurant Association (CRA), more than 100 letters from restaurants were submitted to the city opposing the ban. Opponents of the proposal claimed the ban would have severe negative impacts on small mom-and-pop restaurants. Neil Strawder, owner of Bigmista’s Barbecue, said small businesses such as his rely on Styrofoam containers for cost effectiveness. He said these containers cost 8 cents each, while alternatives made of sugarcane or wheat straw cost 48 cents and 56 cents each, respectively, while being less effective.

“My objection to the ban in the first place was not necessarily the product as it was the fact that there is no affordable alternative for it,” Strawder said. “It will affect small businesses like me because that’s a big extra cost and it’s a mandated cost. We have no choice in the matter. The real problem is not so much the product, the problem is that people are littering.”

A main point of contention for those who opposed the ban was the fact that banning Styrofoam products would not reduce the

amount of litter in the city, but rather change its form to whatever alternatives are chosen. Navarro argued that, while this would most likely be the case, Styrofoam breaks down to minuscule pieces making it difficult to clean up, whereas other products stay intact and are easily disposed of during such events as beach cleanups.

Strawder and CRA spokesperson Chris Duggan viewed the council’s decision for additional study on the impacts the ban may have on smaller restaurants as a welcome addition to the proposal, as well as smart politically.

“I believe they’re trying to look at it. They did make a gesture and I appreciate that. In all fairness, that was probably the most that they could do politically,” Strawder said. “At some point nobody wants to say, ‘No, you keep using Styrofoam. I know it’s bad for the environment but I don’t care.’ They can’t do that.”

“We are encouraged that the council will take a measured approach in determining the true economic impact a proposed ban would have on Long Beach mom and pop restaurants,” Duggan added in a prepared statement. “We look forward to working with the city and providing any data that would be meaningful in assessing whether a ban is the right policy for the city.”

In addition to restaurant uses, the council included items such as Styrofoam ice chests, certain craft store products and bean bag chairs stuffed with polystyrene beads in the ban. The proposal includes education programs, enforcement provisions, incentives and assistance, including an undue hardship waiver. ■

## Technology And Innovation Department Seeks Study To Improve Business Processes

■ By **SAMANTHA MEHLINGER**  
Assistant Editor

Assuming the Long Beach City Council approves a recommendation from the technology and innovation department tonight (October 24), the city might get one step closer to improving its business licensing and permitting processes.

The technology and innovation department is recommending that the council approve a memorandum of understanding with John Hopkins University’s Center for Government Excellence to study the city’s management of business licensing and permitting data.

The effort would be funded by the Bloomberg Family Foundation, Inc. as an initiative of its What Works Cities Initiative. That initiative was launched in 2015 to help 100 mid-sized cities in the United States “enhance their use of data and evidence to improve services, inform local decision-making and engage residents,” according to a city staff report.

According to the agenda item, “The goal of this study is to improve and advance the city’s ability to treat data as a strategic

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asset, leveraging it more effectively for reliable insights and more efficient service provision, and deliver results by strengthening its performance analytics systems and processes." Additionally, the hope is that it will promote a culture within the city to leverage data to support businesses.

The study would take about 120 days to complete. ■

## City of Long Beach Adopts Resolution To Support Safety Of Hotel Workers

■ By **ANNE ARTLEY**  
Staff Writer

The Long Beach City Council narrowly voted 5 to 4 on October 10 to adopt a resolution supporting safety protections for workers in the hospitality industry. This action came after the council voted down a proposal at its September 19 meeting to create an ordinance enforcing certain safety measures and new labor rules at area hotels.

At the September meeting, 8th District Councilmember Al Austin made a substitute motion to create a resolution in place of the ordinance. The ordinance would have required hotels to provide room cleaners with panic buttons, notify employees of any sexual offenders staying as guests and put signs in rooms reminding

guests of workers' right to remain free of harassment. It also set forth regulations concerning workloads, such as limiting the square footage hotel management could allow workers to clean in a certain period of time and requiring that overtime be voluntary.

"I don't know whether the community wanted to accept a resolution rather than some direct action," Vice Mayor Rex Richardson told the Business Journal. "I'm a father of two daughters. Women's rights are incredibly important. I know the difference between a political gesture of a resolution and a real action to protect families."

Councilmembers Jeannine Pearce, Lena Gonzalez and Roberto Uranga joined 9th District Councilmember Richardson in his dissent of the resolution. These same councilmembers voted in favor of the September ordinance proposal, of which Gonzalez was the primary author.

"We had hundreds of people here at another meeting to discuss these issues. Lots of men and women spoke about their experiences with sexual assault and unfortunately, they fell on deaf ears," 1st District Councilmember Lena Gonzalez said at the meeting.

Opponents of the measure argued that it was an attempt to force hotels to unionize under the guise of protecting workers' rights, since it applied only to hotels that did not have "a bona fide collective bargaining agreement" with "equivalent protections," according to the council agenda item.

"This isn't rhetoric, this is women's

lives," Pearce said. "It's not about the union. I would ask the industry to take a hard look at panic buttons that connect directly to security guards, not whistles, not noisemakers."

Pearce served eight years as a former senior organizer for the Los Angeles Alliance for a New Economy (LAANE), an organization that pushed the city to adopt safety and workplace regulations for the hospitality industry. Labor union UNITE HERE Local 11 also supported the ordinance.

Fifth District Councilmember Stacy Mungo said that, while she appreciated her colleague's perspective on panic buttons, she "respectfully disagrees" with imposing directives on hotels.

"I have a family member who's been attacked and pushed a button and nobody came, so I appreciate your continued advocacy for it," she said. "But I will continue to advocate for people working in pairs and for our public safety committee to not only look at one industry."

Richardson told the Business Journal that he didn't think it was the right gesture to support the resolution since it had so much "political angst" associated with it.

"When resolutions come to city hall, they're intended to build people up, make them feel appreciated and recognized by the city," he said. "I don't know if we've identified the right solution yet, but the resolution wasn't it." ■



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(Continued From Page 1)

the cities to serve as Amazon's headquarters.

Amazon Sand is a Boeing facility in Huntington Beach that includes a 300,000-square-foot office building and conference center. The site is already entitled for a second office building, according to Huntington Beach Assistant City Manager Lori Ann Farrell Harrison, who is a Long Beach resident and also serves on the Long Beach Board of Harbor Commissioners. Amazon Sea is a campus including Long Beach's One World Trade Center and office towers at 1 and 11 Goldenshore. Amazon Air is the former Boeing C-17 Globemaster III production site off of Wardlow Road at the Long Beach Airport.

"We have sites that are virtually move-in ready. And I think we have a lot of the elements that Amazon is looking for when you combine the two cities," Farrell Harrison said. "I am really proud and thrilled to be a part of it. I think my prior relationship with the City of Long Beach, having worked there and then being a commissioner [and] being a former boardmember for the Long Beach Transit entity, also was a great way to build the bridge between the two cities and put something like this together, which is very unique and very creative."

Farrell Harrison added, "We're hoping that with our Amazon Coast pitch we can really make a strong case that we're move-in ready [and] we have an enviable talent pool that they are not going to be able to find anywhere else." She noted that Long Beach has its own university and city college, and that the greater region has several other prestigious academic institutions as



well as award-winning school districts.

While abroad on a port-related trip to South Korea and Japan, Mayor Robert Garcia e-mailed his thoughts on the collaboration to the Business Journal. "Long Beach is thrilled to be able to work with Huntington Beach to bring Amazon HQ2 to our coast," Garcia wrote. "A key component of the Amazon Coast proposal is the combined strength, resiliency, and economic opportunity that both cities bring to workers and businesses like Amazon. Cities, industries, and innovators will need to work together if they want to shape the future of consumer economies. We're proud to have a partner in this proposal and look forward to welcoming Amazon to our beach cities."

Garcia noted that, to his knowledge, this is the first time Long Beach and Huntington Beach have partnered on a proposal like this. "Our cities each have a proud history as centers of aircraft manufacturing and sit in an ideal location for quality of life and access to the Southern California markets. I think it stands to benefit both Long Beach

and Huntington Beach to partner on a large economic opportunity like this HBLB Amazon proposal and other opportunities that may arise," he wrote.

In addition to the video, which features sweeping footage of the Port of Long Beach, both cities' beaches, transit, the three area airports and more, a coffee table book-style version of the proposal was delivered to Amazon. According to Farrell Harrison, more than 41 people from both cities' governments and tourism agencies worked together on the proposal.

The creative coffee book and video pitch were done pro bono by Long Beach's own InterTrend Communications, a downtown advertising firm, according to Steve Goodling, president and CEO of the Long Beach Convention & Visitors Bureau. "We realize and recognize that there are many cities bidding for this. But we believe it will cut through some of the clutter because of the creativity of the proposal," Goodling said. "InterTrend came up with the idea, since Amazon really started off as a book

company, that they present this as a coffee table book." He added that InterTrend's staff, led by CEO Julia Huang, worked 24/7 on the proposal over the course of three weeks.

John Keisler, director of economic and property development for the City of Long Beach, said he and his staff have been meeting with private property owners, state and county officials, and the governor's GO-Biz office to identify incentives to tie in to the proposal.

Keisler said that Amazon has described the potential economic impact it would bring to a new headquarters as comparable to its impact in Seattle, where its first headquarters is located. "That is a tremendous economic impact because it involves as many as 50,000 employees with a median wage of about \$100,000," he said. "They state in terms of their own projections about \$5 billion in capital expenditure. They state every dollar invested by Amazon in Seattle has generated another \$1.40 for the economy."

Long Beach is also participating in a Los Angeles County region proposal spearheaded by the Los Angeles County Economic Development Corporation, according to Keisler. "We are excited. Either way, it provides a real wide range of options for Amazon to consider," he said.

"I want to thank all the local business and property owners and property managers in Long Beach who helped us with this," Keisler said. "I want to thank the local business associations and InterTrend, our local communications firm, as well as Huntington Beach. Because it is really neat to be able to partner together and to . . . dream big in an aspirational way." ■

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(Continued From Page 1)

Community Foundation Executive Director Marcelle Epley reached out to publishers and editors at the four news agencies to gauge their interest in such a project. As leaders in a traditionally competitive industry with varying ideas about the delivery of news, it was not, at first, an easy sell, Epley said.

“It was definitely a challenge getting everyone’s schedules aligned, as well as working with the fierce competition that exists,” said Epley. “However, everyone had the same desire to improve the quality of journalism in our city and to finally report on the important issues they have been wanting to cover for a long time, but have not had the individual resources to do so.”

By unanimous vote, the collaborative decided to tackle a widespread yet overlooked and underreported concern in the city: Nearly 16% of Long Beach residents lack Internet access in their homes, and most of those aren’t connecting outside of their homes, either. Thanks to a grant from the Knight Foundation, the Long Beach Media Collaborative will look at why, in a metropolitan city that has styled itself as a technology leader in an increasingly digital world, nearly one-sixth of the population is not logging on.

Among other things, we’ll dive into the economic causes of the divide; the effects that lack of reliable Internet access can have on student performance, prospects for higher education, future employability and economic mobility; the importance of a technologically literate workforce to businesses and the local economy; how the problem has been tackled elsewhere to varying degrees of success; and what programs and policies could be put in place locally to help improve the situation.

While this is a first for the Long Beach news ecosystem, the collaborative reporting model isn’t a new one. Understanding the importance of in-depth reporting at a time when publications are struggling to keep up in an ever-changing media landscape, the Knight Foundation reached out to community foundations nationwide in February 2016 asking them how they could support investigative journalism, according to Epley.

Every collaboration, however, just like every news source, is different; over the past several months, our four institutions have come together to learn and discuss best practices to deliver collaborative reporting, engage our varied audiences and work together as colleagues to bring our city the best possible coverage of this important issue.

Now, our research and reporting is taking shape and, as we begin to roll out articles, in the coming weeks we ask you to join us as we explore the digital divide. ■

# The Harsh Realities Of Living In Long Beach – Without The Internet

■ BY DAVID DOWNEY

The Press Telegram

The Media Collaborative

Long Beach is located in the heart of one of the world’s most technologically advanced regions.

Yet one in six people who live in California’s seventh largest city aren’t connected to the lifeblood of the 21st Century: the Internet.

That’s disturbing, experts say, in an era when Internet access is crucial for filling out job applications, applying for government benefits, enrolling in college classes and even doing grade-school homework.

What once was a luxury is a necessity. Some consider it a fundamental human right.

“It’s essentially the gateway for participation in the 21st century economy in the United States,” said Phillip Berenbroick (CQ), senior policy counsel for the Washington, D.C., advocacy group Public Knowledge.

“Access is a universal need,” he said.

However, access is anything but a universal possession in the densely populated, ethnically diverse, 51-square-mile Los Angeles County city.

The most recent U.S. Census Bureau statistics, unveiled with September’s release of the 2016 American Community Survey, show 15.8% of Long Beach households are disconnected.

And that number doesn’t tell the whole story.

Another 9.5% of households have the ability to connect only because someone in the family possesses a smartphone. Some experts consider the smartphone a convenient, yet for the most part inadequate, means to perform vital Internet-related tasks.

From that perspective, one in four households lacks an adequate portal to the World Wide Web.

By any measure, though, Long Beach is a city of haves and have-nots when it comes to Internet access at home. And proportionately fewer households are connected in Long Beach than in neighboring cities such as Carson, Downey, Lakewood and Torrance.

## The Digital Divide

Long Beach is roughly on par with Los Angeles County as a whole, but not with other large coastal counties. Significantly higher rates of connectivity prevail in Orange and San Diego counties.

“The digital divide is real,” said Mayor Robert Garcia. “It exists in the country. And it certainly exists in Long Beach.”

Census numbers show the city scores a little higher than the national average, but lower than California overall.

That’s concerning given that the Golden State is the birthplace of the Internet and the Pacific Coast states are among the nation’s biggest adopters of the Internet.

“It’s embarrassing,” said Sunne Wright McPeak, chief executive officer and president of the California Emerging Technology Fund, a group that is leading the charge to close the digital divide. “We are the fountain of innovation.”

It’s also embarrassing because the city of nearly a half million people fancies itself an emerging capital of technological innovation, a sort of Silicon Valley South.

“We, in Long Beach, want to be on the cutting edge,” said Jessica Quintana, executive director for the advocacy group Centro C.H.A. “And we are a great city. But I think we need to dive in a little deeper and look at which populations are being disenfranchised.”

Diving into the new census survey, one finds that those who lack access are predominantly people of color, the poor, those who didn’t graduate from high school and change-leery senior citizens.

There is also a dramatic geographic divide between east and west, on a scale that mirrors rates of access in South Central Los Angeles versus West L.A.



Mayor Robert Garcia is aware that some areas of Long Beach lack Internet access, and said the issue is “clearly tied to income.” (Press-Telegram file photograph)

Bob Cabeza, vice president of community development for the YMCA of Greater Long Beach, pointed out that digital literacy is a challenge for seniors. (Photograph by Scott Varley)



## Tied To Income

While just 7% of whites living in Long Beach lack an Internet connection, the percentage rises to 12.4% for Asian-American residents, 16.9% for Latinos and 19.2% for blacks.

Quintana termed the figure for Latinos alarming given they constitute the largest ethnic group. According to the Census Bureau, Latinos make up 45% of Long Beach’s population.

There is a stark divide when it comes to income.

Close to half of households subsisting on \$10,000 or less per year – 42.9% – don’t have Internet access of any kind at home.

The no-Internet rate is 38.1% for those living on \$10,000 to \$19,999, 26.5% for those making \$20,000 to \$34,999, 15.9% for those earning \$35,000 to \$49,999, 11.6% for those making \$50,000 to \$74,999 and 4.6% for those earning \$75,000 or more.

Then there is the education factor.

Among those who didn’t graduate from high school, more than a quarter – 25.7% – aren’t connected at home. And, again, that is counting those who get online solely via a smartphone in the column of those who have access.

The no-access percentage falls to 14.8% for high school graduates plus those who took some college classes, and to 5.3% for people who earned a bachelor’s or more advanced degree.

## Islands In An Internet Sea

The large numbers of people living as islands in a sea of Internet activity, for the most part, isn’t a result of broadband service not being available in one’s neighborhood.

According to an analysis conducted by USC, 91% of Long Beach is served by at least two high-speed Internet providers and more than 99% is served by at least one.

However, USC’s analysis, based on the 2015 American Community Survey, reveals differences by geography in who actually subscribes to Internet service.

The vast majority of households on Long Beach’s affluent east side have Internet beamed into their homes. But significantly lower broadband adoption rates prevail in northern and southwestern reaches of the city. Central Long Beach and Signal Hill fall in between.

Perhaps what is most striking is the sharp difference – more than 20 percentage points – between east and Southwest Long Beach, said Hernan Galperin, a research associate professor in USC’s Annenberg School for Communication.

“East Long Beach has broadband adoption levels close to those of West L.A.,” Galperin wrote in an e-mail.

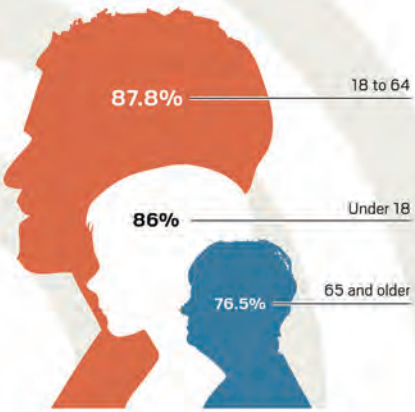
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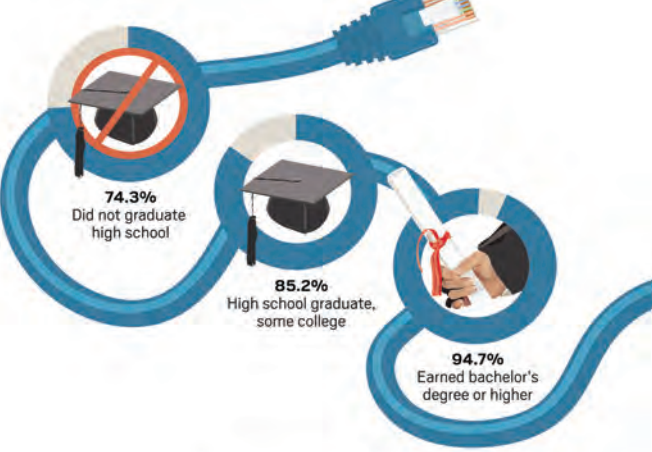
# DIGITAL DIVIDE

Across much of Long Beach, families have the ability to connect to the Internet. However, because some cannot afford computers and broadband subscriptions, many remain disconnected from the World Wide Web.

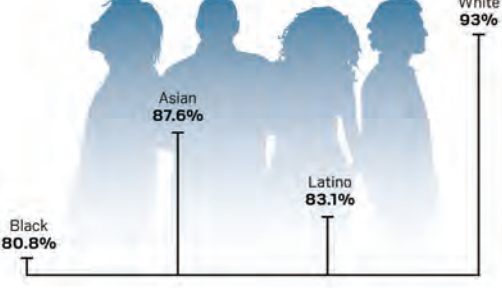
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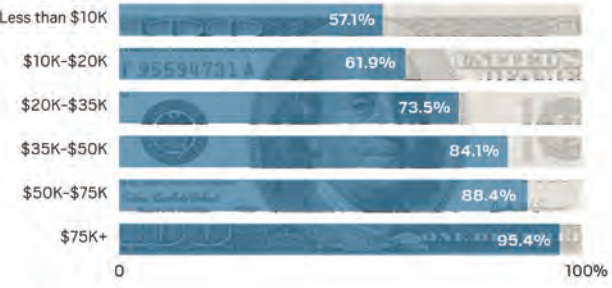
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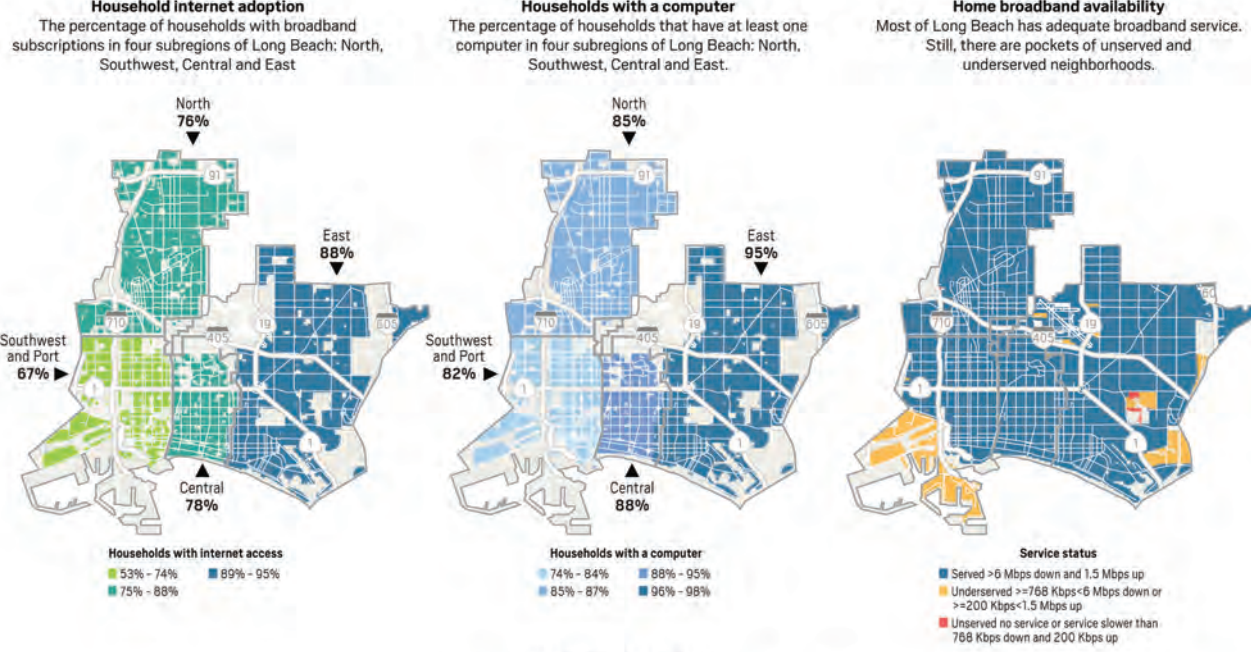
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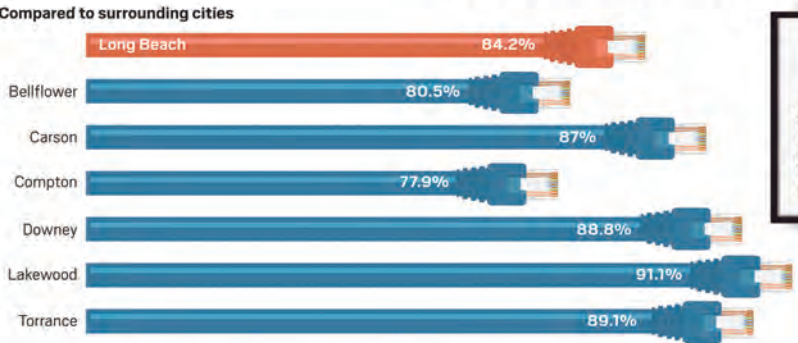


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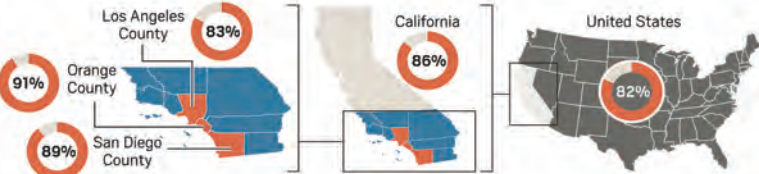


### ACCESS AT HOME

How Long Beach compares to other areas



Compared to various counties, the state of California and the rest of the nation



(Continued From Previous Page)

At the same time, he said, adoption rates in Southwest Long Beach resemble levels in South Central Los Angeles.

"I don't think it should be a huge surprise that there are areas of our community that are lacking access," said Garcia, the mayor. "It's clearly tied to income, and to who can and cannot afford broadband service."

Indeed, for many the decision to not subscribe to a broadband service is a purely financial one, said journalism professor Gwen Shaffer (CQ), who teaches Internet policy and communication law at Cal State Long Beach.

If a family is given a choice between subscribing to broadband or putting food on the table and paying rent, Shaffer said, the Internet's going to lose every time.

Still, lack of access is not only about cost. Some choose to live disconnected because the Internet is foreign to them.

"They don't have the skills and are intimidated about the prospects of using a computer," Shaffer said. "Sometimes they just don't trust it."

## Digital Fish

Indeed, said Bob Cabeza, vice president of community development for the YMCA of Greater Long Beach, the computer is second nature for younger people. But older folks, not so much.

"Kids are swimming in technology like fish. They are digital fish," Cabeza said.

But older adults, he said, must learn to swim because they are "digital mammals." So it comes as no surprise that senior citizens are among the most disconnected Long Beach residents.

Many seniors have lived the better part of a lifetime using the old-fashioned wall telephone, a thing called the phone book and the printed newspaper. And they're not in a hurry to transition to the digital world.

That sentiment is reflected in the census snapshot.

Twenty-four percent of people age 65 and older do not subscribe to broadband, and 17% don't even own a computer – of any kind.

To a degree, experts say, lack of access isn't as big of a concern for senior citizens because many are retired. They don't need to apply for jobs. They don't need to sign up for college classes.

Still, medical information is increasingly being dispensed online. So is information about Social Security and banking, experts say. Not to mention that one has to go online to buy airline tickets to visit the grandchildren.

So access is becoming increasingly important for senior citizens all the time.

## The Digital Wall

And for almost everybody else access is an absolute necessity.

Berenbroick, of the D.C., group, said most jobs are advertised over the Internet, and job seekers are expected to apply online.

"Even the federal government doesn't take paper applications anymore. It's all online," he said. "Many large employers are the same way."

Yet, in another facet of the Long Beach digital divide, those who need the Internet most are the least likely to have it.

Almost 23% of unemployed residents lack access, compared to 11% of those who do have a job.

"We already have inequalities in our society, in terms of educational level and income," Shaffer said. "The thing we need to consider is that, when you tack on lack of Internet access, you are compounding inequality."

Cabeza added: "We've built a digital wall for people that they have to climb over to get out of poverty." ■



# 'Cautiously Optimistic'

(Continued From Page 1)

crease production, which remains flat at around 130,000 barrels per day.

Hovering just above \$50 per barrel, Barnes said it is encouraging to see prices coming up and staying up. He noted that inventories around the world have been decreasing over the last year, with many major projects being cancelled due to poor economic conditions. Despite this, Barnes said he is proud of CRC's performance and employees.

"There are new sets of regulations coming down all the time. We try to take a proactive approach to the new regulations," Barnes said. "We try to educate the regulatory agencies how it works, how the oil field operations are conducted just to make sure we are on the same page in our understanding of what the operation is."

Currently, most new regulations related to oil and gas operations are in draft form, according to Barnes. Because of this, he said, it is difficult to say which, if any, would have a drastic impact on CRC operations. However, he said the company will continue being proactive in working with regulators to ensure an environmentally conscious and robust oil and gas industry.

When oil prices began dropping drastically in 2014, Signal Hill Petroleum (SHP) was forced to downsize personnel to offset losses, according to David Slater, chief operating officer and executive vice president of SHP.

"Personnel wise, we have stayed at that level since then. We are contemplating



With oil prices stabilizing in the \$50 range, California Resources Corporation Vice President of Operations Robert Barnes, pictured at the company's Long Beach offices, said the industry is enjoying some cautious optimism. (Photograph by the Business Journal's Larry Duncan)

some growth going into next year," Slater said. "The company is strong and we've managed the cash flow by managing expenses. We have no control over the price of our product. The only thing we have control over is how much product we produce and at what cost."

When prices dipped, Slater explained the company quickly wound down all drilling activity and mothballed its two drilling rigs. However, he noted SHP is working on plans to reactivate one of its rigs in the first half of 2018.

With oil well yields' natural decline over time and no new drilling, Slater said SHP's technical operators have worked hard to offset losses by working on existing wells to produce more oil by pumping more efficiently. Because of these efforts, SHP's oil production has remained relatively flat at around 1 million barrels per year.

In addition to oil, SHP produces natural gas, which the company cleans and uses itself as part of its sustainability goals. Slater said the company generates 70% of the electricity needed to run the oil field using

one the cleanest burning electrical generators in the Western United States.

To ensure the safety of surrounding residents and the environment, SHP has field operators on duty 24 hours per day, seven days per week. These operators do routine checks of all wells regularly to ensure proper functionality. Additionally, SHP has a third party engineering technician test 75,000 tagged and identified components that are potential leak points every quarter. Slater said the tests usually pinpoint two or three minor leaks, which are promptly re-



**We started in  
the oil fields and  
still going strong  
71 YEARS  
later**



# Special Report: Oil & Gas Industry

## 'Caustiously Optimistic'

(Continued From Page 17)

paired.

"We consider our primary mission to be stewards of our community and stewards of the environment. The safety of our personnel and the safety of the public is paramount to our company," Slater explained. "We're very proud of our track record but that doesn't mean that we can't improve. That's the attitude of our company: get better every day."

While other companies and corporations are not increasing oil production, Carson and Wilmington oil refinery operator Andeavor, formerly Tesoro, is investing more than \$460 million into its Los Angeles Re-

struction, it is estimated the project will create 700 construction jobs, while the overall investment will create more than 4,000 jobs and nearly \$265 million in local labor income. Additionally, Andeavor estimates the project to generate more than \$86+ million in tax revenue, while adding more than \$702 million in local business revenues in Southern California.

Matt Baebler, senior manager of capital projects for Andeavor & LARIC project manager, said LARIC is the largest project Andeavor is undertaking right now. He said the project is modifying eight units in Carson, four in Wilmington and includes a new rail facility to streamline unloading product. A new pipeline bundle is being installed to interconnect the two refineries.

Ralph Combs, manager of regulatory, community and government affairs for The Termo Company, said the market remains challenging but the company is hanging in there. He explained the company worked hard to maintain production at a steady level, between 140 and 200 barrels per day from its 21 Long Beach and Signal Hill wells.

According to Combs, California operators manage to meet 40% of the state's oil needs, with the remainder being imported. He added that operators would like to be able to produce 100% of the state's oil, however, the stringent regulations hinder projects and current prices don't allow for large scale investment.

"Termo has no new drilling activity

federal side, as far as oil and gas operations," Dowell said. "It's just the ongoing concern over global warming and any impact that the industry contributes to that. So, things that are controllable and can be regulated are."

Regarding natural gas operations, Dowell noted prices have gone down slightly from a year ago but are anticipated to remain flat at around \$3 per one million British Thermal Units through 2018. He explained that energy efficiency programs and building standards have succeeded in reducing inefficiencies, which has caused natural gas consumption in homes to decline.

The Southern California Gas Company (SoCal Gas), provides natural gas to more than 20 million consumers in Central and Southern California, according to Lisa Alexander, vice president of customer solutions and communications. She said the 150-year-old utilities company reaches more than 550 communities from Fresno to the Mexican border and utilizes more than 100,000 miles of pipeline.

"Now we are in a really interesting time. As we look to the future, we recognize that we are in a state with some very bold climate and environmental goals," Alexander said. "We're very bullish on the role of natural gas and maximizing the state's renewable energy use and consumption. It will play a really large role in enabling wind and solar power. And we are also very excited about opportunities with renewable gas."

Alexander explained that SoCal Gas is exploring options to capture methane from dairy farms, wastewater treatment plants, landfills and other areas where decomposition of organic material occurs, as a source of renewable gas. Such projects would be beneficial in two ways, first by capturing greenhouse gases before they are emitted to the atmosphere and second by reducing the carbon footprint of the natural gas distribution utility system by utilizing those greenhouse gases instead of other fuel sources.

Today, 60% of compressed natural gas transportation fuel used in the region is produced using renewable gas sources out of state, according to Alexander. She explained that SoCal Gas is working with the state and industry partners to explore bringing renewable natural gas production to California, with a major project near Long Beach to be announced in 2018.

The vision of renewable gas is not limited to organic sources, as is evident with SoCal Gas's work with UC Irvine in utilizing power-to-gas techniques. The demonstration project takes excess renewable electricity generated by the university campuses solar panels, runs it through water to separate the hydrogen from oxygen and placing the hydrogen in the campus pipeline system to be used to run the university's cogeneration plant.

"Whenever we're talking about the oil and gas business, recognize that safety is our highest priority above all. As a utility, we are not only committed to meeting but exceeding all standards for safety," Alexander said. "We're very actively engaged in hiring the most highly trained and responsible energy professionals to ensure the safe and reliable delivery of energy to homes, business and industrial operations." ■



According to CEO and Executive Vice President David Slater, Signal Hill Petroleum has not had new drilling operations since 2014. However, he said the company is currently working on plans to reactivate one of its drilling rigs to commence drilling during the first half of 2018. (Photograph by the Business Journal's Larry Duncan)

finery Integration and Compliance (LARIC) project. The project, which celebrated its official groundbreaking on October 10, integrates its two refineries to make operations cleaner and more efficient.

According to CJ Warner, executive vice president of operations for Andeavor, upon completion, LARIC would reduce greenhouse gas emissions, including NOx, SOx, particulate matter and carbon, equivalent to removing 13,500 vehicles from roads every day, while increasing processing capability by about 2% or 6,000 barrels per day.

"Sometimes we find ourselves in the tough battle of the environment versus jobs. I think they can coexist and I think this project is a prime example of working with the community," State Sen. Steven Bradford said during a groundbreaking ceremony. "As an individual who worked for an environmental nonprofit, I'm a strong proponent of what you do here. This industry has cleaned itself up over the last 20 years far beyond what anyone really wants to give you credit for."

The project received more than 1,800 letters of support that were submitted to the South Coast Air Quality Management District, which, along with the cities, had to sign off on the project. During peak con-

"Engineering started on this project over three years ago and construction finally started just a couple months ago. Most of the major unit modifications and infrastructure should be completed by the end of 2018, including the shutdown of a large emissions source in Wilmington," Baebler said. "This is a massive project. We have over 32 miles of new pipe, including almost 10 miles in this center-connecting bundle. We have 826 tons of structural steel and the bores alone will pull out 2.8 million pounds of dirt."

Andeavor settled with the City of Carson to the tune of \$45 million, according to Carson Mayor Albert Robles. During the groundbreaking ceremony, Robles praised the Andeavor Foundation for also contributing more than \$1 million for the construction of a park for children of all levels of ability.

"If you have a child or have a friend who has a child of different abilities, you know that having a park that is available for them to participate and have fun just like all other kids is absolutely important," Robles said. "I think Andeavor is a valuable stakeholder in the City of Carson and by highlighting the park I wanted to highlight that they invested in the community."

going on in Long Beach or L.A. County. That's not to say we wouldn't like to, but rather we have focused on maintaining production by keeping the wells running properly," Combs said. "There are some ideas that we have that we would like to work with the city to implement, but as it stands we don't have any current plans to drill any wells in the City of Long Beach."

The stable oil prices have not increased drilling for Long Beach Gas & Oil (LBGO), according to Director Bob Dowell. He said the contractor is currently drilling about 1.5 wells per month and that no major changes are expected, as oil prices are forecasted to remain relatively unchanged through 2018.

So far, 2017 has seen an average of 20,100 barrels of oil produced by LBGO per day. However, Dowell said only 19,000 barrels per day are expected in 2018 due to the natural decline in wells. He explained that, unless prices increase and LBGO ramps up drilling operations, oil production will continue to decline.

"There are always challenges out there. The entire State of California is contemplating going to no fossil fuels by 2040. Increased regulations, both from the state and





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Robert Kestenbaum is the lead contingency planning specialist for Andeavor. He said earthquakes, tsunamis, floods and fires are the main types of natural disasters his company takes into consideration when protecting its operations in California. (Photograph by the Business Journal's Larry Duncan)

# Long Beach Refineries Take Proactive Measures Against Natural Disasters

■ BY ANNE ARTLEY  
Staff Writer

According to Lead Contingency Planning Specialist Robert Kestenbaum, earthquakes, tsunamis, fires and floods are the main types of natural disasters that his company, petroleum refining firm Andeavor, takes into consideration

when protecting its California refineries. Andeavor works with the United States Geological Survey to determine the location, magnitude and severity of any earthquakes, according to Kestenbaum. That way, the refinery can pinpoint which oil pipelines to shut down. There are also expansion loops in the piping to allow for ground movement, he said.

“Within our refineries, a lot of our units have vibration equipment for the pumps and compressors, so they would shut down for a major vibration,” he said. But, he added, there haven’t been any major earthquakes over the last 20 years that have impacted facilities.

Long Beach Gas and Oil Department Director Robert Dowell said that building codes establish provisions for the above-ground facilities in the case of a seismic event.

“Tanks and pipelines all have a consideration for seismic activities, such as spill-containment provisions and movement considerations,” he said.

He also said the city’s oil facilities conduct spill drills on an annual basis. They also replace 40,000 to 60,000 feet of older gas pipelines every year in an “ongoing process to modernize the system.”

“The City of Long Beach is very fortunate that we don’t have [significant] seismic activity,” he said. “But we have plans in place to mitigate earthquakes.”

He said that, while some oil pipelines ruptured due to seismic activity from the Northridge Earthquake of 1994, the system now utilizes lower-pressure delivery lines than the ones that ruptured.

According to Signal Hill Petroleum Executive Vice- President David Slater, the biggest risk to his operations in Southern California are “major earthquakes,” but that the facilities stood up to the test of the Northridge emergency.

“Our industry is very robustly prepared. The one concern is loss of utility electric power, which typically happens,” he said. “There was one pipeline failure in the Northridge quake. It was a decades-old pipeline that utilized old technology for welding. That one has since been taken out of service.”

According to Slater, the most important aspect of preparation in the case of any natural disaster is ensuring that there are multiple channels of communication, not just between employees, but also between employees and their families.

“The biggest lesson in the last 20 years has been a communication issue,” he said. “You can guarantee your cell phone won’t work.”

Slater said the company plans to act as a first responder for any petroleum leak in the area, which has happened in the past. But, he said, “We’ve never failed to get reimbursed.”

As for tsunamis and floods, Kestenbaum said in the worst-case tsunami scenario, “the only option we have is to protect our employees since the Port of Long Beach will be wiped out.” If there is heavy rainfall, the management team examines each site on an individual basis.

“There’s only so much you can do ahead of time,” he said. “How we protect our employees is first and foremost.”

Kestenbaum said Andeavor’s Southern California oil refineries and truck terminals are not much at risk for wildfires. But the refineries in Carson and Wilmington have a volunteer fire department equipped with between 130 and 160 members who are qualified industrial firefighters, according to Kestenbaum. The company is also a partner of the Southern California Industrial Mutual Aid Organization, which is made up of the major refineries including Chevron, Valero and Phillips 66.

Andeavor also has a partnership with the Long Beach and Los Angeles Fire Departments and conducts regular inspections. “We do everything we can to keep the dragon in the pipe,” Kestenbaum said.

In addition, California Resources Corporation Director of Security Bill Blair wrote in an e-mail statement to the Business Journal that the operations based in Long Beach are equipped with fire suppression systems, and they maintain emergency shut-down systems.

“Our employees and contractors are trained in emergency response procedures through real-time scenario drills,” he stated. “The exercises are conducted and coordinated with local public safety agencies.” ■

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# Diversifying For The Future: Alternative Energy Trends Informing Oil And Gas Industry Investments

■ By **SAMANTHA MEHLINGER**  
Assistant Editor

Governments the world over are seeking to combat climate change and improve air quality – a goal reflected in the Paris Climate Agreement, a global plan for combating climate change that has been ratified by 168 countries. While the United States is no longer a participant in the 2016 agreement, other government regulations, trends in consumer demand, and technological advancements stand to create a new energy landscape, one that is already spurring the oil and gas industry to change.

Many oil and gas companies are investing in alternative fuels and energies. British Petroleum (BP) and ExxonMobil, for example, both have extensive webpages detailing the diversification of their portfolios beyond traditional oil and gas operations. BP touts itself as one of the top wind energy producers in the United States, as well as “the largest operator of biofuels production in Brazil.”

ExxonMobil has invested in the study of algae as a potential source for a biofuel and makes a key component for solar panels, according to the firm’s website. Additionally, the company identifies itself as a leader in carbon capture and sequestration, a process in which carbon dioxide gas emissions are captured and then injected into the ground for storage, rather than being released into the atmosphere. Although the process is for now “prohibitively expensive,” ExxonMobil is pursuing projects and methods to reduce costs and make the technology economically viable.

In a report this year, the United States Department of Energy (DOE) stated the expectation that fossil fuels would account for more than three-quarters of global energy consumption by 2040, despite a more rapid increase in the production of renewable or nuclear fuels. Natural gas is identified as

the fossil fuel expected to experience the greatest rate of increase in consumption. The fuel has a lower carbon intensity than other fossil fuels like petroleum and coal. The DOE projects that the consumption of renewable fuels will increase at an annual rate of 2.3% through 2040.

Chris Lafakis, a director at Moody’s Analytics specializing in energy economics, predicted that the demand for oil should increase at a rate of 1% per year within a 30-year time frame – but only if there are no technological advancements with respect to alternative energies. “That [demand] is being fueled by the industrialization of emerging market economies,” he said. “Think about the early industrial revolution in England, and then in the United States, and how the standard of living increased. . . . The same things that we did 100 years ago in the U.S. economy are happening in East Asia today. And that creates demand for oil and oil products.”

However, technologies are already being developed that would likely impact demand for oil. “If we’re looking at long-term demand trends, then we are going to have to consider the possibility of transformative and disruptive technologies,” he said. These could “supplant fossil fuels and particularly oil,” he noted.

“The main threat that we can see on the horizon right now would be batteries. And they are much more efficient,” Lafakis said. “If you think about the internal combustion engine, it’s largely the same invention as it was in the early part of the 20th century. . . . You lose about 60% to 65% of the energy that you put in to the internal combustion engine during the combustion process. So they are very inefficient.” Batteries cut that inefficiency in half to about 30% of energy lost, he said.

Batteries remain cost prohibitive in some respects – in a recent Business Journal ar-

ticle, for example, a BYD executive noted that the battery technology required to operate a drayage truck is much more expensive than traditional diesel-fueled engines. However, Lafakis said that battery manufacturers are working on ways to reduce cost. “I would say that it’s almost impossible to forecast with absolutely certainty the rate of decline in battery cost. But I would say that costs have declined dramatically; I mean, over 60% in the last decade,” he said.

“It’s almost a certainty that battery costs will continue to decline and that electric vehicles will constitute an increasing percentage of total vehicle sales,” Lafakis said. The use of natural gas and renewable fuels to power vehicles is also likely to increase, he added. As a result, he predicts that global oil demand will be affected.

Additionally, Lafakis anticipates that 90% to 95% of new power plants in the United States built in the next 30 years will run on natural gas rather than coal.

“Over the next 10 years or so, I would expect continued growth of 1% to 2% in [annual] global oil demand, which means that we’re going to need more oil supply. And that’s going to come from primarily OPEC countries and the United States,” Lafakis said.

“I think that at some point you’re going to get to the point where demand stops growing,” Lafakis said. “Right around 2030 is when I would expect oil demand to kind of peak. And then I would expect steady declines in oil demand in 2030 and beyond.” He added, “I say that with a lot of humility and a recognition that I could be wrong, just because it’s very difficult to project the rate of technological innovation.”

A decrease in demand for oil would mean that the price of oil would decline, cutting into the attractiveness of investments in the fossil fuel, Lafakis explained. He speculated that oil and gas companies would seek

to invest in alternative energies to remain economically viable. “They are going to have to adapt to this landscape,” he said.

Catherine Reheis-Boyd, president of the Western States Petroleum Association, told the Business Journal that oil and gas companies are here to stay for the foreseeable future, and noted that many are investing in innovative technologies and alternative fuels. The organization represents oil and gas companies in the Western United States.

“We’re really interested in talking about the exciting, innovative and creative things these companies are doing. And it’s not just in the oil and natural gas space; it’s in the alternative and renewable fuel space for the future,” Reheis-Boyd said.

“Many people don’t know that this industry invests more than the federal government in alternative renewable fuels,” Reheis-Boyd pointed out. “We have companies that are investing in electric charging stations through different parts of their trading company, like Shell or BP,” she noted.

Other companies are continuing to research ways to better integrate ethanol into transportation fuels, Reheis-Boyd said. Ethanol is less carbon-intensive than oil-based fuels, and can be mixed with those fuels to reduce carbon emissions. However, someone has yet to crack getting beyond a mix with just 10% ethanol, as more tends to damage engines, she explained.

“You see each of them in their own way finding what they believe is going to be a way to diversify our future portfolio of fuels going forward,” Reheis-Boyd said, adding that wind and solar energies are also areas of investment for oil and gas companies.

Discussions around shifting fuel and energy supplies to alternative sources need to include an emphasis on cost and timelines, Reheis-Boyd said. She used the goal of re-

Andeavor, formerly Tesoro, celebrated the official groundbreaking of its Los Angeles Refinery Integration and Compliance project on October 10. The development is meant to connect the company’s Carson and Wilmington refineries to drastically reduce emissions, while increasing processing capability. Pictured from left: Dave Foster, vice president of Los Angeles Refinery; Matt Baebler, Andeavor senior manager of capital projects; Carson Mayor Albert Robles; California State Senator Steven Bradford; CJ Warner, executive vice president of Andeavor operations; and Don Sorensen, senior vice president of Andeavor logistics. (Photograph by the Business Journal’s Brandon Richardson)





## Special Report: Oil & Gas Industry

placing all cars on the road in California with electric vehicles as an example. “You have 200,000 electric vehicles. You have 26 million internal combustion engines. So, there is just no way that that’s going to happen overnight or by 2030 or by 2040. I mean, the gap is too big,” she explained.

Currently, electric auto sales encompass as little as 2% of overall vehicle sales in the U.S., according to Lafakis. “Even if they were 100% of total vehicle sales, you still have the [existing] vehicle stock that is 98% conventional [vehicles],” he said. He estimated it would take around 15 years for all autos in the United States to be electric, if all vehicles sold from now on were electric.

“A lot of times these goals are certainly meritorious, but they are also aspirational. They’re just not based in reality,” Reheis-Boyd said, referring to goals meant to reduce the use of fossil fuels. “They can’t just say ‘Oh, well let’s just move to that space tomorrow.’ It is a transition, and it’s an exciting one.”

Reheis-Boyd said she expects to see shifts in what oil and gas companies invest in in the future. “That’s all good. That’s a natural progression,” she said. “The challenge in California or Washington and Oregon is not that our companies can’t innovate and diversify and look at these opportunities. It’s that there is such an anti-oil, off-oil agenda to keep oil in the ground and don’t do anything with it.”

This is particularly problematic when it comes to investment in natural gas operations, she noted. The fuel offers significant reductions in carbon dioxide emissions and

other harmful emissions. Production of natural gas in the U.S., however, has grown due to controversial processes like hydraulic fracturing, which some contend cause earthquakes.

Jennifer Foelske, Southern California general manager for Fluor, a global engineering and construction company, said that regulations are burdensome to refineries in her region. “Refineries are being challenged to comply with these environmental regulations, while managing existing maintenance requirements on limited annual budgets,” she said via e-mail.

Fluor has developed some resource and cost-saving processes to help such clients. “We are working closely with refiners to help them upgrade their facilities and comply with these emissions requirements in a capital-efficient manner,” Foelske said. “For example, Fluor has a gas process technology that enables refineries’ cogeneration units to operate on 100% refinery fuel gas. This technology eliminates the need for natural gas and frees up capital that can then be re-invested into operation, maintenance and reliability projects.”

“I think oil and gas is still the prominent fuel and will be the prominent fuel for now and into the foreseeable future. So, no, I don’t see a huge slowdown of our ability to find, extract, produce and refine the valuable resources we have,” Reheis-Boyd said.

“The big trends are the proliferation of renewables and the proliferation of electric vehicles,” Lafakis said. “The wild card would be what is the rate of technological progress and how quickly do we move towards these new technologies.” ■

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## FUELING YOUR ENERGY NEEDS AND PROTECTING OUR ENVIRONMENT





# Women Advance In Business, Although Slowly

■ BY **SAMANTHA MEHLINGER**  
Assistant Editor

There is an abundance of data available illustrating the game of catch-up women still have to play when it comes to advancing in the workplace. Improvements are being made, but the needle is, by many accounts, moving slowly.

Census Bureau findings released in September show that the female-to-male earnings ratio increased last year from 80% in 2014-15 to 80.5%, meaning that women now make 80.5% of what men do for performing the same work. This was the largest gain for women's wages in a decade, according to the Census.

When it comes to corporate leadership, globally one in four senior roles are held by women, according to GrantThornton's 2017 "Women in Business" report. This represents an improvement of 1% from 2016. However, the proportion of businesses with no women in any senior positions has risen from 33% to 34%. The GrantThornton report analyzes data from the firm's "International Business Report," which surveys more than 10,000 business leaders in 36 economies annually.

In the United States, women occupied 23% of senior leadership roles in 2016, and the proportion of businesses without women in senior positions was 31%. Both figures held the same as the year prior, according to the report.

GrantThornton's report also found that women tend to see less opportunities than men across many aspects of business, representing a "confidence gap." The firm emphasized the importance of diversity in leadership, mentoring and sponsoring of female employees, and re-thinking concepts of risk-taking, among other suggestions, to promote more opportunities for women to advance in the workplace.

This edition's Focus On Women In Business includes interviews with two local women leaders in business with global reach. They each lead organizations in male-dominated industries and are keenly aware of the challenges still facing women in the workplace. Each emphasizes the importance of mentoring and creating more opportunities to pave the way for the successful women leaders of tomorrow. ■



Lou Anne Bynum presides over a meeting of the Long Beach Board of Harbor Commissioners, of which she is president. At her left is recently appointed Commissioner Bonnie Lowenthal, a former state assemblymember and Long Beach councilmember. Four members of the five-member board are women. (Photograph courtesy of the Port of Long Beach)

## Harbor Commission President Bynum Reflects On Women In Trade And Her Role At The Port

■ BY **SAMANTHA MEHLINGER**  
Assistant Editor

As president of the Long Beach Board of Harbor Commissioners, which oversees the Port of Long Beach (POLB), Lou Anne Bynum is a business leader with international reach. Just last week, she traveled to South Korea and Japan alongside POLB Executive Director Mario Cordero and Mayor Robert Garcia to meet with clients of the port. Bynum has served on the harbor commission since 2014, when then-Mayor Bob Foster appointed her to the board.

Bynum is one of four women on the majority female board. With the recent appointment of former Assemblymember Bonnie Lowenthal, this is the first time in the port's history that its board has been comprised of a four-fifths majority female board.

"I can't think of any other commissions that have this kind of majority of women. And when you get out of the United States, I think it's very unusual to see something like that," Bynum said during an interview at the port's interim headquarters near the Long Beach Airport. "Not only are we a global leader for being a green port and sustainable and innovative, but we are leading in this area in making sure that women have as much opportunity and leadership roles as men do, traditionally."

Abroad, the international trade industry is much more male dominated, according to

Bynum. "[During] the first trip I took to Europe, we met with five or six different customers, and there weren't any women involved in any of the positions [with organizations] that we met with," she recalled.

"But again, I think we're a leader in being able to make some of those changes. I think it's a little bit of a surprise for customers to see so many female commissioners but, once we get into business, it's all the same."

As president of the board, a position she assumed in August, Bynum anticipates traveling more than she did previously. Freeing up her schedule somewhat is her recent retirement from a 20-year career at Long Beach City College, where she had served as executive vice president of college advancement and workforce development since 2012.

"Not only are we a global leader for being a green port and sustainable and innovative, but we are leading in this area in making sure that women have as much opportunity and leadership roles as men do, traditionally."

**Lou Anne Bynum, President**  
**Long Beach Board of Harbor Commissioners**

"We just came back from a trip to Asia, and it's always so enlightening to meet with customers, the big shipping lines, face to face and have conversations with them about trends in the industry, and where they are going and what do they see," Bynum said, referring to a trip to Shanghai and Singapore.

Noting that she has served on the board of harbor commissioners for four years now, Bynum observed that, despite some progress, she has yet to see a significant influx of women in international trade-related fields. And, in general, women still have to overcome obstacles in the workforce to reach parity with men.

"I was reading an article the other day that women now have gone from [earning] 79 cents to the dollar to 80 cents to the dollar to men," Bynum said, noting that this statistic was specific to Caucasian men and women. "But when you put African American and Latina women in, it's about 66 cents to the dollar. So, we have made progress, but there is a long way to go. And there is a long way to go in leadership positions and in STEM [science, technology, engineering and math] positions."

Although Bynum views education as a "great leveler for people to have opportunity," she noted that even women with degrees enter the workforce at lower pay

(Please Continue To Page 26)



# Who's Who

## WOMEN IN BUSINESS

### Katie Allen, Executive Director

#### Algalita Marine Research & Education

Katie Allen is the Executive Director of Algalita – the first group to expose the severity of ocean plastic pollution after having discovered the “Great Pacific Garbage Patch”.

Katie spent five years under the mentorship of Captain Charles Moore as Algalita's Education Director. During that time, she transformed the organization's reach by igniting an international movement fueled by more than 100,000 youth.

Her strong vision for Algalita's future led her to the helm of the organization. In January 2016, she took on the role of Executive Director, where she provides leadership to a team of passionate scientists, educators, and ocean conservationists.

**148 N. Marina Dr. • Long Beach, CA 90803**  
**(562) 598-4889 • [www.algalita.org](http://www.algalita.org)**



### Veronica Anile, Certified Dermal Artist/Owner

#### NAPLES PERMANENT BEAUTY

Veronica's career stops include Legislative Assistant for Long Beach Mayor Beverly O'Neill; Community Engagement Director for the American University of Health Sciences, she has owned and operated two restaurants in the downtown area, and in 2015 she graduated from the Huntington Academy of Permanent Cosmetics. Veronica's passion to help people feel better about themselves drove her to open the first permanent cosmetics only salon in Long Beach. Naples Permanent Beauty offers permanent cosmetics, medical tattooing, and non-laser tattoo removal for female and male clients with low cost services to cancer survivors, the armed forces, and Long Beach Police and Fire Department.

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### Vicki Arreguin, Director of Sales & Catering

#### Best Western Golden Sails

Vicki Arreguin, Director of Sales & Catering at the Best Western Golden Sails in Long Beach is excited to represent this charming full-service resort hotel, featuring 17,000 square feet of meeting space and guest rooms. I'm pleased to welcome my clients to this scenic location overlooking the Bahia Marina in beautiful Long Beach. Vicki formerly with Hotel Current and the Long Beach Airport Holiday Inn is pleased work with the new owners and management in showcasing all the Golden Sails has to offer. You can reach Vicki directly at 562-596-1631 or e-mail her at: [dos@goldensailshotel.com](mailto:dos@goldensailshotel.com). You may also visit our website [www.goldensailshotel.com](http://www.goldensailshotel.com).

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### Christine Baratta, President

#### Baratta Enterprises, Inc.

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### Mollie Bennet Beck, Principal

#### The Beck Group, Coldwell Banker Beachside

A California native and 35+ year Long Beach resident, Mollie Bennet Beck is an experienced local residential realtor and property manager. She is a principal in The Beck Group with her husband, Larry S. Beck, Associate Broker. Mollie believes that the sale or purchase of a home should be an enjoyable event. Respect, professionalism and true compassion combine for a successful result. Mollie enjoys her beachside lifestyle living locally. Her philanthropic activities include the Rotary Club of Long Beach (serving as President in 2018/19), Past Chair, Greater LB American Red Cross and Charter Member of the Aquarium of the Pacific.

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**Long Beach, CA 90803**  
**(562) 440-3206 • [www.TheBeckCompany.net](http://www.TheBeckCompany.net)**



### Elizabeth Olive Bolla, Owner/Instructor

#### Olive Yoga

Elizabeth Olive Bolla became a business owner in 2015 after a 20 year career teaching and coaching. She created OLIVE YOGA in downtown Long Beach to help others by sharing her path of therapeutic yoga practice. For two decades she has trained and practiced worldwide, gaining holistic expertise to better serve our International City. Her students, corporate clients, and instructors benefit from her safe, traditional healing techniques. Elizabeth is active in DLBA, HOPA, The CVB, and The Holistic Chamber of Commerce. Reach your goal of a healthier lifestyle; schedule an introduction to Olive Yoga's beautiful studio where stress free surroundings encourage personalized results.

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### Marta L. Callotta, DC, CCSP

#### Long Beach Spine & Rehabilitation

Dr. Marta Callotta has been serving Long Beach communities for 22 years. When treating a patient she considers the whole person. She is a Certified Chiropractic Sports Practitioner. Honored with the CA Chiropractic Association's 2007-08 "Doctor of the Year" award, she is a team doctor for Team USA Beach Volleyball and was the Official Chiropractor for the Orange County Roller Girls from 2009-2011. Emphasizing biomechanical health and fitness, customized nutritional requirements and exercise programs, focusing on individual needs and goals, helping you to be the best you can be, naturally.

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### Deborah Golian Castro, President/CEO

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Deborah celebrates Creative Productions' 25th anniversary as an award-winning marketing, advertising and media agency. Built from the ground up, Deborah has led the company to stellar results and solid client relationships. A lifelong Long Beach resident, Deborah is a champion of Long Beach and its creative community. Deborah credits the desire to help clients achieve their goals, and a relentless passion for getting it right, as hallmarks of the company's success. Recognized with more than 250 industry awards, the agency's mantra is *Creativity with Purpose*®. Deborah is grateful for the countless hours of dedication and inspiration contributed by her team.

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### Connie Chick, Realtor

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### Karen Codman

#### Karen Codman/FSC Securities Corp.

Karen Codman is an Investment Advisor Representative with FSC Securities Corp. and an Accredited Investment Fiduciary. She has been a financial planner for 19 years. Karen specializes in providing her clients with distinctive strategies that are inspired by your unique situations. Karen guides you in defining your vision for the future, and nurtures your portfolio to help you fulfill that vision. If you are an entrepreneur, Karen will help you integrate your personal financial goals and your business benefits and retirement solutions to achieve the best results. Karen's motto is "Distinctive Financial Strategies designed for your life."

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# Women In Business

(Continued From Page 24)  
scales than men. "In general, there is just a lot of work that needs to be done in business [toward achieving parity]," she said.

The Port of Long Beach has internal and outreach programs to help women gain opportunities in international trade. Its internal program, Women's Leadership Circle, is open to any port staff member. The program hosts guest speakers like Bynum, and also helps women identify opportunities for advancement.

"The leadership program has done a great job of being able to help some of our women employees here at the port, number one, recognize that they have more opportunity than what they are doing right now in their current job and, number two, actually being able to compete successfully for promotional opportunities," Bynum said.

"Women sometimes get stuck in positions and roles and don't realize that just with a little bit of pivoting they can have different kinds of opportunities," Bynum said, adding that this observation comes from decades of experience in the workforce. "I think women don't see the same kinds of opportunities perhaps that men do. Maybe they aren't mentored in quite the same way, recognizing the networking that goes on."

The port's annual Women In Trade luncheon was started seven years ago to give local young women the chance to

"The leadership program has done a great job of being able to help some of our women employees here at the port, number one, recognize that they have more opportunity than what they are doing right now in their current job and, number two, actually being able to compete successfully for promotional opportunities."

**Lou Anne Bynum, President**  
**Long Beach Board of Harbor Commissioners**

learn about international trade industry opportunities, and learn from professional women working in the field. This year's luncheon is set to host nearly 400 students from local high schools and Long Beach City College.

"We have young students who live on Santa Fe Avenue. And at the end of Santa Fe Avenue, you can see Middle Harbor and its cranes. They don't even realize what's going on there – that there is a port that is engaged in that kind of opportunity and activity," Bynum said.

"It's all about introducing young women to professional women who work in the industry, as well as opportunities in the industry," she said of the luncheon, which features a panel discussion with participants from a variety of backgrounds, such as a crane operator, an engineer, a U.S. Customs and Border

Protection officer, and others.

"Young people tend to look at the port and they think well, it's just a container coming in and going someplace. But it's security, it's finance, it's HR. It's engineering. There is so much opportunity," Bynum said.

Two years ago, the Port of Long Beach partnered with the Center for International Trade and Transportation at California State University, Long Beach to create a new academy at Cabrillo High School centered around global logistics. The port has also given nearly \$200,000 in scholarships to local youth over the years, Bynum added. "I am so proud of the port and what they have done for that kind of outreach," she said. "They really are a model for other businesses."

To gain a better understanding of the port's economic impact, the board recently commissioned a study to update 10-year old data. "I am really looking forward to that, because I think it's going to show that there is even a much larger impact from the economic activity at the port and where we're going with that," Bynum said. She estimated that the study should be completed within the next year.

## Priorities For The Harbor Commission

On November 2, the boards of harbor commissioners of both San Pedro Bay ports are set to meet and vote on the updated Clean Air Action Plan (CAAP), which plots out a path to zero emission operations by 2035. Bynum said that the draft is "getting there," and that she expects the final version to be "a good plan."

"I have spent a lot of time, as have the other commissioners, meeting with stakeholders," Bynum said. "I think we all want to get to zero emissions. The question becomes: how do we do that in a way that's feasible?"

Bynum said there are concerns about costs to industry and the ports' ability to remain competitive if the plan goes forward. "I think the commission has a responsibility to make sure we do everything we can to get funds to be able to mitigate the cost to our customers," she said. She noted that the plan includes feasibility assessments to analyze technological advancements and costs as the CAAP is implemented.

Shifts in the shipping industry, including new shipping alliance structures and the opening of the Panama Canal, pose additional challenges to competitiveness, she pointed out. "We have to up our game with our customers and make sure that we are providing the kind of service that they need. And you know, the ability to bring a big ship in and offload it and get it out quickly is really important too," she said.

The port is in the midst of a \$4.5 billion capital improvement plan with two major projects, the redevelopment of Middle Harbor and the replacement of the Gerald Desmond Bridge, aimed at accommodating bigger vessels. Moving forward, Bynum said developing more rail infrastructure will be key in ensuring cargo moves quickly after being offloaded from larger vessels. Rail also offers some environmental benefits, she noted.

With so many projects planned and underway, Bynum pointed out that the commission keeps a watchful eye over the port's finances. "Financial stability and being able to function and make sure we can pay our bills and help our customers is really important to us. But I have a lot of confidence in the financial backdrop to the port right now," she said.

Although Bynum has already received offers of consulting work following her recent LBCC retirement, she said most of her time now is going to be devoted to her role as president of the board. "I want to focus and concentrate on the port and my responsibilities on the commission as president this year," she said.

"One of the things that I am most thankful for was the opportunity to be able to build an economic workforce development program," she said of her time at the city college. "One of the things about Long Beach City College is that we were able to put all the economic workforce development opportunities under one administrative umbrella. That allowed us to leverage opportunities. And so, consequently, we grew from \$2 million in workforce programs to \$8 or \$10 million in workforce programs now," she reflected.

Workforce programs put in place during Bynum's tenure included the Goldman Sachs' 10,000 Small Businesses program, the Small Business Development Center, an international business accelerator, an international trade e-commerce program, and "a whole legacy of programs," according to Bynum. "For me, if I can walk away and that just gets better and we help our community more, that's something I feel really good about," she said.

Bynum may take on some part-time consulting work with educational institutions in the future. "But that's after I do my due diligence here at the port," she said. ■



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## Who's Who

## WOMEN IN BUSINESS

**Dr. Heather Dosh, Orthodontist***HD Orthodontics*

Dr. Dosh completed her dental studies at the University of Pennsylvania and received her Orthodontics and Masters in Oral Biology degrees from Temple University. She is a Diplomate of the American Board of Orthodontics. In 2012, Dr. Dosh moved to Long Beach with her husband, and she opened HD Orthodontics in 2015. "Our vision is to create amazingly beautiful smiles in a comfortable, caring and enjoyable environment. We aim to provide the best orthodontic experience by delivering excellent quality care through state of the art technology and wholehearted concern for the patient's desires." Dr. Dosh values her patients as part of the HD Orthodontics' family and wants everyone to embrace the power of a beautiful smile!

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

Vali is observing her 33rd year as a State Farm Agent, serving the needs of friends and neighbors with their homeowners, auto, life and commercial insurance coverages. A Long Beach native, Vali attended local schools, is a 1981 CSULB graduate and resides in the Los Altos area with her husband, Dave, and their two daughters. "I enjoy helping people, providing protection at a good price and solving their problems so they can sleep better at night," Vali states. Like a good neighbor, State Farm (and Vali DeVries) is there. \* CA License #0667954

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**Catherine Duggan, Sports Massage Therapist***Alternative Body Maintenance Massage Therapy*

Catherine Duggan is the exclusive Sports Massage Therapist and owner of Alternative Body Maintenance Massage Therapy. Catherine fulfilled her massage schooling at South Bay Massage College in 1999 and received her Certifications and is licensed through State of California Massage. Due to her athletic experience in a variety of sports, Catherine chose to specialize as a sports massage therapist. The experience, knowledge and specialized massage techniques enables her to treat a whole spectrum of clients with pain and muscle injuries along with rehab recovery one can receive from playing sports to every day incidents at our Massage Wellness Center. Catherine's motto – "Massage Therapy with a Firmer Touch."

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

Dr. Alyson received her B.S. from UCLA and her D.D.S. from the University of Pacific School of Dentistry. She has practiced dentistry with Dr. Doug Emery in Long Beach for over 25 years. She prides herself in providing high quality dentistry while making patients feel very comfortable. Dr. Alyson believes in being part of the community and volunteer work. She is a past President of The Harbor Dental Society, LB Chamber Women's Council, National Charity League, and provides dentistry for the clients in the Pathways to Independence program. This year she and her husband competed in Long Beach's "Dancing for our Stars" fundraiser to help raise money for the Heart & Vascular Center in Long Beach.

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

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**Paige Fingerhut Charnick Realtor+Probate Specialist***Beach Equities: A Fingerhut Co Since 1972*

A Long Beach native, Paige maintains expertise in probate, trust, and conservatorship sales, working closely with attorneys, CPA's, trustees, administrators, and conservators. Her company, Beach Equities, is celebrating their 45th anniversary this year. Paige treats each client with the utmost respect, and serves the community with distinction. "We serve our clients through unparalleled levels of expertise, experience, and dedication. They know every detail of their transaction will be handled smoothly, and with the highest level of integrity." Paige is involved in many local charities and resides in Bixby Knolls with her husband Jason, their dog Teddy and their cat, Floyd.

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

Joan Garnica is a visionary whose determined spirit and work ethic helped her create an award-winning interior design firm that has been in business for over 14 years in Long Beach's revitalized downtown. Garnica Interiors is a full service interior design firm providing comprehensive solutions for residential & commercial clients. Projects for her highly satisfied clients include residential, professional offices, healthcare facilities & restaurants. Her desire to help clients create beautiful, functional interiors is also what drives Joan to help her community as a community leader, and a member of several non-profit boards throughout the city of Long Beach.

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# Who's Who

## WOMEN IN BUSINESS

### **Anna Gee, D.C., Doctor of Chiropractic** *GEE CHIROPRACTIC*

Anna attended UC Berkeley for her undergraduate degree in Physiology and Los Angeles College of Chiropractic for her Doctor of Chiropractic degree. She obtained her license in 1995. She has been practicing for over 22 years in the Long Beach area. She treats neck and back pain, sciatica (pain down the legs), injuries from motor vehicle accidents, and headaches. Her clinic offers gentle manipulations, therapeutic massage and a variety of physiotherapies. Anna enjoys the field of chiropractic because she loves working with her patients and providing pain relief and she looks forward to meeting you. "My motto is, 'Align yourself with health!'"

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### **Tomilee Tilley Gill, Founder & President** *Executives Unlimited, Inc.*

After a successful career in commercial banking and finance, Tomilee transitioned to Executive Search and founded Executives Unlimited (EUI), a national retained executive search firm in 2001. This year, Forbes named EUI as one of America's Best Recruiting Firms. Today, Tomilee serves as a coach to her clients, ranging from middle market companies to billion dollar corporations, as well as family office and nonprofits. Her national expertise in a variety of industries and intensive, personalized approach to every assignment, demonstrated business acumen, and ability to thoroughly evaluate her clients' business and corporate culture set EUI apart from other search firms.

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### **Melissa Glatman, Owner/Operator** *Family Floors, Inc.*

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### **Shannon Griego, Owner** *Global Transloading, LLC*

Shannon Griego is a positive force of perseverance. For the past two decades, she has defied the traditional male dominated Trucking Industry. Shannon is now a source of inspiration for women and minorities, who, like her, refuse to be limited in their potential. Today, she is the Owner of Global Transloading, LLC. (GT), which specializes in trucking and disposing of wastes and debris generated on construction sites throughout the Western US. With over a million tons trucked, without incident, Shannon Griego leads the industry into the next era and is a force to be reckoned with.

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### **Donna Gurr, Co-Owner** *City Lights Streetwear & Cityology*

Long Beach resident for over 20 years, Donna is enjoying the California lifestyle. The "Endless Summer" has inspired her to follow her love of fashion and design to open two stores in Belmont Shore. Along with her business partner Angela Jakum they opened City Lights Streetwear and Cityology. City Lights Streetwear is a ladies boutique and Cityology is a lifestyle boutique. Donna grew up in Washington state and was a world class horsewoman. She enjoys giving back to the community. Donating time and resources to local charities. She also belongs to Tip-pers, a local business networking group.

**City Lights Streetwear: 5243 E. 2nd St. • (562) 473-4553 • www.citylightsstreetwear.com**  
**Cityology: 4718 E. 2nd St. • (562) 386-8292 • www.city-ology.com**  
**Long Beach, CA 90803**



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

Stephanie's Linens was named after the owner's 20 year old daughter who currently holds an office manager position. Business owner Imelda Lorena worked in 3 Long Beach hotels as a banquet server and was inspired by the hotel's events to start her own business. She loved observing setups as well as admired vendors who contributed to giving the event a captivating look. Lorena made it her goal to have a company that specialized in providing quality event rentals and decor for hotels and venues in the Los Angeles and Orange counties.

**2424 Gundry Ave. • Signal Hill, CA 90755**  
**(562) 618-8980 • www.stephanieslinens.com**



### **Barbara Irvine-Parker, Realtor Associate** *Coldwell Banker Coastal Alliance*

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

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### **Debra A. Johnson, Deputy CEO** *Long Beach Transit*

Debra A. Johnson has 25 years of public transportation experience in the private and public sectors. She joined Long Beach Transit as the Deputy CEO in 2014 and in conjunction with the CEO has been leading programs to improve safety and service quality, exercise financial accountability, foster employee engagement, enhance the customer experience and promote a community and industry focus. Johnson is a member of the Conference of Minority Transportation Officials, the Women's Transportation Seminar, and the California Transit Association's Executive Committee. She was appointed by former Transportation Secretary, Anthony Foxx to the Intelligent Transportation Systems Program Advisory Committee.

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# Who's Who

## WOMEN IN BUSINESS

### Janis Krantz, Owner

#### J & L Jewelry

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

1823 Ximeno Ave. • Long Beach, CA 90815  
(562) 986-4380 • [www.jnljewelry.com](http://www.jnljewelry.com)



### Jeanne Murphy, Realtor Associate

#### Main Street Realtors

When honesty, integrity and follow-through really count, you can count on Jeanne Murphy. Over 30 years of real estate sales in Long Beach has given Jeanne a great reputation and a priceless network of other top quality professionals. Originally a nurse from the Midwest, Jeanne brings with her a long history of caring service. A keen negotiator who is creative and tenacious, Jeanne also has a warmth and sincerity that shines through on every deal. Jeanne's long history here as a "Beach Specialist" serves all of her clients well – as witnessed by her many referrals and repeat business. It can be a tough market out there, wouldn't you like to have someone in your corner who you can count on! BRE 0094211

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### Heidi Nye, Publisher

#### Alamitos Bay Neighbors

Heidi Nye publishes *Alamitos Bay Neighbors*, the monthly magazine that she founded in 2014 for Naples, the Peninsula, Bay Harbour, La Rochelle, Spinnaker Bay, and Spinnaker Coves. Mailed to homeowners in these affluent neighborhoods, *Alamitos Bay Neighbors* is beloved for its hyper-local content and the featured residents on every cover. Business owners appreciate the magazine's targeted approach and Heidi's personalized service. The December deadline is fast approaching; Heidi's now putting the finishing touches on the holiday issue.

hnye@bestversionmedia.com  
(562) 704-9942



### Mirna Orihuela, Post-Acute Care Coordinator

#### College Medical Center

Mirna Orihuela has served as the Post-Acute Care Coordinator at College Medical Center in Long Beach for the past two years as the liaison between facilities, the community, and College Medical Center (CMC). She is responsible for building strong partnerships with Skilled Nursing Facilities, Assisted Livings, Board and Cares, and community partners to increase overall communication and post-acute care engagement at every level of their organization. She also provides educating to the community and facilities on regards College Medical Center's services such as Free Community Health Fairs, Family Health Clinic, Emergency Department, Imaging, Laboratory, Cardiopulmonary, Surgery, Intensive Care Unit, Partial Hospitalization Program, and Behavior Health.

2776 Pacific Ave. • Long Beach, CA 90806  
(562) 997-2000 • [www.collegemedicalcenter.com](http://www.collegemedicalcenter.com)



### Michelle Pagtakhan, Founder & Executive Director

#### You Run This Town Foundation

Michelle earned her B.A. in Psychology and Social Behavior from the University of California, Irvine. She has an extensive background in serving the community through her life skills workshops at the Carson Sheriff's Department as well as an advocate for non-profits that work with local and international human trafficking. In addition, Michelle is a successful entrepreneur with multiple businesses in the fields of marketing, design, and consulting for over 10 years and runs a marketing & consulting firm, Breezy Agency. Along with being an entrepreneur, her biggest passion is making an impact to her community and bettering the lives of young individuals.

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(562) 269-0629 • [www.YouRunThisTownFoundation.org](http://www.YouRunThisTownFoundation.org)



### Peilin ("payleen") Pratt, Vice President

#### CandyWarehouse.com, Inc.

Peilin received her J.D. degree from Harvard and worked in the corporate world for a decade (first at the law firm Skadden Arps and later as a business affairs executive at CBS Studios). Peilin joined her husband Christopher in 2009 to grow the family candy business he started in 1998. While purely online for many years, CandyWarehouse, at the request of customers, recently opened its doors to the public. "I am so excited to plant our roots in Long Beach. I love meeting our customers and playing a part in their life celebrations." CandyWarehouse carries over 6,000 candy products.

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### Trina Rufo, Realtor

#### Nationwide Real Estate Executives

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Born and raised in Long Beach, CA and specifically a California Heights native est. 1967. I learned about commitment and hard work from an early age and I carry that work ethic as a badge of honor to this day.

Being a Realtor means service, compassion and follow through on behalf of each of my special clients, without fail. Gratefully, I also have a previous 20 year background in mortgage lending that helps me navigate scenarios more easily for clients.

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### Hilda Sanchez, President

#### Minuteman Press

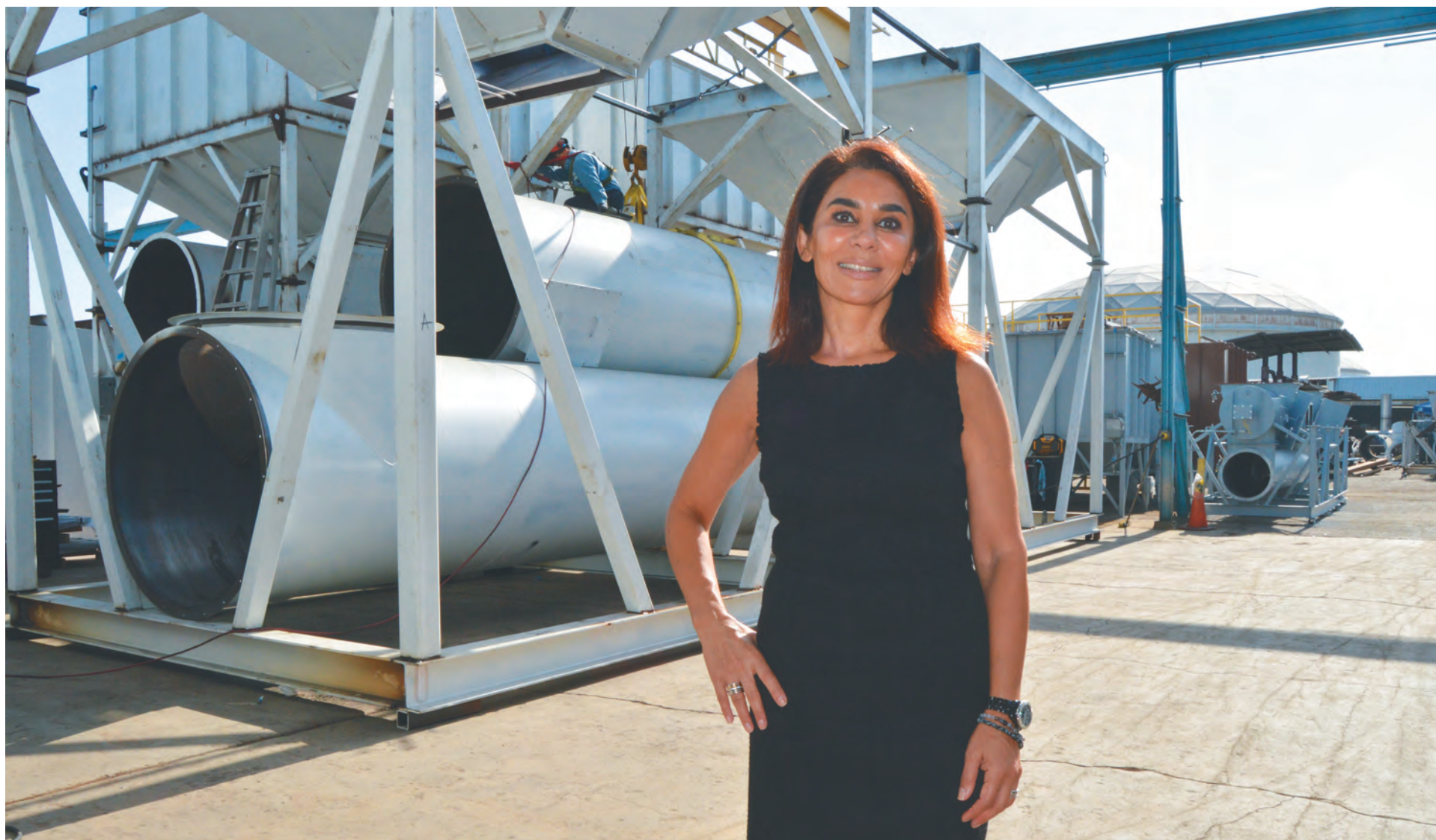
Hilda Sanchez is the President of Minuteman Press of Long Beach, which she and her husband Dave Rigby established in 2002. Minuteman Press is a printing, design, marketing and promotional products firm. It's a one-stop shop for all your printing needs and is nimble enough to meet your pressing deadlines.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

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## ANOOSHEH OSKOUIAN, PRESIDENT/CEO, SHIP AND SHORE ENVIRONMENTAL **Engineering Success: Tackling Male-Dominated STEM Fields**

■ By **BRANDON RICHARDSON**  
Senior Writer

After years with Fluor Corporation, chemical engineer Anoosheh Oskouian became unsatisfied with the types of projects she was involved with and began looking for new career possibilities. Oskouian, an Iranian immigrant who had moved to the United States in 1978, and John Von Bargen began working at Ship & Shore Sheet Metal in Signal Hill, adding their passion for environmental work to the mix.

“The original owner could never really see our vision. So in the year 2000 he decided to take his type of business and the sheet metal work away,” Oskouian said. “Overnight I literally had to make the decision whether I wanted to keep what we had developed for five years or do we just forego all the work we had done.”

Oskouian reminisced about the owner asking her if she wanted to purchase the company’s operations and assets on a Thursday and her registering the new business on Friday. Overnight, Ship & Shore Sheet Metal became Ship & Shore Environmental, with Oskouian stepping into the position of chief executive officer to oversee the company that manufactures systems to help businesses reduce air pollution and comply with emissions standards.

Oskouian’s success, though encouraging, is nonetheless an exception in the male-dominated world of STEM (science, technology, engineering and mathematics) fields.

According to the American Society for Engineering Education, in 2015, female students received 25.2% of the total mas-

ter’s degrees awarded in engineering. And, in a June 28 Scientista Foundation piece by Molly Connell, the growth rate of female engineering students is three times higher than that of males, but if current trends continue parity would still not be seen until 2070. Additionally, Connell’s article points out that only 13% of practicing engineers are women, with one out of three female graduates not working in the field.

“There’s not as much of an increase [in the number of female engineering students] as I would like to see. I do go to universities and other places every now and then and give talks,” Oskouian said. “But I do find women who are stepping into the arena of a technical field. They have come in knowing what they are going to be facing. They come in ready to go to the battlefield.”

Aside from wanting to see larger numbers of women in the field, Oskouian noted that the U.S. is not producing enough engineers in general, regardless of gender.

Oskouian views her position as a successful businesswoman in a male-dominated field as an advantage rather than an obstacle to be overcome. When speaking to young women interested in similar career paths, she said she emphasizes the importance of not being made to feel intimidated and to not let anyone make you feel “less than” because you are a woman.

During her years with Fluor, Oskouian said the company had a quota to meet regarding the number of female engineers it hired. She recalled office jokes about only being hired because she is a woman, but then basked in the memories of women demonstrating their competence, proving the hecklers wrong.

“There have been a few times that we have been discriminated against. People who are of the type to be judgmental and discriminatory against women, they will never speak of it. But you can feel that’s what they think,” Oskouian said. “One thing I always have said and like to remind myself from time to time is stay true to the inner voice and stay true to what your true capabilities are as a woman. And don’t let anything take that away from you.”

If the opportunity arises, Oskouian said she encourages women to enter into male-dominated fields because they will automatically stand out. She said being a minority in an industry allows one to view problems and solutions in a different light, thinking outside the box and taking a broad approach, opposed to men’s tendency to focus in on specific, narrower aspects.

“I also always like to remind everyone to please not play the victim game,” Oskouian said. “You have a voice to speak, you have a platform to let yourself be heard and stand up for your rights. That is the route I usually like to go.”

In September 2016, Oskouian partnered with China-based Arer Environmental to complete two projects in China, with more on the way. She explained the Arer is also a woman-owned business with a similar business model to Ship & Shore, which made her think it would be a good match. One current project is already installed and undergoing final fine tuning, while the other is underway.

With the Chinese government cracking down on industrial pollution, Oskouian said she had eyes on China for additional

work for a while before taking on work in the area. As governments around the world continue or begin to more strictly regulate air quality, Oskouian explained that her company will continue to nurture partnerships to expand its work to other nations. Ship & Shore has current proposals in Europe and India, and a forthcoming business meeting in Mexico, while remaining focused on the U.S. market.

“Another thing I always tell people is they need to know we do not have any geographic boundaries in the air,” Oskouian said. “We can all be divided by land and have territories as far as what we like to do or not like to do, but the air does travel and we are eventually all affected by it no matter what you do. We all breathe the same air that is out in the atmosphere.”

Looking to the future of her company, Oskouian explained that she hopes to continue expanding its footprint through partnerships rather than setting up a Ship & Shore office or purchasing existing companies in other countries. To accomplish this, she said she will continue to use the advantages of being a woman in a male-dominated industry, which she hopes will encourage the next generation of female engineers.

“Women have become more outspoken about what they can do and encouraging others to walk the same path,” Oskouian said. “We have women leaders who are trying to take it to the next level and I think other females in all walks of life really look up to people who have done it and think ‘if they did it, it is possible for me to do so.’ All of it is coming together to pave the way for others.” ■



# Who's Who

## WOMEN IN BUSINESS

### Phyllis Schmidt, REALTOR®

#### Boardwalk Properties

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

#### Alternative Divorce Solutions

A Native Californian, Renee completed her BS degree in Business Management at Pepperdine University and her Executive Juris Doctorate at Concord Law School. Thereafter, Renee's own experiences going through a divorce prompted her to become a Certified Divorce Mediator. Renee is proud to now be a part of the team that once guided her through her own divorce. As the owner and operator of her own firm, she is honored to make a positive impact on the lives of families in Long Beach, California and the surrounding areas. Call us today for a complimentary one-hour consultation.

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### Leslie A.M. Smith, Consultant & Owner

#### McCormick L.A. Public Relations

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

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### Julia Sylva, Attorney-at-Law

#### Law Offices of Julia Sylva, Medical Cannabis Attorneys

Ms. Sylva is an experienced attorney, expert in real estate, land use, business and corporate formation (including nonprofits). She is a leader in drafting local regulations related to medical cannabis including ordinances, resolutions, initiatives, policies, procedures and permit applications. She also represents private clients seeking cannabis business licensing (state and local), and conditional use permits; she represents developers, cultivators, dispensaries, delivery and transportation, and research and development companies. She is a former Mayor, City of Hawaiian Gardens; CSULB (1978); Loyola Law School (1983).

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(562) 988-3225 • [www.SylvaLawCorp.com](http://www.SylvaLawCorp.com)



### Machelle Thompson, PT, CSA, CMC, President and Geriatric Care Manager

#### Keen Home Care

Machelle has built a sterling reputation working with seniors for over 20 years as a physical therapist and licensed nursing home administrator in the Long Beach and Los Angeles area. Her company, Keen Home Care, provides insight into the challenges that aging presents to the senior and their entire family. Machelle, a Long Beach native for over 30 years, plays an active role in the community, serving on the boards of the Long Beach Business Executives Association and Able Art Works, along with her National Association of Geriatric Care Managers, Estate Planning and Trust Council of Long Beach, ProVisors and Women Presidents' Organization memberships.

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### Lourdes Valles, Founder

#### Gems & Jewels Fine Jewelry and Repair

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

3403 E. Broadway Ave. • Long Beach, CA 90803  
4130 Atlantic Ave., Ste. 102 • Long Beach, CA 90807  
[www.gemsandjewelsfinejewelry.com](http://www.gemsandjewelsfinejewelry.com)



### Joanna West, Owner/Instructor

#### Bar Method Long Beach

Joanna West discovered The Bar Method in 2008 while living in L.A. and working in neurophysiology. Since opening the studio in 2011, Jo wholeheartedly believes that your health is the most important investment (not an expense)! With Bar Method, you can have it all. Mentally, you gain mindfulness to keep a clear head. Physically, you gain flexibility, poise, and grit to overcome life's daily challenges. She feels so lucky to be able to share this lifestyle workout with her community while enjoying Long Beach with her husband, Brian, and two little boys, Alexander and Will.

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### Mu Zhang, President

#### Encore Awards/Jensen Rubber Stamps

Mu Zhang is the industrious owner of Encore Awards/Jensen Rubber Stamps. She combines her engineering degree with having worked for a Fortune 500 corporation and years of manufacturing expertise to operate her business. Mu has expanded Encore Awards from not only retail but also to wholesale and promotional product lines. She is prominent in the local business community and is a member of several Boards of local non-profits. Some of Encore's accounts include the Academies of Motion Pictures and Country Music, and many local businesses. Mu's business received the Signal Hill Chamber's Business of the Year 2016 Award.

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# Building the Port of the Future

Times have changed at the Port — women are now a major part of what was traditionally a male-dominated industry. Women are now longshore workers, truck drivers, supervisors, industry executives, and in Long Beach, four of our five-member Harbor Commission.

At the Port of Long Beach, with internships, our annual Women in Trade program, and partnerships with local education, we're working to encourage young women to join the logistics industry and to prepare them for future success in international trade.