

FOCUS ON WOMEN IN BUSINESS

Priorities Of Local Women Business Owners Reflect Nationwide Trends

By **SAMANTHA MEHLINGER**
Senior Writer

Most women-owned firms in America are small businesses, according to Julie Weeks, research advisor for American Express (Amex) OPEN. In fact, nine out of 10 women-owned firms have no employees except the owner, she notes. So American Express OPEN's recent Small Business Growth Pulse, which indicates that 72 percent of small business owners in the U.S. are prioritizing growth, is particularly applicable to women-owned businesses.

The priorities of women business owners based in Long Beach and Signal Hill reflect those outlined in the Small Business Growth Pulse. Billie Gentry and Karen Quimby Lobo, for example, are currently most focused on the growth of their boutique, Twig & Willow, by

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Local Women-Owned Small Business Profiles – See Pg 20



Catrina Carter
Expressions Hair Lounge



Frances Lyon
Lyon Art Supply



Nancy Sowinski
Sunset Marine Labs



Billie Gentry, left, and Karen Quimby Lobo
Twig & Willow

Local Women Business Owners Place
Importance On Giving Back – See Pg 25

Harbor Commission President Lori Ann Guzmán Focuses On Port Prosperity And Community Ties

By **SAMANTHA MEHLINGER**
Senior Writer

With a year and a half under her belt on the Long Beach Board of Harbor Commissioners, Lori Ann Guzmán took over the reins as president of the five-member board this summer from Commissioner Doug Drummond.

As the current director of finance for the City of Huntington Beach and having served in the same capacity for the City of Long Beach, Guzmán keeps a trained eye on the Port of Long Beach's financial stability, which she recognizes is the firm footing necessary to preserve the strength of the economic engine.

Presiding over the first-ever female majority board of harbor commissioners in the port's history, Guzmán told the Business Journal that she is squarely fo-



Lori Ann Guzmán is president of the Long Beach Board of Harbor Commissioners. (Photograph by the Business Journal's Larry Duncan)

cused on growing both gender and ethnic diversity within the organization and the international trade industry. She emphasized that as board president she is also determined to strengthen the port's relationship with the surrounding community and expand upon its environmental efforts.

"It's an amazing time for me to even be on the commission, and to be president, no less," Guzmán said. "In our 104-year history, we have never had this many moving parts, this many challenges or this many opportunities."

The Port of Long Beach is still contending with the root causes of historic levels of congestion that plagued it last year, but recent cargo volume statistics show it has more than recovered from related businesses losses.

"We are really excited about this last quarter because it is a breakthrough quarter; it is unprecedented," Guzmán said. After three months of record-breaking cargo volumes, the port announced in early October that its third quarter was its best ever, she noted.

"The challenges we faced last year with the congestion, it was almost like the Great Recession

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Amid Continued Price Slump, Oil & Gas Industry Faces Tough Challenges, Hopeful About Future

By **SEAN BELK**
Staff Writer

A steep drop in crude oil prices has caused a major downturn in the oil and gas industry, forcing companies across the state and the country to pull back on capital expenditures, abandon oil rigs, cancel new drilling projects, enact pay cuts and in some cases lay off workers.

Local companies with a long

history of surviving declines, however, have planned for such downturns by strategically diversifying assets. Company representatives in the Long Beach area said they remain hopeful about the future of the oil and gas industry despite the current low-price climate.

The more than 50 percent plunge in crude oil prices over the past year has been attributed to market fundamentals of supply exceeding demand in addition to

some possible global geopolitical factors at play, according to industry representatives.

The drop in prices comes after a boom in oil production throughout the United States in the last decade. Oil companies have invested in new technology, such as hydraulic fracturing or "fracking," an expensive process that involves using highly pressurized water, sand and chemi-

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Oil & Gas Industry Continues To Play Major Role In State And Regional Economies

By **SEAN BELK**
Staff Writer

Despite fluctuating commodity prices, the oil and gas

industry in California continues to be a major player in the state and regional economies, supporting hundreds of thousands of jobs and generating billions of dollars in

tax revenue, according to industry representatives.

From "upstream" companies, such as oil producers that exclusively bring crude oil up from the ground, to "downstream" companies, such as independent oil refineries that turn oil into gasoline, to integrated energy companies that do both, opportunities for existing and potential employment and tax revenue are vast.

While many of California's oil fields have slowly been depleted over the years and oil production companies have recently pulled back on new drilling projects be-

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Another Opportunity October 29 To Provide Input On Minimum Wage

■ By **SEAN BELK**
Staff Writer

Business owners, employees and residents have a chance to provide input on the prospect of raising the minimum wage in Long Beach through a citywide policy just prior to a long-awaited study on the subject is expected to be released.

The Long Beach City Council's three-member economic development and finance committee is hearing public testimony on the potential of a city-mandated minimum wage policy at its meeting this Thursday, October 29, 7:30 a.m., Long Beach City College.

Serving on the committee are: 5th District Councilmember Stacy Mungo, the chair; 3rd District Councilmember Suzie Price, vice chair; and 7th District Councilmember Roberto Uranga, member.

The Los Angeles County Economic Development Corporation (LAEDC) is expected to release a study to the public sometime in November on the feasibility and potential impacts of a minimum wage policy in Long Beach.

The city council voted on September 15 to commission the LAEDC to conduct the study, which will consider the feasibility of such a city policy along with possible incentives or exemptions that would help certain employers comply.

The scope of work the LAEDC was commissioned to conduct includes: providing literature on best practices of municipalities

that have passed minimum wage laws; describing the economic environment and socioeconomic characteristics of Long Beach; explaining the dynamics of the city within the region; and conducting a random sample survey of 600 businesses.

While no minimum wage proposal has been brought forward, city officials have agreed to study the issue after a wave of large municipalities, including the City of Los Angeles, across the state and the country have passed minimum wage policies. The City of Los Angeles passed an ordinance earlier this year requiring its minimum wage be increased to \$15 an hour incrementally between 2016 and 2020.

Mungo told the Business Journal that the city is working hard to receive as many comments from residents and community members as possible in hopes of addressing any considerations that need to be made if a minimum wage policy is brought forward.

The meeting was conducted early in the morning to give employees and business owners the best chance to provide input before going to work. Ultimately, all comments and opinions will be brought together in a formal document for consideration.

After the LAEDC study is released next month, three more public meetings will be held: November 17, noon, Admiral Kidd Park, 2125 Santa Fe Ave.; November 20, 4 p.m., Bay Shore Neighborhood Library at 195 Bay Shore Ave.; and November 24, 6:30 p.m., at city hall. ■



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Do We Need A Community College Board Of Trustees?



■ By **GERRIE SCHIPSKE**
Contributing Writer

Unlike other Community Colleges in California, how and when trustees are elected to the Long Beach College Board is set out in our City Charter. That's because at one time Long Beach City College was initially known as a "junior college" and was part of the lower education system which included kindergarten through grade 14.

Until 1978, our City Charter spelled out how our local board of education for the Long Beach Unified School District oversaw the Long Beach K-14 system. Then the state legislature severed community colleges from the lower levels and voters began electing both a board of education and a college board of trustees. Community colleges were charged with providing transfer education for the first two years of college, vocational training and life-long learning for seniors.

The five members of the Long Beach Community College District Board of Trustees were initially elected at large. I was elected in 1992 to the board of trustees after defeating a long-time incumbent. District elections were enacted under my leadership as president of the board in 1996 in an effort to bring more representative government.

From the moment I was elected to the board of trustees, I wondered why we had an extra layer of government when both the Cal State and UC systems only have one at the state level.



Although a community college board is elected at the local level, at the state level, the governor appoints a Community College Board of 17 trustees (which selects a chancellor) which controls how community colleges operate.

The state board generally supervises all of the 113 community colleges. It proposes and approves a budget for the community college system and can appoint a fiscal monitor to oversee a troubled college. The board establishes the policies and goals which a local college must follow. The board decide which construction projects will be done.

The only tasks that are unique to a local college board is the selection of a district "chief executive officer," determining the need for local tax levies or bond issues, and negotiating collective bargaining agreements with employee unions.

During my tenure as a college board trustee, we selected a replacement for then retiring Superintendent Beverly O'Neill. When the majority of the five members of the board failed to select a Hispanic candidate, LBCC construction projects were put on legislative hold and I was ordered to appear in Sacramento before then State Sen. Richard Polanco to explain our vote. LBCC's affirmative action director was also ordered to appear with me so that the senator could review our hiring practices.

Eventually the construction projects were released and Sacramento stopped complaining because, after all, the

board of trustees was independently elected and charged with governing the college. Or does it really? Is this extra layer of government necessary? Do these elected really serve the interests of the community?

Let's take a look.

Long Beach Community College District Trustees can serve an unlimited number of four-year terms. They are paid \$400 a meeting, are given unlimited travel accounts and receive lifetime medical benefits once they complete 12 years of service.

In the past several years, the board engineered a \$440 million dollar bond measure campaign to build numerous buildings. Voters were begged to approve the measure so that students could have state-of-art aviation maintenance and other facilities. Subsequently, the trustees gutted the vocational programs and eliminated the long-time aviation maintenance program without even consulting the local aviation community before doing so. Equipment used in the program was given to Orange Coast Community College. The board was the only body to institute a "two tiered" tuition program that charges students high fees to take popular courses.

Recently the current board on a 4-1 vote, approved paying their superintendent \$350,000 in salary and benefits, while, on the other hand, instructors at LBCC claim to be the lowest paid in the state community college system. LBCC has been sharply criticized for a graduation rate of only 15 percent, which falls to 9 percent for black students and 11 percent for Hispanic.

So tell me again, do we need a local board of trustees?

Next column: How to Improve Voter Turnout – Vote in November.

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

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Beverly O’Neill Theatre: A New Name For International City Theatre’s Home

■ By **SAMANTHA MEHLINGER**
Senior Writer

Soon, former Mayor Beverly O’Neill’s name will grace a new marquee for the home of International City Theatre (ICT) at the Long Beach Performing Arts Center. In late September, the Long Beach City Council voted to support ICT’s suggestion to rename the Center Theater after O’Neill due to her significant contributions to the city and the arts.

Inside the theater’s lobby, O’Neill – who served as mayor from 1994 through 2006 – sat with longtime friend caryn desai, artistic director and producer of ICT, to reflect upon the honor. desai and Mort Stuhlbarg, vice president of the ICT board of directors, surprised O’Neill with news of the name change when they took her to lunch about a week before the city council voted.

“I was delighted. I didn’t know whether I should accept it,” O’Neill recalled. “I will admit, it makes me nervous because as people come to the theater, there’s my name in lights,” she said. “I am greatly honored, of course. And I love having my name associated with something that I believe in and that I have loved participating in as an observer for so many years. So I take it with great pride.”

desai called O’Neill “a guiding angel” through the theater company’s history. “Beverly has a long history with International City Theatre,” desai said. “International City Theatre got its start on the campus of Long Beach City College when she was the pres-



Former Mayor Beverly O’Neill said she is thrilled and proud that International City Theatre’s (ICT) venue at the Long Beach Performing Arts Center is going to be renamed in her honor. Pictured, O’Neill, left, and caryn desai, ICT artistic director and producer, reveal what the theater will look like once facade improvements, including the addition of O’Neill’s name, are completed. (Photograph by the Business Journal’s Larry Duncan)

ident of the campus. She had the foresight and the belief [in ICT] and gave the permission for it to move ahead,” she continued. “It was the first time ever that there was a professional theater on a junior college campus, and it was under her leadership.”

“I personally think the arts are essential to our community,” O’Neill said. “And any time they can grow and become more recognized, the better.”

The name change comes at a time when the theater is undergoing a facade remodel to boost its visibility from the street below, which is heavily trafficked with passersby headed to events at the Pacific Room at the Long Beach Arena. desai said having O’Neill’s name replace the former Center Theater moniker will also help boost its visibility in the community.

“We are thrilled to name the theater the

Beverly O’Neill Theatre,” desai said. “And in Long Beach, what better person to carry that name? Especially with Beverly’s support and love of the arts. It’s appropriate and deserved.”

Next year’s ICT season will kick off with a grand opening event to celebrate its first season at the renamed Beverly O’Neill Theatre. For more information, visit: www.ictlongbeach.org. ■

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Business Journal Endorsements For 2016 Long Beach Elections

Supernaw, Otto, Williams
And Meyer Endorsed

■ By **GEORGE ECONOMIDES**
Publisher

Although it is early in the 2016 local election cycle, with the filing period running from December 21 to January 15, the Business Journal is announcing several endorsements – individuals who we feel are exceptional in their service to Long Beach and who should remain on the job.

The 2016 elections are for the even-numbered districts of the Long Beach City Council, the Long Beach Community Col-

lege Board of Trustees and the Long Beach Unified School District Board of Education. The primary election is April 12. Runoffs, if needed, would be in June 2016.

City Council Races

Three candidates thus far have announced they are running for the open 2nd District seat on the city council, currently held by Suja Lowenthal. After two full terms on the city council, Lowenthal, who is serving as vice mayor, decided not to seek a third term, which, under the City Charter, would require her to run as a write-in candidate

Businesswoman Joen Garnica, businessman Eric Gray and labor advocate Jeannine Pearce have said they are running. The Business Journal plans to conduct inter-

views with all the candidates for the seat and then decide if it will endorse in the primary, runoff or not at all.

In the 6th District, incumbent Dee Andrews said he is running as a write-in candidate. No one else has officially announced. In the 8th District, incumbent Al Austin is expected to seek a second term, but neither he or anyone else has announced. While Andrews will have a tough time due to the write-in requirement, Austin should win easily. If races occur in those two districts, interviews will be conducted and decisions made on whether or not to issue endorsements.

Councilman Daryl Supernaw announced he is officially seeking reelection to a four-year term as the representative

for the 4th Council District. Since his win in a special election last April to fill the unexpired term of the former district councilmember, we have seen Supernaw take a common-sense approach to issues. He is quiet, attentive and not one for grandstanding. While we do not agree with some of his positions, especially his opposition for a customs facility at the Long Beach Airport, he does listen to arguments from all sides prior to making a decision. Unfortunately, several of his colleagues have predetermined their position prior to public testimony being presented. We strongly supported Supernaw in his special-election win last year, and we do so again for his reelection to a full four-year term.

School Board Races

We are pleased to support incumbent Doug Otto for another term on the five-member college board of trustees, and Jon Meyer and Dr. Felton Williams in their reelection bids to the five-member board of education. All three men have done an excellent job for the students and for the community.

Otto, an attorney, was first elected to represent Area 4 in 2004 and reelected to two more four-year terms in 2008, when he ran unopposed, and in 2012, when he received nearly 70 percent of the vote. Among his many achievements on the board, Otto has helped spearhead the nationally recognized Long Beach College Promise, maintained the financial stability of the college, including during difficult recessionary times and state cuts to education, and helped improve graduation rates and cut in half the time it takes the average student to complete his or her courses.

Area 2 representation is also on the ballot, but we have not heard from the incumbent trustee, Irma Archuleta, if she is running. She was appointed last year to fill the unexpired term of then-trustee Roberto Uranga. There is one announced candidate, Vivian Malauulu, who issued a statement last month that she is officially in the running. She is a journalism professor at the college and a registered long-shore worker at the ports.

Williams, District 2, and Meyer, District 4, also battled tough financial times brought on by the recent recession and the subsequent declining revenue from the state. Both men, who have worked well together during their similar time on the board of education, have always put the interest of kids first.

Williams, who represents the westside of the city and part of the central area, was first elected in 2004 and reelected in 2008 and 2012, both times with more than 60 percent of the vote. He is currently serving his third term as board president, and is president-elect of the national Council of the Great City Schools, based in Washington, D.C.

Meyer, who served the school district in a variety of positions, including 13 years as a principal, during a 41-year career, won a special election for the southeast area district in 2003, then was elected to a full four-year term in 2004. He won reelection in 2008, earning more than 58 percent of the vote, and in 2012 won with more than 74 percent of the vote. ■



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Long Beach Awarded \$3.9 Million Grant To Transition C-17 Plant Closure; Final ‘Farewell Flyaway’ Set For November

■ By **SEAN BELK**
Staff Writer

The U.S. Department of Defense (DOD) has granted the City of Long Beach a \$3.9 million grant to help mitigate the economic loss of Boeing’s C-17 production plant, which according to company officials is set to officially close by the end of the year.

The last C-17 built in Long Beach, known as #279, is expected to depart in a final “farewell flyaway” in November, according to Tiffany Pitts, spokesperson for Boeing’s soon-to-be-closed C-17 program. A firm date has yet to be confirmed, she said.

The grant provides funding for the city to come up with a comprehensive “transition plan” for the assembly plant, the surrounding site, the operation’s workforce and impacted businesses in the region, according to a statement from the city.

“This is a unique opportunity to turn the closure of the C-17 plant into a transformative moment for the City of Long Beach,” Long Beach Mayor Robert Garcia said in the statement. “The investment made by the department of defense will help strengthen Long Beach’s economy and solidify our city’s role as a leader in industry and innovation.”

According to city officials, the city plans to engage a number of stakeholders, industry leaders and workforce representatives to develop a “vision for the property that restores employment and

building on Long Beach’s rich history as a manufacturing leader.”

Fifth District Councilmember Stacy Mungo stated that the U.S. DOD grant would help the city bring business development opportunities to the site and find innovative ways to “catalyze a new workforce.”

The two-year project is to be developed and administered in partnership with the city’s Pacific Gateway Workforce Development Board and will focus on future uses for the C-17 plant and surrounding site; diversifying the regional supply chain for continued growth; and development of a workforce skills platform to assist impacted workers looking to transition into new employment.

The city has already started reaching out to industry, education and economic leaders to begin developing the plan, city officials stated. Outreach efforts include opportunities for community input; various studies and analyses on potential site usage; and a broad effort to engage and support businesses connected to the C-17 supply chain.

The U.S. DOD’s Office of Economic Adjustment, which provided the grant, helps communities adjust to defense industry cutbacks, base closures and other impacts caused by changes in military operations.

The final C-17, #279, will be flying out next month to San Antonio and will be delivered to Qatar from there because of congressional notification timelines, Pitts said.

After Boeing announced the decision in 2013 to shutdown the C-17 assembly plant because of insufficient domestic and foreign orders, incremental plant shutdown began in mid-2014 in anticipation of the last production aircraft being completed this year.

Lasting for more than two decades, the program delivered 223 C-17s to the United States Air Force and 48 to international customers. The C-17 final assembly facility will close after the last production aircraft flies away.

There are no plans for continued production at the C-17 assembly facility, Boeing officials confirmed. However,

other nearby buildings and businesses with Boeing operations will remain in Long Beach, including support for the C-17 Globemaster III Integrated Sustainment Program (GISP), Commercial Aviation Services and other functions, Pitts stated.

Boeing will continue after-delivery support of the worldwide C-17 fleet as part of the (GISP) Performance-Based Logistics agreement. The GISP “virtual fleet” arrangement provides the highest airlift mission-capable rate at one of the lowest costs per flying hour, Boeing officials said. ■

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AES Commits To Demolishing Steam Generators, Stacks Once Modernized Power Plant Is Constructed

■ By **SEAN BELK**
Staff Writer

AES Southland has declared its commitment to demolish steam generating units and stacks on Studebaker Road in Long Beach subsequent to replacing its existing nearly 60-year-old power plant with a new modernized facility.

The Long Beach City Council at its meeting on October 20 unanimously approved a memorandum of understanding (MOU) between the city and AES, detailing the city's agreement to process permits for the company to demolish the existing structures.

Steam generating units and smoke stacks pictured here at AES Southland's Alamitos power plant on Studebaker Road adjacent to the Los Cerritos Wetlands in Long Beach will be demolished once a new modernized facility is constructed. The modernization includes constructing a new Alamitos Energy Center, with combined-cycle gas turbine generators and a battery energy storage system. (Photograph provided by AES)



City officials said removing the stacks and steam generating units, which will occur after AES constructs a new, smaller state-of-the-art facility that may take several years to be completed if approved, would improve quality of life for residents and enhance the aesthetics of one of the city's main entrance points.

Though AES has enough space at the site to leave the existing generating facility standing and is not required by the state to take it down, the power plant operator has voluntarily agreed to demolish the steam generators and stacks.

To comply with state mandates, AES proposes replacing its current 2,000-

megawatt, natural-gas-fueled Alamitos power plant, which it purchased from Southern California Edison in 1998, with a cleaner and more efficient facility, no longer using ocean water for cooling steam generators, the company states.

The project comes after the California State Water Resources Control Board adopted rules five years ago mandating that power plants by 2020 cease the practice of using "once-through" cooling systems, which involve using ocean water to cool steam generators, because of the impact on marine life and habitats.

Two projects, which are undergoing a separate approval process from the demoli-

natural resources by using less natural gas to produce the same amount of energy the old plant produces while being able to respond quickly to "smooth out" the supply of electricity when renewables, such as wind and solar energy, aren't operating, according to AES.

AES has already submitted plans to the California Energy Commission for the energy center and battery energy storage system projects, projected to cost more than \$1.3 billion. Both projects are expected to go through an extensive environmental review process.

Deputy City Manager Arturo Sanchez clarified during the meeting that the MOU refers only to the demolition of the existing steam generating units and stacks but does not relate to AES's specific projects to modernize the facility that, he added, may ultimately include the City of Long Beach taking over ownership of AES's cooling pumps.

According to a city staff report, staff is expected to come back with a separate MOU to address the "continued operation of Alamitos Bay pumps" after AES stops using the pumps for cooling as mandated by the state. City staff states that the city wants to take ownership of the pumps, as their continued operation is "beneficial for water circulation and water quality in and around Alamitos Bay."

Rick Davis, spokesperson for AES, told the Business Journal that the pumps at the AES power plant currently serve a dual purpose of cooling the steam generators and circulating water in Alamitos Bay to prevent buildup of pollution.

The concern from the city is that, if the pumps are removed, then pollution may accumulate in the bay, creating poor water quality, he said. AES, however, has no plans nor is allowed to continue using the pumps for cooling generators. Davis said the new facility would use an internal radiator system, much like a car uses, to cool generators.

Sanchez confirmed at the meeting that city staff is conducting studies on issues related to the continuation of the pumps and there will be forthcoming opportunity for input from residents, experts and city officials on the subject.

Davis added that, during construction, AES will continue operating the existing Alamitos power plant, one of the largest electric generating plants in the region, to keep electricity running while the new modernized facility, expected to be half the size of the existing plant, is being built. ■

tion, involve constructing a new Alamitos Energy Center, with combined-cycle gas turbine generators, and building a battery energy storage system.

According to a fact sheet from AES, the new modernized energy center would integrate intermittent renewable energy, such as from wind and solar, into the state's electrical grid. The facility would be able to start and stop in minutes rather than the 12 to 36 hours it takes the existing power plant.

The battery energy storage system is expected to be the biggest of its kind in the world, according to AES. The company anticipates that the new facility will provide "unmatched operational flexibility," enabling the most efficient use of renewable energy resources, lowering costs and emissions while providing increased reliability to the grid.

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Port Of Long Beach Exceeds Air Pollution Reduction Benchmarks

■ By **SAMANTHA MEHLINGER**
Senior Writer

The Port of Long Beach (POLB) recently announced that it has exceeded all air pollution reduction benchmarks laid out in the San Pedro Bay Ports Clean Air Action Plan (CAAP).

The port's 2014 Air Emissions Inventory, an annual report cataloging air pollutants related to port operations, revealed that "the port's efforts to reduce pollution have cut diesel particulates by 85 percent since 2005, surpassing the CAAP goal for 2014 of a 72 percent reduction."

Additionally, nitrogen oxides and sulfur oxides, which contribute to smog, were reduced by 50 percent and 97 percent, respectively. "The corresponding goals for the year are 22 percent and 93 percent," a port statement noted.

The port attributed these reductions to its environmental initiatives such as the Clean Trucks Programs and the Green Flag Vessel Speed Reduction Program.

"The Port of Long Beach remains the greenest port in the world, reducing emissions while increasing economic activity," Mayor Robert Garcia said in a POLB statement. "The port's consistent commitment to sustainability and our environment should be celebrated."

Harbor Commission president Lori Ann

Guzmán stated, "When the CAAP was adopted almost 10 years ago, the port made a promise to the community to reduce air pollution and to be a better neighbor. While our work is not finished, these results show our commitment to living up to our responsibilities as the Green Port."

Days after the announcement, the port received a \$1.2 million grant from the U.S. Environmental Protection Agency to further its air emissions reductions by funding Long Beach Container Terminal's replacement of "diesel-fueled tractors with electric, zero-emission vehicles." ■

City Hosts Open Data Forum At CSULB On November 16

■ By **SEAN BELK**
Staff Writer

The City of Long Beach is hosting a forum and panel discussion on open data at California State University, Long Beach Student Union Beach Auditorium on November 16 from 2-4 p.m.

The event is part of a series of forums held in recent weeks to help develop the city's policies for open data, which includes categories such as the budget, inspections, code enforcement, crime, permits and lobbyist activities.

"The open data initiative gives the creative community and entrepreneurs access to our city's data so that they can develop new ways to meet the needs of our city," said Mayor Robert Garcia in a statement. "This will im-

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Industry Facing Tough Challenges

(Continued From Page 1)

calls to break up shale rock, to stimulate wells.

The new technology, which has come under fire by environmental groups, has enabled companies to tap new reserves locally and in states that previously never produced oil.

According to the United States Energy Information Administration (EIA), national crude oil production has soared from about 1.9 billion barrels in 2010 to 3.1 billion barrels in 2014. U.S. natural gas production has also increased, with gross withdrawals rising from about 26.8 million cubic feet in 2010 to 31.3 million cubic feet in 2014.

Crude oil production in California, on the other hand, has been on a steady decline as “mature” wells have depleted over the past two decades, dropping from a peak of 394 million barrels in 1985 to a low of 193 million barrels in 2011. Production has gradually risen in recent years, reaching 204 million barrels in 2014, according to the EIA.

The increase in domestic oil and gas production has helped the nation become more energy independent. However, it has also created a surplus, causing prices to plummet, experts said, adding that it might take at least a year before prices rebound as the market corrects itself and runs through built-up storage and oversupply.

“The petroleum industry is an industry that has experienced booms and busts in its history and we are in an era of relatively low prices,” said Tupper Hull, spokesperson for the Western States Petroleum Association (WSPA), a nonprofit trade association representing most oil producers and refiners in California and surrounding states.

As a result of slumping prices, oil production firms and related businesses in the state and the country have seen profits dive, and have had to make adjustments.

In the first half of this year, Texas, where large oil companies are headquartered and fracking has proliferated, had more job losses related to the oil price drop than any other state. Of the 88,589 job cuts announced by companies in the state this year, 66,252 were related to the drop in oil prices, according to statistics provided by global outplacement firm Challenger, Gray & Christmas, Inc.

Some companies in California announced layoffs this year but not nearly as many. For instance, Chevron Corporation, an integrated energy company that produces and refines oil, announced in July that it would lay off 500 employees in the Bay Area. At least two industrial goods companies attributed a few hundred job cuts to the oil price drop as well.

Weathering The Storm

In Southern California, the drop in oil prices has also heavily impacted oil and gas production companies, including those in the Long Beach area. However, local companies entrenched in the industry for decades are positioned to weather the storm better than those in other states, according to industry representatives.

“It’s something that we’ve seen many times before,” said Kevin Laney, vice president of rig operations for Signal Hill Petroleum (SHP), which operates about 450 wells in the Long Beach/Signal Hill Oil Field. “It’s a cyclical business, kind of like



Kevin Tougas is oil operations manager for the Long Beach Gas & Oil Department (LBGO), which operates crude oil and natural gas wells in the Long Beach area, producing about 35,000 barrels of oil a day. (Photography by the Business Journal’s Larry Duncan)

the real estate business, and we all know that . . . We’ve been through it many times, so we’ll get through it again.”

SHP, which employs 140 people, hasn’t had to eliminate any jobs; however, the company did have to “significantly” cut capital expenses, including oil drilling and “workovers,” a process that prepares wells for production, he said.

“We’re very discretionary about that kind of work that we’re doing right now,” Laney said. “It has to be something that makes sense, or where there’s a need to do it right now.”

He said there have been many people in

the industry locally who have lost their jobs because of the oil price decline, adding that the downturn has hurt independent contractors and suppliers the most.

“Their phone just quit ringing,” Laney said. “Most of them have downsized, and there’s been a lot of consolidation in the oil field contractor business going on.”

The Termo Company, an independent oil and gas producer since 1933 that operates 21 wells in Long Beach and Signal Hill, was forced to cut its capital expenditures by 50 percent this year, said Ralph Combs, the company’s manager of corporate development, in a statement.



Kevin Laney is vice president of rig operations for Signal Hill Petroleum (SHP), a crude oil and natural gas production company and real estate developer that employs about 140 people in the local area. (Photography by the Business Journal’s Larry Duncan)

He added that the company, which produces about 210 barrels of oil per day in the local area and 1,600 barrels of oil per day nationally, had to cut pay and benefits but hasn’t had to lay off any employees.

“It’s been painful and tough,” Combs said. “We’ve been aggressively managing costs and looking for efficiencies. We wanted to preserve salaries and benefits and managed to do so for the first part of the year, but we had to make cuts to both in the second half. But we have not laid off anyone. I am hopeful that the lessons the industry and Termo have learned in this downturn will carry forward.”

California Resources Corporation (CRC), a company spun off from Occidental Petroleum Corporation (Oxy) that operates the THUMS offshore oil islands along with onshore wells in the Wilmington Oil Field, canceled a drilling project earlier this year in Carson because of the drop in prices. The project once called for drilling more than 200 wells in the Dominguez Oil Field using directional drilling techniques.

CRC, which employs 1,800 people companywide and works as the contract operator on behalf of the City of Long Beach, has positioned itself to withstand the volatility of commodity prices, said William Blair, director of security and external relations for CRC, in a statement.

“Producers in California have some advantages over those in other states because of the world-class oil and natural resources that are readily accessible through conventional technology,” he said. “CRC has a high level of operational control, meaning that we effectively operate all of our assets, which allowed us to quickly reduce capital investments this year when prices declined, and favorably positions us to grow on a strengthening commodity market.”

Natural Gas Supply

With regard to natural gas, the U.S. is also experiencing low prices as a result of an abundant supply, said Craig Beck, business operations manager for Long Beach Gas & Oil Department (LBGO).

He said customers in Long Beach, which receives 7 percent of its natural gas from local production, 7 percent from market purchases and 86 percent from a contract with Merrill Lynch Commodities, Inc., should see rates remain low for the next year.

“The plentiful supply of U.S. natural gas continues to support lower rates in Long Beach,” Beck said. “LBGO works closely with a variety of natural gas marketing experts to continually refine its market pricing forecast. By all indications, natural gas is projected to remain relatively stable over the next year.”

Combs stated that, “depending on the volumes produced, natural gas is profitable right now.” He said The Termo Company produced enough natural gas last year for about 10,000 homes.

“I wish we produced more natural gas, especially as the state and the country continue transitioning to this clean burning fuel,” Combs said.

Diversifying Assets

Blair said that CRC “is committed to living within our means,” and plans to fund the company’s capital budget internally with operating cash flow.

“Our rich asset portfolio and capital allocation deliver high margin production and operational flexibility, meaning our di-



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California Resources Corporation thanks the dedicated current and former employees and contractors of the City of Long Beach, the State Lands Commission and our THUMS affiliate for 50 years of safe, reliable energy production that protects our unique coastal environment.



Industry Facing Tough Challenges

(Continued From Page 12)

verse asset base allows us to focus our investments on assets that are profitable at lower prices and maintain production using less capital," he said.

SHP has also positioned itself to pull through in down times by diversifying assets. While the company has cut drilling projects, it has kept employees working on existing equipment while taking contract work for other oil companies in the Los Angeles area, Laney said.

In addition, as a commercial and residential real estate developer in Signal Hill, SHP is now moving forward with projects in a favorable real estate development climate.

"The price of real estate is up, so we're working on some pretty significant development projects right now," Laney said. "When it's time to put our real estate hat on, we do that, and when it's time to put our hard hat on, we do that."

Kevin Tougas, oil operations manager for LBGO, which operates wells in the Long Beach area producing about 35,000 barrels of oil a day, has cut drilling rigs from five to one and has reduced its capital investments.

"We're really working on just keeping the wells that are currently on, pumping as efficiently as possible," he said, adding that suppliers and vendors have been negatively impacted the most as the department has

cut back on buying materials, such as casings for new wells.

Tougas said LBGO has received permits from the California State Division of Oil, Gas & Geothermal Resources (DOGGR) to move forward with 13 fracking projects on the offshore oil islands, but, given the low price of oil, the projects likely won't be executed.

"Fracking is an expensive operation, so at this price it doesn't justify the added investment," he said. "I don't know if we'll even execute those permits . . . We were always hopeful that the trend would change, but it's pretty obvious we're in a new oil price environment."

Some oil-related companies are somewhat insulated from the fluctuating commodity prices. Colorado-based Crimson Pipeline, LP, for instance, which has offices in Long Beach, recently announced that it has acquired Chevron Pipe Line Company's (CPL) KLM Pipeline and ancillary assets along with Western San Joaquin Laterals (WSJ).

The acquisition is part of a continued growth strategy that has enabled Crimson Pipeline, which has 95 employees companywide, to expand its transportation capacity from approximately 160,000 to 250,000 barrels of oil per day.

Environmental Regulations

The oil and gas industry in California, meanwhile, continues to operate under some of the strictest environmental and safety regulations in the world, as the state has chosen to be a leader in efforts to re-

duce greenhouse gas emissions while also transitioning to cleaner burning fuels, according to industry representatives.

Distributors of transportation fuels in California have recently become subject to a cap-and-trade program under legislation known as Assembly Bill (AB) 32 that attempts to reduce greenhouse gas emissions contributing to climate change.

State analysts have indicated that the program, which is governed by the California Air Resources Board (CARB), has added 10 to 12 cents to the cost of a gallon of gasoline for California consumers, according to industry representatives, who call the costs a "hidden gas tax."

Under the state law, oil refiners that make gasoline in California are required to purchase carbon allowances at auction in order to sell transportation fuel in the state, which ultimately increases costs to consumers at the pump, Hull said.

"One of the reasons that consumers in California historically pay more for their gasoline is these environmental programs that exist and that are unique in California," he said.

Oil refining capacity has been decreasing over the years due to the closure of older and smaller refining operations that have found compliance with the state's strict environmental regulations to be cost prohibitive, according to a recent study on the economic impact of the industry commissioned by WSPA.

This is also limiting the permitting of

new facilities, and therefore "any potential increase in oil refining capacity in the future in California appears highly unlikely," the study found.

Tesoro Corporation, which operates a 930-acre oil refinery straddling Carson and the City of Los Angeles that was previously owned by British Petroleum (BP), is investing \$425 million into the refinery to integrate it with another refinery in Wilmington to make operations more efficient and to meet demands of the marketplace.

The project is currently undergoing an environmental review process with the South Coast Air Quality Management District. Kenneth Dami, spokesperson for Tesoro, said in an e-mail that an environmental impact report (EIR) on the project has yet to be made public.

How California legislators decide to continue to pursue effective climate change policies will categorically have a major impact on how the petroleum industry operates in the state, Hull added.

Senate Bill (SB) 350, which was signed into law by Gov. Jerry Brown earlier this month, doubles the rate of energy efficiency savings in California buildings and mandates that half of the state's electricity be derived from renewable sources by 2030.

A provision that would have required a 50 percent reduction in petroleum use for transportation fuels, however, was ultimately taken out of the legislation. Opponents of the mandate said such a goal would have been "unrealistic."



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Photograph by Hartono Tai of Long Beach

Companies in California, meanwhile, are required to operate under the most stringent regulations for oil and gas production in the country, particularly as new rules have been passed regulating fracking and well stimulations in the state.

While environmental groups have protested fracking projects in Long Beach because of potential for causing seismic activity and contaminating groundwater in a time of drought, Tougas has stated publicly that the process conducted at oil islands does not involve using fresh water and poses no threat to the public or the environment.

Laney said it's important for the industry to inform the public about its practices in order for policy makers to make the right decisions, adding that many groups have been spreading "misinformation" about oil drilling techniques.

"We try to be as transparent as possible," he said. "We give tours, and we invite people on to our property. We want to keep the public, the city, the regulatory agencies and everybody as informed as possible to make the best decisions based on the facts."

Additionally, WSPA and other industry representatives said they plan to continue working with policy makers to ensure that

efforts to reduce carbon emissions are done in a way that's not cost prohibitive and unrealistic for businesses and consumers alike.

Future Of Production

Industry representatives, who attributed the oil price drop to an oversupply of crude oil caused by the boom in production over the past decade, stated that ultimately the market isn't expected to begin balancing out until next year.

"We're sort of a victim of our own success," Laney said. "There's just more supply than there is demand."

As companies shut down drilling rigs across the country, national production will begin to taper off, which will help prices rebound. However, the market also has to work through built-up barrels of oil in storage, he said.

California, however, is in a more unique situation than the rest of the country, as there are no pipelines coming from other states, industry representatives explained.

According to Hull, California produces only 38 percent of the oil needed in the state. He said Alaska produces about 14 percent of the state's oil while the rest comes from foreign countries, mainly Saudi Arabia, Iraq and Ecuador.

"Over half of the oil we use every day

comes here in ships from foreign countries and that fact is why we believe it's so important to support and enhance our own domestic production," Hull said. "Every barrel of oil that we use here is not a barrel that we need to import in a ship from a country like Saudi Arabia or Iraq where the supply can be unreliable."

Blair said California is a "world-class oil and gas region with an exciting future," adding that CRC operates 137 oil fields from recent discoveries to 100-year-old, billion-barrel fields that continue to yield new recourses. Much of the state remains "underexplored and underdeveloped," he said.

"Technology has been the key to unlocking California's complex geology and expanding our capabilities to drill and produce wells more efficiently, while reducing surface use and environmental footprint," Blair said.

Growing domestic oil and gas production in California, which has a "proven track record of safety and environmental responsibility," he said, is better than importing oil that will only profit unregulated sources. He added that CRC remains a "constructive participant in the state's development of legislation, regulation and energy policy."

With regard to natural gas, Beck said

that, even though there is significant U.S. supply, production is expected to continue to grow as new reserves are identified. However, with the low price of gas, it's feasible that existing wells will be closed.

LBGO, which receives local production from CRC, SHP, Sampson Oil Company and Breitburn Energy Partners, anticipates local natural gas production to increase 2 to 3 percent in 2016, he said.

Beck added that, beginning next year, LBGO will supplement its supply by sourcing renewable natural gas (RNG) or biogas, a combustible gaseous fuel collected from the microbial degradation of organic matter in anaerobic conditions, including landfills, livestock operations and waste water treatment. He said biogas production is "carbon-neutral and doesn't add to greenhouse-gas emissions."

In addition, Laney noted that oil production in Alaska has continued to decline significantly, making it even more vital for California to increase its own oil production, which provides local jobs and tax revenue.

"California is kind of an island," he said. "What we don't produce here comes in on a ship. We load the ship with our money. They leave their oil and away they go, with no taxes, no jobs and no regulation." ■





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THUMS Oil Islands: Half A Century Later, Still Unique, Still Iconic

■ By **MICHAEL GOUGIS**
Contributing Writer

It is an absolute certainty that the assignment placed before Joseph Linesch was one-of-a-kind. The architect's background was largely in amusement parks – he had worked on designing the landscape at Disneyland in Anaheim and at Freedomland U.S.A. in the Bronx.

Now, in front of him, was an entirely different challenge – make a set of oil drilling islands aesthetically palatable to Long Beach residents with shorefront homes only a few hundred yards from the proposed heavy industrial operations.

What the firm of Linesch & Reynolds, along with sculptor Herbert J. Goldman and landscaper Morgan Evans, drafted is nothing less than an icon in modern industrial design. And it is not just the appearance that is unique. The THUMS Oil Islands are celebrating 50 years of operations – a half-century of successful co-existence with residents of Long Beach, the State of California and an environmentally sensitive ecosystem in the Long Beach Harbor.

“It was an exceptional design. The people who were involved at the time were very creative visionaries,” says Frank Komin, executive vice president, southern operations for California Resources Corporation, the company that currently owns the islands.

“Even today, those islands are viewed as one of the most innovative oil field designs in the world,” he continues. “The islands have grown to become icons in which the City of Long Beach takes a great deal of pride.”

In 1964, the courts ruled that the State of California had mineral rights to the oil located offshore of Long Beach. That included part of the Wilmington Oil Field, one of the largest deposits of oil and natural gas in North America. Long Beach voters gave the go-ahead to an ambitious plan to tap into that resource, but only within very strict guidelines, Komin says.

“The residents of the city voted to approve leasing – but under a very unique arrangement. It was to be done from four man-made islands that were designed to appear as tropical settings and to hide the development from view. That was the reason for the islands. There’s never been another model quite like it anywhere in the world,” Komin says. “The islands were required to blend in with the local landscape and scenery. The guiding principle was that the islands were to enhance, rather than detract from, the harbor’s natural beauty.”

Before they could be sculpted, they had to be constructed. From Catalina Island, 640,000 tons of boulders – some as large as



California Resources Corporation's Long Beach operations are led by Frank Komin, executive vice president, southern operations. He is in front of a poster that documents the types of animal life the THUMS oil islands support. According to CRC, "THUMS' unique combination of production functionality, visual appeal and environmental and safety features has garnered the facility dozens of awards and recognition from local, state and national organizations. The Wildlife Habitat Council (WHC), a nonprofit organization that helps landowners enhance wildlife habitat, has certified all four THUMS' islands for commendable wildlife habitat management and environmental education programs. Since 2004, the wildlife team at CRC has worked with WHC to establish California plant habitats on the islands." (Business Journal photograph)

five tons each – were mined, then carefully placed to build up the perimeters of the islands. From the floor of the harbor – about 30 to 40 feet deep – the rocks were arranged to serve as the walls for the islands, each of which covers between 10 and 12 acres.

The next step was to dredge. Approximately 3.2 million cubic yards of sand were scraped from the harbor floor and poured into the center. At that point, the landscaping and equipment installation began. From the beginning, the impact on the nearby community was paramount – the closest island was only a few hundred feet from some very valuable real estate.

“Palm trees were planted on the exterior” Komin says. “Concrete facades were constructed for aesthetic purposes but also for practical purposes – to divert any industrial noise away from the residents living nearby. For noise abatement purposes, nearly all of the power that’s used to run the islands is electricity.”

The overall aesthetic direction deviated from the norm of the day, according to the website www.artdaily.com.

“The results reveal his [Linesch’s] interest in the aesthetic mitigation of technology – a departure from the contemporary modernist principles of the time, which celebrated industrial structures,” the website states.

And the plan was to do more than simply mask the operations from sight, but to integrate them into the seascape of Long Beach, according to the University Art Museum at California State University, Long Beach.

“What resulted was a camouflage that employed waterfalls, palm trees and shrubs set against abstract, brightly colored concrete walls and 180-foot tall towers – all dramatically lit at night. Linesch & Reynolds . . . worked to create a fantasy environment that would mask the working mechanical equipment of the oil platforms, and relate the islands visually to adjacent urban Long Beach,” curators wrote.

Given Long Beach’s prominent role in the region’s rich aerospace industry, it is fitting that the constructions are known as the Astronaut Islands. Each – Island Grissom, Island White, Island Chaffee and Island Freeman – is named after one of the first four U.S. astronauts killed in the line of duty. The name “THUMS” is derived from the original group of operators: Texaco, Humble, Union, Mobil and Shell.

Today, the islands produce about 35,000 barrels of oil each day. Oil, natural gas and water are pumped from the underground reservoirs, which are located between one-half and one mile under the floor of the harbor. The water is separated from the oil and reinjected into the ground to prevent subsidence. The oil and natural gas are transported to shore via pipeline and sold.

The decision by Long Beach voters 50 years ago to tap into that undersea resource has paid dividends for all parties involved. So far, the islands have provided more than \$4 billion to the State of California and the City of Long Beach. And there have been other financial beneficiaries as well, Komin says. Thousands of individual property owners near the shore also owned rights to the oil field – and that has proven profitable to them and their heirs.

“The profits generated are returned back to those stakeholders, including over 6,000 individual town lot owners. Those were residents who owned a town lot near Ocean Boulevard. Even today, we’re cutting over 6,000 individual checks monthly,” Komin says. “Many of those town lot owners have passed them down to their heirs that might

live in other parts of the world. The checks go to a lot of different places!”

And through it all, the islands have had a positive impact on the ecosystem of the harbor, and have been the recipient of several awards through the years.

“The one that received the most recognition would be the one that we received from the Aquarium of the Pacific for outstanding corporate environmental achievement,” Komin says. “We wanted to determine the impact the oil operation has had on the ecosystem. So we commissioned a team of marine biologists to study the islands. As you might expect, any time you introduce an artificial reef and keep the environment around it clean, marine life is going to flourish. And that’s what the study showed. We documented the results with a poster that shows the types of animal life that the islands now support.”

Komin says that, with a solid history of success in the books, that the islands’ future remains positive, and that they are likely to remain iconic representations of Long Beach for years to come.

“It is a maturing oil field that we believe has plenty of life, plenty of opportunity remaining. The field provides a strong revenue base for the city and state – and it provides quality jobs for our local economy,” Komin says. “Our intent is to continue operating in the safest and most environmentally responsible means possible and continue to build on the gains we’ve made in those areas. We think the application of new technology will go a long way to being able to fully develop all the oil and gas resources that are there. We intend to be a good neighbor and a fixture here in Long Beach for many years to come.” ■

Industry Plays Major Role In State Economy

(Continued From Page 1)

cause of the steep drop in crude oil prices, industry representatives said local companies familiar with the volatile nature of the business remain optimistic about the future.

Oil company representatives are hopeful that the industry will eventually rebound, adding that, when prices recover, firms will continue to harness new technology to further reach domestic reserves throughout the state, which still gets most of its oil from foreign and out-of-state sources and derives 92 percent of its transportation fuels from petroleum.

Highly skilled workers are still needed today throughout the state and the region to maintain existing wells and operate oil refineries that function under the strictest safety and environmental regulations in the world, industry representatives said.

“It’s a highly technical field and there are high-paying jobs in this industry, so there are great job opportunities for the community,” said Steve Faichney, spokesperson for Valero Energy Corp., which operates an oil refinery in Wilmington that today employs 400 people and works with 100 contractors.

The oil and gas industry, in fact, provided 184,000 direct jobs in California and generated \$21.2 billion in state and local taxes in 2013, according to a report by the Los Angeles County Economic Development Corporation (LAEDC), released earlier this year.

When considering indirect and induced jobs (those jobs resulting from increased economic activity in a wide range of industry sectors such as mining, construction and manufacturing), the industry supported approximately 455,940 jobs, about 2.1 percent of the state total, in 2013, the report stated.

The report, commissioned by the Western States Petroleum Association (WSPA), a non-profit trade association representing oil producers and refiners in California and surrounding states, noted that California still ranks third in production out of the 31 oil producing states in the country.

While the report doesn’t take into account the recent drop in oil prices because of a two-year lag in data, employment figures remain about the same today, said WSPA spokesperson Tupper Hull. She noted that the job market for the industry in the state remains relatively stable, adding that there typically “aren’t large swings” in



Workers maintain one of Signal Hill Petroleum’s oil wells. The crude oil and natural gas production company and real estate developer operates about 450 wells in the Long Beach/Signal Hill Oil Field. (Photograph by the Business Journal’s Larry Duncan)

employment from year to year in California, even in downturns.

In addition, job loss reports indicate that most layoffs related to the oil price drop have occurred in Texas, where most hydraulic fracturing or “fracking” projects – which involve using highly-pressurized water, sand and chemicals to break up shale rock in well stimulations – have been concentrated.

In California, however, the job market has held fairly steady, aside from about 500 layoffs announced by Chevron earlier this year. With natural resources readily available through conventional technology, oil companies in California familiar with the unstable market have been able to weather the storm easier than those in other states, according to industry representatives.

On a regional basis, downstream activity of the industry is concentrated in Southern California, where more than half of the state’s oil refining capacity is located, according to LAEDC’s report, which adds that about 40 percent of the state’s oil refining capacity is located in the Bay Area in Northern California.

Southern California also has the largest share of employment in industry segments related to trade (natural gas distribution and gasoline stations), which are sectors that depend on oil and gas delivery to residents and businesses, with economic activity related to the region’s residential population, according to the report.

In Los Angeles County, which has some of the largest oil fields in the state, the oil and gas industry supported a total of 49,279 direct jobs and generated \$5.4 bil-

lion in state and local taxes in 2013, according to the report.

Wages for occupations in the industry vary widely, the report noted, adding that the retail gas station industry, which is at the lowest of the spectrum, averages about \$24,270 a year while chief executives at oil and gas companies average about \$194,031 a year.

Providing 13 percent of the fuel supply in Southern California with a total throughput capacity of 135,000 barrels of oil per day, the Valero oil refinery employs electricians, technicians and human resource specialists along with chemical, safety, environmental and civil engineers, Faichney said. In addition, the independent oil refinery hires labor contractors that provide jobs in pipefitting, welding, instrumenta-

tion, inspecting and meteorology, he said.

“We have people who operate the facility 24 hours a day, seven days a week and 365 days a year,” Faichney said. “They make pretty good money too, along with maintenance employees who do repairs, and loss control reliability engineers and meteorologists . . . It’s quite a spectrum of jobs and disciplines here.”

The oil and gas industry is also a large contributor to the state’s overall economic activity, according to LAEDC’s report, which added that, “virtually all industry sectors receive a positive economic impact from the oil and gas industry, including utilities, health and social services, accommodation and food services, wholesale trade, manufacturing and construction.” ■



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Valero Golf Tournament Raises \$230,000 For Harbor Area Organizations Benefiting Children


■ By SEAN BELK
Staff Writer

Valero Energy Corp., which operates the Wilmington oil refinery, has announced that \$230,000 has been raised from the 2015 Valero Texas Open and Benefit for Children Golf Classic to benefit 16 children’s organizations in the Harbor Area.

Organizations benefiting include the Boys & Girls Club of the Los Angeles Harbor, Wilmington YMCA, Gang Alternatives Program (GAP), International Trade Education Programs (ITEP), Long Beach Boys and Girls Clubs, Toberman San Pedro Neighborhood Center, Cabrillo Marine Aquarium, Miller Children’s Hospital and the Ronald McDonald House.

For the 13th consecutive year, the golf tournament has provided financial support to hundreds of children’s charities throughout Valero’s nationwide business region.

The Valero Wilmington Refinery is located on 120 acres in the community of Wilmington on the West Long Beach border, and employs about 440 people, according to its website. Companywide, the Valero Energy Corporation employs about 10,000 people at its refineries, ethanol plants and wind farm. ■



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"We really are the leading shining example, the North Star if you will, of environment stewardship."

Lori Ann Guzmán, President
Long Beach Board Of Harbor Commissioners

(Photograph by the Business Journal's Larry Duncan)

Lori Ann Guzmán

(Continued From Page 1)

where the situation was challenging but it tested everyone's basic concept of the status quo and what works," Guzmán said. Although the situation was challenging, she felt that it also created an opportunity to examine areas in which the port could improve.

Key in that process has been placing a renewed emphasis on customer service.

"Customer relations matter and customer service matters, and we can't rest on our laurels and think that just because of our geography and our location – that we are so uniquely situated geographically [for trade] – that people will just come running back,"

Guzmán said. "That's not the case. The congestion last year was significant, and some cargo was diverted."

She continued, "The team here, between the commissioners and executive staff, [we] had over 300 meetings with different stakeholders over the last 12 months." Those stakeholders included beneficial cargo owners, ocean carriers, terminal operators, rail lines, the drayage community, the International Longshore and Warehouse Union and others.

"[We] really came together to say, 'Come back. We're open for business and we'll take good care of you. Customer service matters.'"

To ensure the port maintains its competitive edge, Guzmán said she believes the

velocity and reliability of cargo movement through the port must be improved. The port has been collaborating with the Port of Los Angeles and supply chain stakeholders through a Federal Maritime Commission-sanctioned discussion agreement to accomplish this goal, she noted.

Investments in infrastructure also position the port to remain competitive, Guzmán explained. "Our \$4 billion capital program is another standout feature for us that makes us a lot more competitive, between the Gerald Desmond Bridge [Replacement] Project, our Middle Harbor [Redevelopment] Project, and also our emphasis on on-dock rail," she said.

"You can't be reactive in this industry," Guzmán said. "By the time you realize you don't have capacity, it's too late – much like what's happening with the Panama Canal and some other ports around the world."

A project to widen the Panama Canal to accommodate vessels carrying more than 13,500 twenty-foot equivalent units (TEUs) of cargo is nearly complete, but many ocean carrier lines have 18,000 TEU ships and larger on order. "Having that long-term vision and outlook puts you in a better position to be able to plan," she emphasized.

The Gerald Desmond Bridge and Middle Harbor projects were approved years ago, demonstrating the port's forward thinking in preparing for the mega ships of the future, Guzmán pointed out.

To ensure that the port remains a strong economic asset, keeping it on solid financial footing is a must, in Guzmán's view. "It's not just our port; it's really the nation's port," she said. "So, making sure that we

continue to do our part to make sure that it's financially sustainable over the long term for the benefit of the community, the City of Long Beach, and the nation at large is really important."

The port's fiscal outlook "is something I care very strongly about because with any asset, if you don't maintain it from a financial standpoint and you're not fiscally responsible with it, the asset will eventually deteriorate in some way to the point of non-existence," she said.

Guzmán said she has a strong relationship with the port's chief financial officer and other financial staff. "I work with them closely to look at our 10-year forecast and our debt issuances, and making sure that I understand that and feel comfortable with it, especially when you have an unprecedented capital program and you will be issuing additional debt to be able to finance that," she explained.

"As we move forward to build out our infrastructure to improve the velocity and to be more of a state-of-the-art, cutting-edge port, I am sure that with the plans we have in place we will be able to meet our debt service ratios and operating costs, and still be able to continue to invest," Guzmán said.

Having harbor commissioners with wide-ranging backgrounds is also key to moving the port forward.

"We are a very passionate bunch. We have diverse backgrounds and are very successful in our fields," Guzmán said. "I have the natural leaning towards financing, and Commissioner [Tracy] Egoscue has the natural leaning toward the environmental issues," she explained. "Commissioner [Rich] Dines works on the docks, so he has hands-on knowledge and experience. And Vice President [Lou Anne] Bynum, she is an expert at economic development and small businesses." She continued, "And then Commissioner Drummond, [there is] just a remarkable history there with government leadership and the law enforcement background as well. So we are a very talented board with very unique skillsets."

One of Guzmán's former mentors once told her, "If we're all thinking alike, we're not thinking. We're missing something. And we may be missing something really big," she recalled. Having a board of harbor commissioners with differing backgrounds prevents that.

"We have a female majority board now, so I think that helps to echo . . . the importance of having diversity within an organization," Guzmán said. "It just makes for better, more well-rounded conversation when you have

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diverse stakeholder groups, whether it is ethnic diversity or gender diversity.

“I feel like there could be more opportunities for women in international trade,” Guzmán reflected. “It is, for certain, a male-dominated industry. That’s why I feel strongly about my role as president in encouraging more women in management level positions across the board in any of our stakeholder groups, and also within the port itself.”

Guzmán pointed out that women make up about 45 percent of the U.S. labor force, but only about 36 percent of the port’s labor force.

“There is a way to go to get us [on par with] labor market statistics, but I think that we have done an amazing job, even in the last few years, in terms of bringing on additional women in top level positions,” she said, referring to the recruitment efforts of Chief Executive Jon Slingerup. “I can see with his hiring decisions he believes in ethnic diversity, gender diversity. And that is really important to me, personally.” The port outpaces the nation in its percentage of women in management roles, she noted.

On November 17, the Port of Long Beach is hosting its fifth annual Women In Trade Luncheon, part of an initiative aimed at attracting more women to careers at the port and in the trade industry.

“It’s the largest economic engine in the city, and yet there is a real need to improve that communication with the next generation,” Guzmán said. She hopes that in the future the port can forge stronger connections with the Long Beach Unified School District to help educate local students about the port and related careers.

Beyond educational and career initiatives, Guzmán is focused on continuing to grow the port’s ties to the community. “When you’re such a large asset in the community financially, you also have a strong social responsibility to communicate with the community and to tell your message,” she said.

“We want to grow business . . . but we want to do it in a way that’s sensitive and responsive to the needs of the people who will be dealing with the impacts,” she continued. “So getting that message out is important.”

Tied directly to the health of the surrounding communities are the port’s environmental initiatives, such as its Clean Air Action Plan, Clean Trucks Program, and others. While “The Green Port” is the Port of Long Beach’s moniker, Guzmán said more could be done to work towards greater environmental sustainability.

“We really are the leading shining example, the North Star if you will, of environment stewardship,” Guzmán said. “We have that prominence globally, which means that, as a leader and as that North Star, we need to continue to push the envelope just a little bit more.”

The board is focused on updating the Clean Air Action Plan and hopes that efforts among supply chain stakeholders and the state’s environmental agencies to develop a sustainable freight infrastructure plan will further the port’s environmental sustainability as well, Guzmán said.

In the end, President Guzmán said, “We are all very committed to making sure that we’re the best port we can be.” ■

CITY OF LONG BEACH

BID OPPORTUNITIES

TITLE	BID NUMBER	DUE DATE
Purchase and Development Opportunity at Broadway & The Promenade North	RFP EP16-003	1/11/2016
Purchase and Development Opportunity at Anaheim Street & Lime Avenue	RFP EP16-002	1/11/2016
Purchase and Development Opportunity at 5100 Long Beach Boulevard	RFP EP16-001	1/11/2016
Improvements of Orange Ave between 52nd Street and 64th Street	R-7012	11/18/2015
Drake/Chavez Soccer Fields & Greenbelt	R-7002	11/11/2015
Fire Stations - Workforce Privacy	R-7036	11/09/2015
Purchase of One (1) Ford C-MAX Hybrid Vehicle	ITB FS16-026	11/05/2015
Fuel Site Designated Operator, Maintenance, and Repair Services	ITB FS16-015	11/03/2015
Purchase of Used Vehicles	ITB FS16-008	11/02/2015
Professional Engineering Services for Colorado Lagoon Open Channel Restoration (Phase 2A) Project	RFP CM16-028	10/30/2015
Purchase and Development Opportunity at 100 East Ocean Boulevard	RFP CM15-163	10/30/2015
Purchase and Development Opportunity at 3rd Street & Pacific Avenue	RFP CM15-162	10/30/2015
Purchase and Development Opportunity at Anaheim Street & Walnut Avenue	RFP CM15-159	10/30/2015

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

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

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Women In Business Profiles

(Continued From Page 1)

opening a second location. Nancy Sowinski of Sunset Marine Labs is also contemplating how she can expand her business by getting into new markets.

“Women are much more likely to say they are taking the bull by the horns and focus on growth,” Weeks says. While just 22 percent of male business owners surveyed by American Express OPEN say they would take an aggressive approach to growth, 28 percent of women say the same. The majority of small business owners, like Frances Lyon of Lyon Art Supply, take a more pragmatic approach to growing their businesses, Weeks notes. Lyon merged with another art supply business in 2009 as an avenue to strengthen her business.

Amex’s 2015 State Of Women-Owned Businesses report indicates the number of women-owned businesses has grown at one-and-a-half times the rate of businesses as a whole. It’s a trend Weeks expects to continue. “In fact, it may even pick up and be even higher than it has been,” she says of the growth rate of new women-owned businesses.

“For minority women-owned businesses, there is phenomenal growth,” Weeks points out. “The growth in the number of firms owned by women of color back in 1997 was one out of every six women-owned firms was owned by a woman of color. Now it is one out of every three. So that is pretty amazing.” Catrina Carter, who owns Expressions Hair Lounge in North Long Beach, was at the forefront of this surge in growth, first going into business around 30 years ago.

Each of the women profiled in this section seized upon unique opportunities to start their businesses. Driven by a desire for independence and passion for their fields, they remain focused on growth and continued success.

(Photographs by the LBBJ’s Larry Duncan)

Catrina Carter

Expressions Hair Lounge

1067 E. Artesia Blvd., Long Beach
562/422-4400 • www.expressionshairlounge.com



After 30 years in the hair industry, Catrina Carter almost retired – but instead, she put down roots in Long Beach, opening a new hair salon about two years ago on Artesia Boulevard.

Carter’s entrepreneurial spirit first emerged in high school, where she started offering to style her classmates’ hair and pluck their eyebrows for a small fee. As a student at an all-girls Catholic school, she had plenty of customers.

“Some kids I went to school with were dealing with different types of [challenging] situations at home,” Carter recalled. “We had young ladies that came to school who didn’t even comb their hair.” Driven by “a passion that women should always look good,” Carter began bringing styling supplies to school to help out her classmates.

“I already had a business forming in school. I was charging them like \$2 to \$3 to do their eyebrows,” she said. “I kept a line [of customers] every day,” she said with a laugh.

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After graduating, Carter wasted no time in starting up a business. At the age of 19, with help from her husband and parents, she purchased an existing salon in North Long Beach. Deciding to focus on managing the business rather than becoming a stylist, Carter’s first priority was putting together a team made up of “the most talked-about hair stylists in the city.”

As a young business owner, “every day there was a new challenge,” Carter said. As is the case for many new business owners, “The great business didn’t just come overnight,” she said. “I really had to plan to make things work.”

After five years, Carter closed her Long Beach salon and opened a larger location in her hometown of Compton. The larger salon enabled her to create 30 workstations, more than doubling her team of stylists. While she brought some staff with her from Long Beach, she said she formed a mostly new team of “serious people who had the drive to really take their career to the next level.”

It had always been Carter’s intention to retire after she reached 30 years in business, but a couple of years before hitting that milestone, she decided that the change she really needed was another move.

She spotted an empty storefront on Artesia Boulevard in North Long Beach, but didn’t call on it for months because she assumed the rent would be beyond her budget. “I had designed the whole salon before I even made the phone call. It sounds so crazy,” she said. She ended up getting the location, and two years ago she opened Expressions Hair Lounge. “Business is wonderful,” she said. “It’s everything I imagined doing 30 years ago.”

Frances Lyon

Lyon Art Supply

441 E. 4th St., Long Beach
562/435-5383 • www.lyonartsupply.com



Lyon Art Supply has been a staple in the East Village Arts District for 25 years. So it might come as a surprise to some that the store’s namesakes, Frances and Bill Lyon, didn’t know the first thing about art supplies when they started the business in 1990.

At the time, the Lyons were both retired. Bill had owned a business in the past, and Frances was recently retired from running the medical library at Long Beach Memorial Medical Center, which she had done since the hospital was built. One day, a couple of years into their retirement, Bill returned from a homeowners association meeting with a business opportunity.

“Bill came home from a homeowners meeting and said, ‘What do you think about buying an art supply store?’” Frances Lyon, who now runs the business on her own, recalled. “And I said, ‘What do we know about art supplies?’ . . . He said, ‘Nothing, but it’s a good opportunity to learn.’ And we certainly did learn a lot.”

The Lyons purchased an existing business, Saylor Art Supply, from the owner.

When asked why they decided to come out of retirement and start a new business, Lyon said, “Well, we weren’t bored or anything like that. It was just a new opportunity that presented itself.”

Starting a business in a field they knew little about “was a constant learning curve,” Lyon said. “There were two or three key employees who were with the Saylor’s who came on with us,” she said, explaining that those employees both helped the Lyons learn about art supplies and assisted with making cold calls to potential new customers. “This was also a learning experience for us because I had never made a cold call in my life,” Lyon recalled.

Lyon Art Supply truly began as a family store, with Lyon’s brother-in-law taking over the picture framing aspect of the business and her sister taking charge of finances.

Lyon quickly discovered that her experience as a librarian translated well to the business in that she was helping to match individuals with the resources they needed – it was just art supplies instead of documents. As a business owner, she found she most enjoys “the interface with so many different people from the public who I never would have met in my regular day-to-day life.”

In 2009, Lyon Art Supply merged with Graphaids, a Culver City-based art supply business. The opportunity allowed Lyon to move her business across the street to a newer building. She called the decision “a good business move.”

One of Lyon’s challenges in running her business is contending with rising prices. “We have to pass the prices along to our customers,” Lyon said. “So we really have to do a good job of explaining to customers why what they’re buying is the best for their buck.”

Looking forward, Lyon said she has a simple goal for her business. She reflected, “Like anybody in retail, it is to be able to survive and stay in business.”

Who's Who Women in Business

Nicoleta Simionescu-Robinson, Managing Broker

AllWays Financial Services, Inc.

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Robin Thorne, Chief Executive Officer

CTI Environmental, Inc.

Robin obtained a Chemical Engineering degree from Drexel University and is a licensed General Engineering Contractor. She specializes in regulatory compliance and enjoys working with companies ensuring they are following the latest environmental and safety regulations. Her team provides Cal OSHA safety training, disaster preparedness services as well as lead and asbestos abatement. They also provide environmental due diligence audits for real estate transactions and inspection services for construction projects. Robin is a youth mentor and has volunteered on several community boards. She avails herself to speak with youth groups to encourage them to pursue degrees in STEM related fields.

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Paige Fingerhut Charnick, Realtor+Probate Specialist

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Phyllis Schmidt, Realtor

Boardwalk Properties

I am a licensed real estate agent with Boardwalk Properties. I live in and love Long Beach, especially Belmont Shore. I own and live in a triplex here in the Shore. I was recognized as a 2015 Woman of Distinction by Assemblymember Patrick O'Donnell. Specializing in one to four residential units, I can help with staging and curb appeal. For some years I had a landscaping business here in Long Beach and Signal Hill. My email address is plants29@gmail.com, from my gardening days. Please call or email as I would love to work with you to sell or purchase property here in Long Beach.

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Suzanne Mills-Winkler, President

Dynamic Designworks, Inc.

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

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Laura Bromlow, Esq., Attorney at Law

Bromlow Law

Laura L. Bromlow, Esq. practices Elder Law and Special Needs Planning. She is versed in Medi-Cal, the Veterans Pension benefit and Special Needs planning. Her practice also includes probate, trust administration and conservatorship. Laura's professional memberships include: National Academy of Elder Law Attorneys, the California Advocates for Nursing Home Reform and ElderCounsel™. She is also a board member of the Estate Planning and Trust Counsel of Long Beach and serves on the board of governors of the Long Beach Bar Association as well. Laura enjoys being an advocate for the elderly and those with special needs. She is a dedicated wife and mother of two.

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Monika Zuzanska, Founder

EcoCleaning Solutions, Inc.

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

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Kelly Dent, Brokerage Services

CBRE, Group, Inc.

An expert in Long Beach and South Bay markets, Kelly Dent represents owners of shopping centers and mixed-use projects and has a thorough understanding of the landlord's mindset – especially regarding development and renovation projects. Working with industry experts Richard Rizika and Mitchell Hernandez, she works with landlords on many notable Long Beach shopping centers and retail properties.

"My professional networking through CBRE helps me provide clients with an extensive wealth of information, data, and resources," says Kelly. In addition to her local expertise, Kelly is responsible for the management of a major global CBRE account.

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Dr. Alyson Emery, Owner

Emery & Emery

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

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Nancy Sowinski

Sunset Marine Labs

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562/453-7786 • www.sunsetmarinelabs.com



When Nancy Sowinski began a small business growing jellyfish in her kitchen about 19 years ago, the concept of displaying these marine animals in commercial settings was little known. Now, jellyfish are fixtures in hotels, casinos, nightclubs and even private homes.

Sowinski’s journey to jellyfish maven began when, after graduating with a degree in physics from Texas Christian University, she joined the crew of a marine research vessel for a two-year stint at sea. “I got a wonderful job after college on a research ship going off to the Caribbean to do coral reef research alongside the Smithsonian,” she said.

Without any relevant experience, Sowinski was accepted aboard the vessel in part because she was a candidate for a famed experiment in Arizona in which scientists and researchers lived in an enclosed biosphere. Aboard the research vessel, Sowinski collected samples of corals and fish to deliver to the biosphere, eventually working her way up to the position of scientific director.

After two years, the biosphere experiment was cancelled. “The contract with the ship ended and I was still very gung-ho about continuing with marine biology,” Sowinski said. Shortly thereafter, she began working at Cabrillo Marine Aquarium in San Pedro as an aquarist.

Around the same time, the Monterey Bay Aquarium debuted a successful large-scale

exhibit of jellyfish, which had not previously been attempted due to logistical difficulties such as bulky tanks, according to Sowinski. “Cabrillo got some lovely little polyps, which is the dormant beginning stage of a jellyfish, from Monterey to start our own breeding program and have our own exhibit,” she said.

Jellyfish were in high demand among aquariums, but few people had the knowledge to properly breed and care for them. “My coworkers at Cabrillo suggested I start growing jellyfish because other aquariums needed them for exhibits,” Sowinski said. “So I took some polyps home and I started growing my own in my kitchen.”

In addition to breeding and growing jellyfish, Sowinski developed a simpler, leaner tank system than the kind that had been used since the 1960s. The project naturally grew into her business, Sunset Marine Labs, when aquariums began referring private entities interested in obtaining jellyfish to Sowinski.

Among her first clients was the Mandalay Bay Casino in Las Vegas. After that, having jellyfish on display in commercial settings such as nightclubs and restaurants became trendy, and Sowinski’s business grew. “We do an on-site consultation, design the tank, supervise the installation, and then train service companies to take care of it,” she explained. “We supply the jellyfish and the food from there on out.”

Billie Gentry and Karen Quimby Lobo

Twig & Willow

3740 E. 4th St., Long Beach and 4130 Atlantic Ave., Long Beach
562/433-8944 • www.twigandwillow.com



From left, owners Billie Gentry and Karen Quimby Lobo with 4th Street store manager Cassie Malone.

Six years after opening Twig & Willow, a boutique in Belmont Heights, co-owners Karen Quimby Lobo and Billie Gentry are preparing to open a larger, second location in Bixby Knolls on November 6.

Twig & Willow came about when Quimby Lobo, a friend and neighbor of Gentry, saw a retail location open up next to a Belmont Heights breakfast staple, The Coffee Cup. It was a location she had been eyeing for some time.

Just a day after Gentry’s daughter, Violet, was born, the space became available for rent. “I went over to her house that day and I said, ‘That little spot next to The Coffee Cup opened. Do you want to open a store?’” Quimby Lobo recalled.

“I had left my career in advertising to be a mom and I was looking for my next adventure while I raised my family,” Gentry recalled. She said yes, and the two immediately got to work. “She strapped her little baby infant on to the front of her and we opened the store in five weeks,” Quimby Lobo said.

“The process was crazy and chaotic,” Quimby Lobo said with a laugh, recalling the early days of Twig & Willow. “It was literally trial and error and just learning as we went . . . We are constantly learning and growing and changing,” she continued.

The pair said their differing skill sets make them a great business team. In the 1990s, Quimby Lobo owned a boutique in San Francisco, and she still maintains a freelance career in product development. “She focuses on all the creative design, marketing and buying,” Gentry said.

Gentry’s marketing background and experience managing large budgets translates well to her role managing the business end of Twig & Willow. “I focus on the business operations, employee management and financials,” Gentry explained.

“I leave her alone when it comes to business, she leaves me alone when it comes to creative, and we just make sure we have a lot of communication,” Quimby Lobo said.

Twig & Willow carries clothing and gifts from local designers and artisans. “It’s one of those stores where a mother and a daughter can come and shop and both of them will find something,” Quimby Lobo said.

The new Twig & Willow in Bixby Knolls is opening on the sixth anniversary of the first location. “You are not going to have the same experience in both stores,” Quimby Lobo said. Unique to this store will be a men’s section and larger children’s and home goods section than at the original Twig & Willow.

Right now, the biggest challenge Gentry and Quimby Lobo face is opening the second location. Finding enthusiastic staff members with flexible schedules to meet the needs of their growing business is also challenging, Quimby Lobo said. She and Gentry are passionate about employing local college students, but that sometimes makes for scheduling challenges due to class schedules.

The partners frequently discuss plans to grow their business further. “We are always brainstorming about developing a branded product line and opening up more Twig & Willow’s along the coast,” Gentry said. ■

Holiday Gift Boutique

Thursday, November 5: 9:30 a.m. to 4:00 p.m.

Friday, November 6: 9:30 a.m. to 4:00 p.m.

Saturday, November 7: 9:30 a.m. to 3:00 p.m.

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Who's Who Women in Business

Celinda Frey, Owner

En Pointe Dance & Fitness

Celinda enjoys offering dance and fitness to the Belmont Heights Community. She began dancing at the age of 3 and followed her love of dance to C.S.U.L.B. where she received her Bachelor of Arts in Dance. She is also certified in Burn at the Barre, as well as, Prenatal Fitness. She has been teaching all ages for the past 20 years. The studio offers dance classes for children and adults in ballet, contemporary, hip-hop, jazz & tap. They also offer fitness classes for adults with a childcare option for most classes: Barre Fusion, Burn at the Barre, Turbo Kickboxing & Zumba. Please visit their website for more information.

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Ivy Arlinda Goolsby, Director

International Realty & Investments

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

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Tomilee T. Gill, Founder & President

Executives Unlimited, Inc.

In 2001, Tomilee founded Executives Unlimited, a national retained executive search firm, after a successful career in commercial banking and finance. Her demonstrated business acumen and ability to thoroughly evaluate her client's business and their corporate culture sets her apart from other recruiters. Tomilee has successfully worked in many industries including: consumer products, apparel, manufacturing, distribution, education, banking, and health care, in addition to not-for-profit. Her tenacity towards finding the most qualified executive talent to best fit the needs of the client's company, along with her integrity and commitment to quality, is what allows Executives Unlimited to succeed today.

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Janis Krantz, Owner

J & L Jewelry

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

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Joel Garnica, President/Principal Designer

Garnica Interiors Inc

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

218 The Promenade North • Long Beach, CA 90802
(562) 242-9122 • garnicainteriors.com
joengarnicaforlongbeach.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 Community Hospital Long Beach Foundation and Long Beach Business Executives Association boards, along with her National Association of Geriatric Care Managers, Estate Planning and Trust Council of Long Beach, ProVisors and Women Presidents' Organization memberships.

260 Redondo Ave. • Long Beach, CA 90803
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Annette Kephart, Executive Vice President/Co-Owner

GeoAssurance

GeoAssurance is a natural hazard and environmental hazard disclosure company located in Long Beach. The reports are used in real estate transactions, which map earthquake faults, abandoned or active oil wells, and many other issues of concern so that buyers can make informed decisions on their home purchase. Annette's background includes real estate sales, title insurance sales, and mortgage lending. Annette has a strong connection in Long Beach with many Brokers and Real Estate agents. "When you need to know what's below"® you can contact Annette.

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Barbara Irvine-Parker, Realtor Associate

Keller Williams Pacific Estates

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

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Lauren J. Coombs, Broker Associate

Hpremiere Properties

Since earning her license in 2004, Lauren has thrived on ensuring total satisfaction for her residential and commercial clients throughout the Southern California area. From San Diego to Los Angeles, Lauren's experience in commercial real estate development and various markets has ensured her clients find the right location for their business. In addition to her commercial business, she thrives on helping families find the perfect home for their current and future needs. Whether your needs are business or personal, Lauren takes pride in being your real estate consultant for life. BRE #01460830

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Andrea Testa, Realtor

Keller Williams Pacific Estates

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

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Local Women Business Owners Place Importance On Giving Back

■ By **SAMANTHA MEHLINGER**
Senior Writer

Many local women business owners have strong ties to the greater Long Beach community; they live here, run their businesses here, and their customers and employees are local, too. For this reason, many make it a priority to give back by volunteering with Long Beach nonprofits and community organizations, and donating to philanthropic causes.

Heather Duncan, owner of Belmont Shore boutique Blue Windows, said she was inspired to give back to her community during one of her hardest times as a business owner – the Great Recession. “When everything came crashing down, that’s when I sort of realized what was special about this shop is that it’s in the middle of this community that loves it,”

she told the Business Journal. “They support me, so I need to support my community.”

The five women interviewed by the Business Journal for this piece each indicated they are most driven to contribute to local causes that positively impact the well-being of others.

“For me, I am definitely more drawn to the human side of an organization,” Duncan said. One of her favorite local nonprofits is Precious Lamb, a downtown preschool for homeless children.

“With Precious Lamb it is obviously not just about the kids, it is about the moms,” Duncan said. “It gives them an opportunity to make their life better. They can drop off their kids to a safe place, and they can actually go out and go to school and do what they need to do in order to make their life better for their children.”

Duncan said her Christian faith drove her to start giving back to her community. Despite struggling, as many business owners did, to keep her shop open during the recession, she for a time began donating 10 percent of her monthly profits to local nonprofits. Despite the financial challenge, her business remained open.

Now, in addition to regularly supporting organizations like Precious Lamb and the Long Beach Rescue Mission, she holds give-back days in which she donates a percentage of her profits. “Every Saturday in November we will be giving back,” Duncan said. Each Saturday that month, she will give 10 percent of her profits to local nonprofits.

Kathryn Wade, who started Long Beach-based William Wade Fine Photography with her husband 42 years ago and who also owns a picture framing business, has always been drawn to organizations that help local children. In the 1980s, she joined Rick Rackers, an auxiliary of Assistance League of Long Beach that runs Operation School Bell. The program provides school uniforms to

Long Beach Unified School District children whose families cannot provide them.

“Working with Operation School Bell puts an immediate warm spot in your heart when you realize there are so many children who don’t have things that our children do – the little things like socks and underwear,” Wade reflected. The program now clothes more than 10,000 children a year, she noted.

In 2005, Wade became a chapter member of ALLB, and served as its president from 2012 to 2013. She has also volunteered with Long Beach Day Nursery, Long Beach Cancer League and Steel Magnolias. She now sits on the committee for Community Hospital Long Beach’s annual fundraiser. She said she gets her spirit of giving back from her grandmother, whom she used to volunteer with as a child. “I encourage everyone to get out and get involved. We need a lot more volunteers,” she said.

It’s not easy for Wade, as a business owner, to find time to give back. “Sometimes I come home at night [from volunteer efforts] and have to work on my business late at night,” she said. But, she emphasized, it’s worth it.

Other local women business owners give back to causes they identify with on a personal level. Melissa Guy, who co-owns the Signal Hill digital media production company Asset Media Group with her husband, began volunteering with a cause close to her heart about nine years ago. “Both my husband and I have humble backgrounds . . . and we wanted to give back to the kids in the neighborhoods that we grew up in, so we started volunteering,” Guy said.

The Guys began volunteering with the Urban Media Foundation, a nonprofit dedicated to mentoring and educating urban students with interests in media, journalism and mass communications. They now run the organization, with Guy acting as executive director. “We offer en-

trepreneur and technology training and field trips free of cost to students aged 13 to 18,” Guy said.

“This year, in 2016, we are really excited to partner with the City of Long Beach where we will be producing our junior business and innovation camp at the Long Beach Convention Center on July 16 to 17,” Guy noted. At least 100 of the 360 spots for local area students will be free of charge. This year, the organization has served nearly 1,000 students.

Guy and her husband are also actively involved with the Antioch Church of Long Beach, through which they help put on the annual Long Beach Gospel Fest, as well as other local causes.

Kay Cofield, a past president and long time member of Rotary Club of Long Beach, is most active in the organization’s literacy program geared towards young students because she personally understands the impact strong reading skills can have on one’s life. “I always recognized that reading was very instrumental in making me the person I ultimately became,” she said. Because her mother began reading to her at a young age she developed strong reading skills early on, which helped her in her academics and with later success, she explained.

“We have annually put several hundred thousand dollars into the community in terms of books into our elementary schools,” Cofield said. “A couple of our projects have been to deliver those books to, and read to, the children in our preschool programs,” she explained, noting that she often volunteers for these events.

“I candidly admit I joined for business reasons in the beginning,” Cofield said, explaining that she joined Rotary for networking opportunities. “But I drank a lot of Rotary Kool-Aid, because I ended up staying for the ability to make effective change in our own community as well as in the world.”

Long Beach native and attorney Michele Dobson began giving back to the community when she started up her own law firm in Long Beach 10 years ago. Around that time, a friend nominated her to the board of directors for the Arts Council for Long Beach. She just recently completed her last of three three-year terms.

“I really want to support organizations that help to provide opportunities for children to engage in the arts along with their academics, because on my side of town where I grew up in West Long Beach we didn’t have lot of the arts,” Dobson said. “A lot of the organizations that I work with, what draws me to them is if some component of the organization tries to provide opportunities to kids who otherwise wouldn’t get those opportunities.”

Dobson now serves on the boards for the Long Beach City College Foundation and the California State University, Long Beach Foundation. She also serves on boards for the Long Beach Community Foundation, YMCA Metro and the California Conference for Equality and Justice.

“If your business allows you to find the time to squeeze it in, I think it is pretty essential as a business owner, because your employees generally live and work within the same city,” Dobson said of giving back. “You want to improve the quality of the city so your employees will be happy and you will have retention.” ■



Michele Dobson, who owns a law firm in the Belmont Heights area of Long Beach, often blocks out entire days on her schedule to give back to the community through her work with various organizations and boards, including the California State University, Long Beach Board of Governors. (Photograph by the Business Journal’s Larry Duncan)

Who's Who Women in Business

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 15 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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Julia Sylva, Esq., Attorney

Law Offices of Julia Sylva, ALC

The Law Offices of Julia Sylva, A Law Corporation, a full service law firm (litigation, transactional and regulatory). The founder, Julia Sylva, is nationally the youngest first woman to serve as a Member of the City Council, City of Hawaiian Gardens (1976-1980). Ms. Sylva remains active in many professional/business organizations that empower the community. Firm Practice Areas: Real Estate (land use, broker liability, purchase and sale); Business and Corporate (formation, shareholder disputes, nonprofits); Estate Planning (trust/wills, probate, conservatorships, special needs trusts); Political Law (formation and compliance of PACs). Ms. Sylva: CSULB (1978) Loyola Law School (1983).

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Joann Blayney, President/Owner

Safety Dynamics Group

Joann Blayney is President and Owner of Safety Dynamics Group, Inc., a full service occupational safety compliance training and consulting business with offices in Long Beach and San Diego. Joann is a graduate of the Goldman Sachs 10,000 Small Business Program and a recipient of their Certificate of Entrepreneurship. With over 27 years of experience in the field of safety and health she is well versed in all areas of client services, employee training, program development and implementation as well as marketing, coordination and execution of Safety Dynamic's consulting and training contracts.



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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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Charlene Ferry, Owner

Salon Indah

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



Salon Indah

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Martha V. Iturrioz, Attorney at Law

Morrison, LaRossa, Price & Iturrioz

Martha Iturrioz is a partner of Morrison, LaRossa, Price & Iturrioz. She has been in the legal profession for 39 years, the last 10 as an attorney in family law matters including divorce, paternity, registered domestic partnership, child custody, support, property division and minor's counsel for children in contested custody cases. She also handles restraining orders, civil matters, probate administration and misdemeanor criminal cases. She recently won a \$220,000 jury verdict in an automobile vs motorcycle accident. Martha is past president of the Women Lawyers of Long Beach and previous Board member of the Long Beach Bar Association. Free initial consultation.

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Imelda Lorena R.H., Owner

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Jennifer E. LaRossa, Attorney at Law

Morrison, LaRossa, Price & Iturrioz

Jennifer E. LaRossa is an owner and partner in the law firm of Morrison, LaRossa, Price & Iturrioz. Jennifer is a strong advocate for her clients and has been a partner with her father, Rusty Morrison, for 17 years. Her primary area of practice is family law and she assists her clients with matters involving domestic violence, complex custody issues, high asset cases, business evaluations, parental issues, child and spousal issues, domestic partnerships and prenuptial agreements. Jennifer is also a private mediator for divorcing parties and enjoys helping families settle their issue amicably. Her law firm also represents injured workers and personal injury cases.

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Brigitte G. Dutil, ATR, LPCC, LMFT

Train of Thought Consulting & Mediation

My clinical training, education, and community advocacy allow me to appropriately understand and support the needs of the lesbian, gay, bisexual, and transgender (LGBT) community. Through Co-parenting Counseling or Child Custody / Co-Parenting Mediation, and Collaborative Divorce practices, a more satisfying conclusion can be succeeded. I provide a safe, compassionate, and nurturing environment to help clients feel better able to share their thoughts, fears, and goals. These specific approaches help move the dispute resolution process along more efficiently, resulting in less overall emotional and financial cost. LMFT42451, LPCC462, ATR05-022.

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Tesoro Foundation Donates \$300,000 To Long Beach Nonprofit Partnership Program

On October 23, Ken Dami, second from left, director, Southern California public and government affairs for the Tesoro Corporation, presented a \$300,000 check from the Tesoro Foundation for a three-year grant to support the Long Beach Nonprofit Partnership's (LBNP) Leadership Institute. Pictured with Dami are, from left: Linda Alexander, executive director of LBNP; Jan Stein, LBNP board member; Rose DelGaudio, president of the LBNP Board of Directors; and Michael Gomez, LBNP board secretary. According to Alexander, the institute is designed to train and develop high-performing leaders and board members serving nonprofit organizations. "They engage in a nine-month intensive, specially designed course to build their skills, strategic thinking, and to ready them to become the next generation of nonprofit leaders," Alexander explained. Prior to the check presentation, ceremonies were held honoring the following 2015 Emerging Leaders' Graduation: Sophya Chum, Khmer Girls in Action; Carla De Paz, East L.A. Community Corp.; Rebecca Jackson, Long Beach Ronald McDonald House; Tiffany Johnson, A New Way of Life Reentry Project; Yoko Kogure, Culture Shock Los Angeles; Isabelle Lutterodt, Barnsdall Art Park & Los Angeles Municipal Art Gallery; Debbie Ma, Helpline Youth Counseling; Kimmy Maniquis, The California Conference for Equality and Justice; Natalie Mendoza, Harbor Community Clinic; Marlene Montanez, Los Angeles Alliance for New Economy; Christine Pefit, Building Healthy Communities: Long Beach; Nichols St. Louis, Comprehensive Child Development; Angelica Taheri, SPIRITT Family Services; and Halley Wright, Long Beach Playhouse. (Photograph by the Business Journal's Larry Duncan)



Argus Medical Management And ProHealth Partners Celebrate 20th Anniversaries Together

Long Beach's Argus Medical Management, LLC and ProHealth Partners, a medical group, celebrated their 20th anniversaries at a joint happy hour and vendor fair on October 22. "The idea was, 20 years ago they were thinking of forming a medical group that would be a combination of multi-specialty providers or physicians, but then on the other hand they were thinking, who is going to manage all these providers' or physicians' practices?" Argus Medical Management Executive Director Peachy Paulino explained. "That's why they created Argus." ProHealth Partners has been a client of Argus Medical Management ever since, she said. The anniversary celebration, held at the Marriott Long Beach Airport, included an award ceremony honoring Argus and ProHealth Partners employees and vendors. Argus employees who have worked with the company for 10 to 14 years, 15 to 19 years and throughout the company's 20-year history were all given awards. Pictured at left are Argus Medical Management employees who were recognized for 20 years of service. From left are: Mary Keys, assistant director of payment and treasury; Eva Pleitez, senior director, revenue cycle, credentialing and contracting; Connie Ward, medical assistant; Imee Tanseco, assistant director, coding and charge entry; Vivian Bigam, senior consultant; Angela Gonzalez, administrative assistant, billing office; Josie Hormigoso, team lead, treasury; and Elia Czapiewski office manager, Dr. Ibarra's Office. Pictured at right are Dr. Greta Wanyik (left) of ProHealth Partners and Mary Storms of Argus Medical Management, who each received lifetime achievement awards during the anniversary celebration. (Photographs by the Business Journal's Larry Duncan)



Bixby's Brooklyn Deli Celebrates One-Year Anniversary

Bixby's Brooklyn Deli owners, and husband and wife, Robert (pictured) and Thaworn Anderson, celebrated the business's first anniversary on October 15 with an open house party featuring samples of its Brooklyn fare. A raffle was also held to benefit the Todd Cancer Institute. The couple had originally intended to open a second Star of Siam location instead of a deli, but changed course when they realized there were already several Asian restaurants in the area, Robert Anderson said. His wife then asked him what type of restaurant he had always dreamed of opening. "I said, 'Well, if I could really do anything I would open a Jewish deli,'" he recalled. "It's a traditional Jewish deli. My family is originally from Brooklyn, and these are family recipes." Bixby's Brooklyn Deli sources all of its food from regional vendors, and bakes all desserts in house. "We are the only Jewish deli in Long Beach," Anderson pointed out. The menu features Brooklyn classics like bagels and lox, matzo ball soup, corned beef on rye and more. Bixby's Brooklyn Deli is located at 4280 Atlantic Ave. For hours and more information, call 562/426-6146 or visit www.bixbysbrooklyndeli.com. (Photograph by the Business Journal's Larry Duncan)



Long Beach Resident Carol Jackson Honored By American Cancer Society

The American Cancer Society (ACS) recently honored Long Beach resident Carol Jackson by presenting her its 2015 St. George National Award, its most prestigious recognition for volunteers. Jackson was among 23 others presented with the award in late September. According to ACS, she was selected for the honor because of her "continuous leadership, commitment and dedication to key initiatives in the society's fundraising, mission delivery, patient support and legislative advocacy." An ACS statement went on to say that Jackson has been "instrumental in bringing cancer control programs and information to the community." Jackson said that she was honored to receive the award, and that she remains committed to the fight against cancer. Pictured from left are: Gary Reedy, national CEO of the American Cancer Society; Jackson; Joanna Morales, Esq., board chair of ACS's California Division; and David F. Veneziano, executive vice president of the ACS California Division. (Photograph provided by the American Cancer Society)

Weston LaBar And PEAR Strategies To Run Foreign Trade Association

Weston LaBar, pictured, founding partner of Long Beach’s PEAR Strategies, was recently named executive director of the Foreign Trade Association (FTA), which advocates for the interests of supply chain stakeholders. PEAR Strategies’ executive staff is assuming management of the FTA. The firm has similar roles with the Harbor Trucking Association, the South Bay Association of Chambers of Commerce, and other organizations. “This is a key point in time for our ports and the Southern California international trade gateway,” LaBar said in an FTA media release. “Having the opportunity to lead an organization as well known and entrenched as the FTA in their efforts to maintain and grow our trade partners is a great honor. I am ready to get to work and continue to improve our international partnerships, as well as aid in the operational optimization of our port complexes.” Tom Gould, president of the FTA board of directors, said his organization is excited to have PEAR Strategies on board. “Weston is no stranger to goods movement and has done a great job building relationships in this industry and leading similar organizations,” Gould stated. “His firm’s professional prowess combined with the strong membership and heralded reputation of the FTA will make for a strong force when dealing with matters of public policy.” (Photograph by the Business Journal’s Larry Duncan)



Addison To Be Honored November 2 By California Bicycle Coalition With Inaugural Dreamer Award

The California Bicycle Coalition is honoring Brian Addison, communications manager for the Downtown Long Beach Associates and editor of Longbeachize.com, with its inaugural Bicycle Dreamer Award. Through his writings for Longbeachize.com and local publications, Addison has often advocated for bike friendly infrastructure. The California Bicycle Coalition honors him for advancing its goal “that one day soon all Californians will be able to ride bicycles safely and conveniently wherever they wish to go, and that, as a result, all our communities will thrive.” Addison told the Business Journal, “To be frank, I am a bit taken aback and humbled by it all . . . California is filled – as in to the brim – with bike enthusiasts and advocates so to have my work recognized is truly wonderful.” He said he first became a proponent of bike friendliness after overwhelming student loans drove him to sell his car. “I sold it, forcing me to walk and bike. When you put your perspective back on a human scale, my gods does it remind you of how little we have cared about people in our urban design,” he said. “Add onto this the concern over emissions and their effects and it just forced me to realize that, as banal as it might sound, I can do better, we can do better.” The California Bicycle Coalition is presenting Addison with the award at a free special event on November 2 from 6:30-8:30 p.m. at MADE in Long Beach, 236 Pine Ave. The event also features food, drinks and entertainment. To RSVP, visit www.cadreamride.org/bicycle_dreamer_awards. (Photograph by the Business Journal’s Larry Duncan)

Longtime Local Health Provider Dr. Allen Arnette Starts Up Parkview Health & Wellness Center

Earlier this year, Dr. Allen Arnette, pictured at right, a longtime Long Beach health and wellness provider, started up his own business, Parkview Health & Wellness Center, at the 5150 E. Pacific Coast Hwy. office building. Arnette holds a masters degree in oriental medicine and a doctorate in chiropractic medicine, and is a certified yoga instructor. He leads a staff of chiropractors, acupuncturists and massage therapists. “The range of chiropractic [services] . . . [are] rehabilitation, acute management of sprains and strains or dealing with chronic issues,” he said. As an acupuncturist, Arnette has a generalist focus, while other acupuncturists on staff focus on skin care and fertility. His massage therapists specialize in reiki, deep tissue massage and use of essential oils for nerve issues. “We also have private yoga instruction, private meditation instruction, and we have health-oriented classes,” Arnette said. The practice also offers herbal and nutritional medicine to treat underlying causes of chronic health issues. “The majority of people who come to me are coming with a wide range of conditions such as rheumatoid arthritis, stage four cancers, urinary tract infections, chronic migraines, sleeplessness and chronic anxiety,” he explained. For hours of operation and more information, visit www.parkviewwellness.com. (Photograph by the Business Journal’s Larry Duncan)



Century Villages At Cabrillo Expands Campus

Century Villages at Cabrillo (CVC), a residential campus in West Long Beach offering emergency shelter and transitional and permanent housing to locals overcoming homelessness, unveiled its latest housing complex on October 21. The new housing facility, dubbed Cabrillo Gateway, is the fourth phase of the campus’s development. Located at the entrance to the Century Villages at Cabrillo, it includes 80 permanent residences and a health center operated by The Children’s Clinic. The development provides “life affirming services . . . aimed at health and wellness, personal development and empowerment,” according to a statement from CVC.

Contributors to the project include Wells Fargo Bank, Judge Harry Pregerson, the California Tax Credit Allocation Committee, the California Community Reinvestment Corporation, the Housing Authority of the City of Long Beach, the L.A. County Department of Mental Health, and Federal Home Loan Bank of San Francisco. Century Villages at Cabrillo is located at 2001 River Ave. For more information, visit www.centuryvillages.org. (Photographs by the Business Journal’s Larry Duncan)



HealthWise

Can't Hold It?

You May Have A Problem.



By **Jocelyn
Craig, MD**

Do you find that you can't always make it to the restroom on time? Will a simple cough or sneeze cause you to wet your clothing? Do you struggle with long road trips or even just a simple trip to the grocery store? You may be suffering from urinary incontinence.

Urinary incontinence is the loss of bladder control. The severity can range from occasional drops of urine to regular leakage that soaks your clothing.

There are different types of urinary incontinence, including:

- Stress-related incontinence: Leakage when you put pressure on your bladder by coughing, sneezing, lifting heavy objects, laughing or exercise.
- Urge-related incontinence: Sudden, intense urge to urinate followed by involuntary loss of urine. This can include getting up more than once at night to urinate.
- Overflow-related incontinence: Frequent dribbling of urine from a bladder that doesn't completely empty.
- Functional-related incontinence: Leakage from a physical or mental impairment.

Urinary incontinence can be caused by everyday habits, medical conditions or physical problems. You can have temporary urinary incontinence from certain foods, medications, or an infection. Urinary incontinence can be caused by other changes in the body such as pregnancy, childbirth, aging, weight gain, menopause or chronic constipation.

While it may be embarrassing, urinary incontinence is an important topic to discuss with your physician. If these symptoms are affecting your quality of life, seek medical attention. It is important to talk with your doctor because the incontinence can be treated but it is important to understand what is causing the problem.

When you see your doctor, come prepared with information about your past medication history and information about your symptoms, including how often you urinate during the day and night. Bring a list of your medications, as some medications may increase your need to urinate. If possible, log your food and drink intake to help your doctor evaluate what you are consuming during the day.

Don't let urinary incontinence ruin your quality of life. Talk to your doctor if you experience any type of urinary incontinence and seek treatment.

(Jocelyn Craig, M.D., is a urogynecologist at the Center for Women's Pelvic Health at Long Beach Memorial)

Effective Leadership

5 Ways To Use Humor As A Dealer Of Hope



By **MICK
UKLEJA**

One of the greatest gifts you can give to others is the gift of humor. Yet using humor to lift other's spirits is a little more complicated than at first glance.

Humor communicates self-acceptance, self-appreciation, and self-love. The word "humor" and "human" are closely related. Humor is the grease that keeps the wheel of life turning. It eases the friction that comes as life grinds on the axle.

Humor is good medicine for the soul. But don't discount the power of its preventative maintenance.

- It's an icebreaker during times of awkwardness.
- It increases productivity when there seems to be a shortage of energy.
- It releases stress that is doing damage.
- It cures many ills that seem to lack remedy.

It's a great influencer among family, among friends, and among peers. It helps you look at mistakes with clear and fresh eyes. It makes you – not bilingual, but multilingual as it translates into many cultures and languages.

Humor doesn't condemn. It doesn't scold or sermonize with "I told you so." And for the health conscious, laughter burns calories!

Humor is a major component of attitude. It allows us to look at the lighter side of life. It sets us up to enjoy what we do.

Here are 5 tips that will help you develop an appealing sense of humor:

1. Notice what is light, fun, and humorous about your self. People will migrate toward you. When you show your humorous side, others will love you for it.
2. Ditch the "heavy load" attitude. When we take ourselves too seriously, we become like a closed door with a "not available" sign on it. When levity is absent, relationships become laborious. Humor is attractive and has the added advantage of "perspective." It increases clarity of thought. Which leads to.....
3. Use humor to turn panic into poise. Humor provides a powerful buffer against stress and fear. It reformats your perception of a stressor.

Research shows that when we see something as funny, we're looking at it from a different perspective. When people are trapped in a stressful situation and feeling overwhelmed, they're stuck in one way of thinking. Taking a humorous perspective breaks you out of a rigid mind-set.

Small Business Dollars & Sense

10 Tips To Stay On Top Of Your Credit This Fall



By **BEN
ALVARADO**

Myths and misconceptions about the reason banks decline loans and the rate at which this happens are as common today as ever. As a banker, it's my goal to bring clarity to the process, and explain what it takes for a business to get a loan and why a loan application may be declined.

Good credit is imperative to the success of a small business. This month is "Get Smart About Credit Month" and I felt that all of our small business readers could do with a refresher on this important topic.

As we approach the holidays, it's important that you maintain a plan – especially when it comes to your finances. Wells Fargo recently conducted the third installment of its "How America Buys and Borrows" survey. The survey revealed that Americans are optimistic about their finances and the future with Millennials feeling the most optimistic. Twenty-eight percent of Millennials rate their current financial situation favorably, compared to 24 percent of the general population.

The survey also revealed that 60 percent of Americans say if they want something enough, they will borrow to get it, yet 45 percent of respondents grade their overall understanding of credit and loan products "C, D or F."

While some results show great signs of positive financial behaviors – especially when it comes to our youth – there still seems to be desire to learn more about credit and money management. Understanding your financial and credit situations are key steps to achieving your financial goals. To continue on a positive path this fall and during the upcoming holiday season, Wells Fargo offers these 10 tips that can help you stay on top of your credit:

1. Monitor your credit regularly. Make sure you stay on top of your credit history. Be sure to check all three credit bureaus annually.
2. Know your credit limits. Being close to or maxing out your credit limits may negatively impact your credit score.
3. Good score = good rates. A better credit score may get you better credit interest rates.
4. Don't be late. The first missed payment has the largest impact on a credit score, so don't miss payments. If you are late, don't be 30 days late, and if you have difficulty, call your lender.
5. Know your debt-to-income ratio. Lenders look at the amount of debt you have compared to your monthly income – it's good to keep that under 35 percent.
6. Start with a college or secured credit card. If you need to establish credit, a secured credit card or a college credit card may be a good way to start.
7. Pay down highest interest rates first. When trying to pay down your existing debt, pay down your highest interest debt first.
8. Live within your means. By setting a budget and living within your means, you can avoid using credit to overextend yourself.
9. Pay more than the minimum. Paying more than what's due on your credit card helps you pay down debt faster and can improve your credit score.
10. Set up alerts. Set up email and text alerts, as well as autopay, to help ensure that you pay your bills on time and build positive credit history.

Strong credit is the key to a healthy financial future, especially to small business owners. Personal credit and small business loans are closely linked. Be mindful of your credit and it will be a benefit to your small business.

(Ben Alvarado, a 24-year veteran of Wells Fargo, is the president of the bank's So. Calif. Region, which stretches from Long Beach to Orange, Imperial and San Diego counties.)

Take a lesson from the Navy Seals, Rangers, and Special Forces. They see humor integral to success.

4. Know your context. According to studies (Psychology Today, etc.), women tend to use humor as a way of enhancing relationships. Men have a tendency to use it to enhance their personas. A woman will often retell a story of a comic moment that everyone shared last "Thanksgiving" holiday. Where WE guys are more likely to treat our guests as our personal audience and play to their laughs. This is part of our DNA and our difference. It's been proven that men like jokes and slapstick more than women. (I've been in groups where the women would often stare incredulously at my male friends' viewing habits with the honest question, "Is that funny to you?") Women find more humor in collaborative stories. The key is to learn from one another and use humor in more than one way.

5. Employ humor to lift others up. We are like elevators. We are either lifting others up, or taking them down. Keep smiling. It will even make your enemies rethink their position. And intentionally lifting others up makes you appealing, especially to a burdened soul.

"Laugh, and the world laughs with you; weep, and you weep alone."

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

Realty Views

Homebuyers Taking More Cautious View



By TERRY ROSS

With the 2015 home-selling year coming to a close, what has been perhaps the best period for residential real estate since the recession began in 2007 is showing signs that consumers may be ready to step back a bit from the mini-boom that the industry witnessed earlier this year. Not that in early 2015 the numbers were back to the days in 2003-06 when sales and appreciation went through the roof, but the first half of this year saw some healthy price increases and market movement that had not been seen since the recession took hold, and prices were actually in sight of some of the highs experienced during the middle part of the last decade.

But as we finish the 10th month of this year, the exuberance of the first quarter appears to have given way to a more wary consumer who may not be in as much of a hurry to either start out in the housing market or to sell a home and move into another property.

According to a recent report, homeowners feel good about the current state of the housing market, but for the first time in a while are less optimistic about the future, according to the Zillow Housing Confidence Index compiled by the real estate research, data and marketing firm, in association with Pulsenomics®, an independent research group that helped them conduct the poll.

The survey asked 10,000 renters and homeowners about the condition of their local real estate market, their expectations for home value growth and affordability in the future, and their aspirations for homeownership. Past surveys found homeowners feeling confident about the future, with 5.2 million renters saying they planned to buy this year.

The percentage of renters who say they plan to buy a home in the next year fell from 12.1 percent to 11.4 percent in the first six months of this year, and a smaller percentage of those surveyed said it was a good time to buy. The percentage of those surveyed who believe people who have recently bought a home will be better off in 10 years fell from 61 percent to 59 percent.

The exuberance of earlier this year has no doubt been tempered by an economy that might have looked stronger than it actually was in January, and the fact that wages and jobs are not expanding the way many felt they would through the course of this year. The fact that mortgages are still hard to come by for many buyers and the onerous regulatory environment

that still exists for even the most basic loans is further stifling the home-buying market.

“The housing market is slowing down, and Americans’ confidence in the future of the market is understandably fading a bit, too,” said Zillow Chief Economist Dr. Svenja Gudell. “Despite remaining quite confident overall, homeowners are less confident about the future than they are about the present. Seeing still stronger-than-normal home value appreciation in markets like San Francisco and Seattle might remind them of the last housing bubble. But the good news is things are leveling off with no crash in sight. If incomes rise to keep up with home values – and that’s a big if – people can count on homeownership in their future, even in hot markets.”

Since early this year, home value growth has slowed in almost all housing markets from the robust increases early on. In those markets with marked slowdowns, many more buyers are looking to buy their first home because of the affordability factor with prices slowing. For example, 8 percent of Philadelphia renters said they planned to buy within a year in the January survey, when home values were rising at a 3.1 percent annual rate. In July, when Philadelphia home values were flat, 18 percent said they planned to buy within a year. And many of those new potential buyers are millennials. Just 1 percent of 18- to 34-year-old Philadelphia renters surveyed in January planned to buy within a year, but that had increased to 23 percent in the July survey.

The opposite occurred in markets where home value growth, despite having slowed overall, is still well above national norms. Here, renters are less optimistic about their buying prospects. In San Francisco, 18 percent of 18- to 34-year-old renters planned to buy a home within a year when asked in January. At that point, San Francisco home values were rising at a 7.9 percent annual rate. In July, home values were up 11 percent year-over-year, and only 5 percent of millennial renters surveyed then said they planned to buy within a year.

In January, 45 percent of all households surveyed in San Francisco said it was a good time to buy a home, and 40 percent said it was a bad time. In July, the numbers had flipped: 40 percent said it was a good time, and 46 percent said it was a bad time to buy.

Despite high home values in San Jose, the Silicon Valley market was ranked first among 20 markets for housing confidence. Homeownership aspirations there, however, ranked behind more affordable metros: Atlanta, Miami and Las Vegas. Los Angeles ranked sixth in the January survey but, with prices increasing, moved down to eighth in July’s poll.

Where does that leave us for the next six months as we get through the holidays and into the new year? Much of that depends on economic growth – if there is any – and how comfortable consumers feel going into a presidential election year with the circus that is unfolding there and all the uncertainty that it brings.

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

Third Sector Report

Board Meetings: What Is The New Normal?



By JEFFREY WILCOX

If a board for a nonprofit organization were to compare a typical meeting agenda prepared by their predecessors in 2005 with the board proceedings of today, what differences would be readily apparent?

If the answer is that the meeting format and discussion topics look strikingly similar, it shouldn’t take much reading between the lines to recognize that a big message has just been delivered: Something is seriously wrong. The same old subjects are being rehashed in the same old ways.

Notwithstanding a major economic challenge that occurred during a few of the intervening years of the last decade, both the content of nonprofit board meetings as well as how meetings are managed have changed dramatically. Not only has new proven practices been introduced to increase board meeting effectiveness; but, more importantly, there is a new generation of board members who aren’t content with endless reporting, constant rehashing, and micromanaging as the modus operandi for demonstrating their excitement for community leadership.

What attracts people to board service today and keeps their attentions are simple: A close identification with the cause, deep satisfaction for having made a defined and tan-

gible difference, personal pride for having been given a responsible and visible leadership role, and a sense of belonging in a world that is more and more disconnected. Board meetings that feed none of these hungers are destined to create board rooms that are increasingly difficult to fill.

Now, more than ever, nonprofit leaders are having to ask themselves what the “new normal” should be for their board room activities if personal needs, long-term organizational needs, and ongoing governance obligations are to converge successfully to advance the purpose of the organization and provide exemplary leadership to its diverse people.

Three primary factors are emerging for how boards are redefining their meetings: How information for decision-making is packaged, disseminated and used; liberal delegation of matters to other groups and venues to prevent board micromanagement; and restructuring how board meetings are conducted.

The “new normal” is to package information into three manageable bundles. The first is known as a consent agenda which assembles all reports to the board into a single agenda and action item. All reports use a standardized format with an executive summary paragraph. Reports that require additional discussion can be taken out of the consent agenda.

The second bundle of information is an organizational dashboard. Like the instrument panel of an automobile, it puts every person in the driver’s seat with all the critical numbers associated with finances, service delivery, fundraising, communications, turnover, and other indicators of organizational health in one place. Items worthy of discussion, action or celebration become self-evident. Action items related to the dashboard are attached.

The third information bundle is a scorecard that tracks organizational progress in fulfilling the strategic directives of the organization along with a calendar of future events.

The chart quickly identifies those areas where a board should be spending its time recognizing good work and bridging gaps or removing barriers to success through policy, action, discussion, or change of course.

The result is a board focused on data-driven agenda-setting, organizational problem-solving, ongoing recognition, active delegation, and deploying their energies to critical organizational indicators where their leadership is needed most.

Delegation has become a pivotal element of the new normal. The results of the dashboard and scorecard allows boards to discuss the best way to resolve an issue through the empowerment of committees, task forces, teams, and experts. Boards spend time crafting the right assignment and the expectation and then get out of the way to empower designated leaders to think big and mobilize solutions with few institutional hurdles.

This kind of data-driven information sharing, active delegation and strategic problem solving demands a different kind of board meeting to engage members. Today, meetings begin with a “mission moment” to create an emotional bond between the board member and the work of the organization. Small-group breakouts are commonplace. A training component relevant to the organization’s function or future is a standing item. A networking component is incorporated. Invited guests and experts are welcomed to inform board discussion.

The new normal is to stop recruiting people to sit on a board. Today, it’s asking people to be a leader of an important cause as a board member. A board’s agenda tells no lies in demonstrating the difference.

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

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PIEAM Celebrates Fifth Anniversary with Tattoo Exhibit

By **Hugo Albarran** and **Ashley Ethington**
PIEAM and Arts Council staff

The Pacific Island Ethnic Art Museum (PIEAM) is a triangle-roofed Polynesian building located at the six-way intersection of Seventh St., Alamitos Ave. and Martin Luther King Jr. Blvd. It was founded by the late Dr. Robert Gumbiner and opened in October 2010. This month marks its fifth year anniversary.

To reach PIEAM's grand opening in 2010, the museum evolved from Dr. Gumbiner's private collection and its first incarnation, the Ethnic Art Institute of Micronesia, which was located on the island of Yap, Federated States of Micronesia. PIEAM's mission is to incorporate the diverse cultures of the Pacific Islands, with a focus on Micronesia, into a permanent collection, educational programs, rotating exhibits and the living arts. Since opening, PIEAM has received donations from private collectors, expanding its permanent collection to over 1,000 works of art.



Jermy Uowolo, photographed by Shuzo Uemoto

In celebration of its anniversary, PIEAM is hosting the exhibit *Marks of the Ancestors: Tattoo Traditions of the Pacific*, curated by Tricia Allen. The show opened October 17 and will be on display until April 2016.

Tattooing used to be a natural part of life in the Pacific, when people once had the time, temperament and skill to bring it to a high degree of perfection. In recent years, Islanders are once again taking pride in the cultural heritage and reviving many of the traditional arts, including the tattoo.

Traditional Pacific tattoo designs have also found their way into the repertoire of tattooists across the ocean. Polynesian style tattoos, in particular, have gained a level of popularity unsurpassed by any other style. On the West Coast, more than 15 shops are solely dedicated to Polynesian style art, while in Europe, over 60 shops specialize in the style.

While Polynesian tattoo has reached a pinnacle of popularity, few artists outside the islands and even fewer individuals sporting the style have an understanding of the origins or cultural context of the art. This exhibition focuses not only on the historical origins but also on the practice as it is perceived today.

Guest curator Tricia Allen is an anthropologist and faculty member of the University of Hawai'i, as well as a renowned tattoo artist. She has traveled extensively throughout the Pacific documenting the revival of this art as well as practicing the art of Polynesian style tattoo. She has authored two best-selling books, *The Polynesian Tattoo Today*, now in its sixth printing, and *Tattoo Traditions of Hawai'i*, which won two first place awards at the Hawai'i Bookseller's Association. She has guest-curated numerous exhibitions in the United States and abroad.

PIEAM is open Wednesday–Sunday, 11 a.m.–5 p.m. For information, please visit pieam.org.

Gallery Corner

A new monthly reading and art series called Uptown Word has come to North Long Beach. According to the series organizer, liz gonzález (lower case intentional) the vision of Uptown Word is to promote literacy, the arts and businesses in the Uptown/North Long Beach community. González hopes to inspire the local community to participate in the arts and bring together people of all ages and backgrounds. The next reading is November 8 from 2–4 p.m., with a lineup of local authors who are either from or have ties to North Long Beach.



Award-winning novelist Alex Espinoza will read short stories and Cynthia Guardado and Michelle Brittan Rosado will recite poetry. The readings will be followed by an open mic for aspiring creative writers, poets, spoken word artists, monologue performers, songwriters and singers. Uptown Word takes place at the Long Beach Community Action Partnership located at 117 W. Victoria St. For more information: uptownword.lizgonzalez.com.

Dream Inspired Design Makes Marketing Into an Art Form

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

When we think of visual art, we might visualize a painting on a gallery wall or a sculpture in a museum garden. But what about the layout of the menu at a vegetarian restaurant or the logo for a local nonprofit?

Graphic design is a communication art, one that requires a different kind of vision and a different skill set than more traditional art forms.

"I think a lot of graphic design isn't made with the intention to be artistic," Long Beach-based graphic designer Ana Belén Salatino said. "[But] there's a place for graphic design in that it's a functional art form. We definitely need fine art and poetry and things outside of the functioning world, but there is also this experience of humans and commerce that can have an artistic side."



Ana Belén Salatino and Shelby Sanchez of Dream Inspired Design

Salatino explores this artistic side of commerce through her work at Dream Inspired Design, the local, eco-friendly graphic design, web and marketing company she founded with her friend, marketing whiz Shelby Sanchez, in 2013. Together, the two work for and with earth-conscious businesses around the world to produce, among other things, rich visual identities that tell stories, sustainably printed paper marketing materials and websites that are 100 percent powered by green energy sources.

Their touch can be seen everywhere from the banana-paper flyers made for Rainbow Juices to the daily updated Facebook page of Portfolio Coffeehouse, as well as in the branding for vegetarian restaurant Steamed and food-access nonprofit Project Plateful.

Theirs is a mission-driven model that this year won Dream Inspired Design the Green Prize Award for Green Business.

"People usually limit their approach to environmentalism to a material perspective – reducing the amount of electricity use or how much you recycle," Sanchez said. "There's definitely that component in terms of anything physical we make...but it also has to do with working with other companies that have the same values...We try to do things holistically. It's important to have a business that is good for you, good for the people you work with and also good for the planet."

Sanchez's background is further proof that art and commerce can co-exist – her specialty is both in holistic marketing and photography. She holds a degree in marketing from the University of Madison-Wisconsin and has nine years of experience consulting for innovators and visionaries.

Salatino has been making art since she was a child and earned a degree in fine art from UC Santa Barbara. After graduation, she realized she would rather use her skills to service not her own visions, but the visions of others. She says she likes that designers are problem solvers.

Each year, the one personal project that Sanchez and Salatino create under the Dream Inspired Design name is a lunar calendar, which lets you track the moon cycles throughout the year. Next year's wall calendar is already on sale through their website, and its entire look – from the non-traditional spiral presentation to the soothing color palate to the vegetable-based inks used to print it – is the product of thoughtful design that is as artistic as anything on a gallery wall.

The Impact of Domestic Violence on Our Community



Christina Kreachbaum,
Director of
Community Outreach,
Su Casa Ending
Domestic Violence

Most people think that domestic violence is a private, family matter and choose not to get involved. However, domestic violence impacts a community in surprising ways. October is domestic violence awareness month and a perfect time to bring it out of the shadows.

Domestic violence tears the very fabric of a community by dismantling family units and causing a ripple effect of repercussions that are felt for many years. One of the most lasting consequences of domestic violence is the harm it does to family bonds. Children witnessing violence committed against their parent can find it difficult to trust adults in the future. It compromises their attachment to the person that should love and protect them, weakening the family unit. An estimated 3.3 million children are exposed to violence against their mother or a female caretaker. These kids have higher levels of anger, hostility, disobedience, and withdrawal. They have similar health issues as adults: anxiety, sleep disorders, mental health and behavior health issues. One can imagine the ef-

fect this has on school performance.

Adult victims suffer from a host of long-term health problems like heart disease, chronic pain, stress disorders, and arthritis, increasing health care costs for everyone. The effects of domestic violence cut across a wide range of issues and some studies estimate the total annual cost in the U.S. exceeds \$12 billion. This includes health care costs for the victim's body and mind for conditions such as depression, post-traumatic stress disorder, and dissociation.

The effects of domestic violence don't stop at the front door. Too often, it spills into our community; into places that are supposed to be safe havens on their own. If a person is in an abusive relationship, we encourage her or him to strategically make others aware of their situation; particularly their children's school and their own workplace. The aggressor may show up and harass the children and their teachers or the victim and their colleagues correspondingly. This puts people who have no direct link to the family's "private" issue in a potentially harmful situation, but if they are informed and they are prepared, they can be pro-active and have safety parameters in place.

It can negatively affect a company's bottom line too. A national study

found that work productivity net loss annually was \$1.14 billion and 7.9 million work days. This is the exact reason why companies have started addressing domestic violence within their policies and have encouraged human relations departments to seek connections with agencies, like Su Casa, to address the needs of their employees. An employee who knows that the company she works for not only supports her efforts to live a safe life, but can also help her find resources to do so, increases loyalty and productivity in the long run.

So, how much does this really impact us locally? The National Network to End Domestic Violence conducted a

census of services for victims/survivors on September 10, 2014 and found that agencies in California sheltered over 5,700 people and provided outreach counseling to over 2,800 people on just that day alone. Over 1,900 people called a hotline. Each person was seeking safety, seeking their next right step towards a safer life. Each person was seeking to no longer be a victim, but to be a survivor.

Over 2,600 people attended educational presentations to learn more about domestic violence and how to help someone who may be in an abusive relationship. The community is engaged and with good reason.

Here, in our home of Long Beach, in 2014, our police department received 2,057 calls to 9-1-1 for domestic violence. That's more than 5 calls per day and it's the most dangerous call for a police officer to respond to. It's an emotional situation. Sometimes no one is willing to cooperate with the police. Not the aggressor, nor the victim. Most of the time, it's the neighbors who are calling for help because what was a "private" issue is spilling over into their home, affecting their children, and they fear for the safety of themselves and their neighbors. They know what we all must learn: that ending domestic violence is not one person's responsibility or within one family's power, but rather it is up to all of us to create a community that is aware of the issue, that will no longer look the other way, and that will respond to the needs of our citizens. For aren't we all neighbors?

If we work together, we can bring an end to domestic violence and this "private issue" will truly be out of the shadows and eradicated from our community.

Su Casa empowers individuals and families to live free from domestic violence.

NONPROFIT NEWS

Congratulations to...
Power 4 Youth is pleased to welcome Samana Budhathoki as Match Supervisor to the mentoring program.
YWCA of the Harbor Area & South Bay for receiving a California State Preschool Program grant to serve 3- and 4-year-old children from qualifying families due to financial need, homelessness or DPSS supervision.
All 15 members of the Class of 2015 Southeast Asian high school graduates who were selected to receive KPA Scholarship this summer.

Domestic Violence –
did you know?

Domestic Violence is a pattern of behavior used to establish power and control over another person through fear and intimidation. Domestic Violence can happen to anyone, regardless of gender, race, ethnicity, sexual orientation, income, or other factors.
Every 9 seconds in the US, a woman is assaulted or beaten.12
1 in 4 women will experience domestic violence during her lifetime.
1 in 5 women and 1 in 7 men have been victims of severe physical violence by an intimate partner in their lifetime.1
Domestic violence is the third leading cause of homelessness among families.
7 million children live in families in which severe partner violence occurred.
More than 3 million children witness domestic violence in their homes every year.
Domestic violence costs more than \$37 billion a year in law enforcement involvement, legal work, medical and mental health treatment, and lost productivity at companies.
On a typical day, there are more than 20,000 phone calls placed to domestic violence hotlines nationwide.9
Domestic victimization is correlated with a higher rate of depression and suicidal behavior.2
From the National Coalition Against Domestic Violence.

Capacity Corner:
Upcoming Calendar of Events

From the Nonprofit Partnership

The Case Statement: Essential Elements for Fundraising Success

Wednesday, October 28, 2015, 9am-Noon

Defined by the Association of Fundraising Professionals as one of the essential elements required for fundraising success, the case for support is a written document that explains why an organization both needs and merits philanthropic support. Gain understanding of the process involved in building a case statement including what to include and what to do with it once you have it while receiving peer-to-peer support and feedback.

Volunteer Recruitment, Effective Training and Orientation

Tuesday, November 3, 2015, 9am-4pm

This workshop is designed to help you through all of the steps of designing and implementing a quality recruitment strategy and volunteer orientation as well as the necessary training to have an effective volunteer program.

How to Design and Implement a Survey

Thursday, November 5, 2015, 9am-Noon

Surveys can be a powerful tool for any nonprofit. Collecting accurate and useful information can help you better understand the needs of your community, improve your services, and show the impact of your efforts. Through the lens of a fictionalized nonprofit, we will cover each step in planning, designing, and implementing a customer survey and using the results. Participants will also have an opportunity to work in small groups to plan and design a short survey.

Tesoro Foundation Nonprofit Partnership Leadership Institute:

Board Leadership Series – Purposeful Boards, Powerful Fundraising

Thursday, November 19, 2015, 9am-4pm

Join us for a full-day intensive workshop designed for executive/board teams to uncover best practices in governance and fundraising. This highly engaged workshop will help your organization gain tips and tools on board recruitment, structure, operations, and culture to understand the correlation between effective boards and successful fundraising.

From our Partners

Using Collective Impact for Community Change

Thursday, October 30, 2015, Noon EST – Webinar

Understand how government, philanthropy, corporations, and social sector organizations of all types, acting in diverse settings, are implementing a collective impact approach to solve large-scale social problems, together. For more info, visit: boardsource.org.

CalNonprofits 2015 Policy Convention

November 3-4, 2015 – Oakland, California

Focusing on the economic and political forecast for California's nonprofit sector. Join experts from the economic and political fields for a discussion of what 2016 will bring. For more info, visit: calnonprofits.org.



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