

Inside This Issue



Small Business Showcase
— Retro Row
Page 6



Oceanfront Hotel/Condominium
Project To Break Ground
Early Next Year
Page 9



Six Recreational Marijuana
Stores Open For Business
Page 16



Corporate Presence: Laserfiche
Continues To Expand, Add Jobs
Page 38-39

2 PortSide & In The News

6 Small Business Dollars & Sense

8 Real Estate & Development

8 Realty Views

12 Newswatch

- Council Passes Hotel Ordinance
- 4 A.M. Alcohol Sales Awaits Gov.
- Redistricting Commission

40 Corporate Presence — Education

Q&A: Mayor Robert Garcia Delves Into City's Momentum As Well As It's Challenges

On Seeking A Third Term If Charter Amendment Passes:
'I Think It's More Likely Not Than Yes, But I Would Never Rule It Out.'

By **SAMANTHA MEHLINGER**
EDITOR

Now in the first year of his second term, Mayor Robert Garcia continues to lead Long Beach through a period of growth and change. Private and public investments are flow-

ing into the city, creating a host of new developments. New housing and a new civic center are altering the downtown skyline, Long Beach Exchange and the upcoming 2nd & PCH center are creating new retail options for residents, and planned

(Please Continue To Page 22)



Mayor Robert Garcia and his staff on the top floor of the new 11-story city hall, which they expect to occupy by the spring of 2019. The floor will serve as the city's legislative department, which includes the mayor, city councilmember offices and the office of the city clerk. Pictured from left, front row: Randy Rawlings – intern; Veronica Quezada, communications deputy; Sharon Weissman, senior transportation advisor; and Isaac Romero, scheduler. Center row: Tim Patton, senior administrative deputy; Abigail Mejia, senior field deputy; Kenneth Phin, intern; Mayor Garcia; Justin Ramirez, legislative director; and Maria Banegas, administrative aide. Back row: Lauren Vargas, director of innovation delivery & special projects; Tyler Curley, legislative deputy; Mark Taylor, chief of staff; and Luke Klipp, special projects officer. (Business Journal photograph by Matt Fukushima Photography)

November 6 Ballot – Local, County And State Measures

Local: Term Limits

County: Parcel Tax

State: Rent Control

By **ANNETTE SEMERDJIAN**
STAFF WRITER

The ability to run as a write-in candidate for elected office has become more restricted through the years but, according to legal experts, the option to run as a write-in is not a protected right under U.S. or California

(Please Continue To Page 18)

By **ANNE ARTLEY**
STAFF WRITER

While environmental organizations express strong support for the Safe, Clean Water Program (Measure W), a proposed parcel tax to fund projects to increase stormwater capture, organizations representing

(Please Continue To Page 20)

By **BRANDON RICHARDSON**
SENIOR WRITER

On November 6, California voters will cast their ballots for or against Proposition 10, which would repeal the Costa-Hawkins Rental Housing Act. Marcus & Millichap's National Multi Housing Group

(Please Continue To Page 20)

Long Beach Business Journal
2599 E. 28th Street, Suite 212
Signal Hill, CA 90755-2139
562/988-1222 • www.lbbizjournal.com

CHANGE SERVICE REQUESTED

PSRST STD
U.S. POSTAGE
PAID
Los Angeles, CA
PERMIT NO. 447

MILLENNIAL PULSE

By Editor Samantha Mehlinger

The Independents Of The 9/11 Generation

Last year I wrote of my experience as part of what some call the 9/11 Generation. I don't think there's any way around it: that's what we Millennials are. You can argue about whether or not we're lazy, or that we waste our money on frivolities like

avocado toast instead of saving, or that we are all "Me, Me, Me," as TIME famously put it. Those things are debatable because they're opinions. What we all are, whether we like it or not, is a product of our time. And

(Please Continue To Page 7)

PortSide Keeping Up With The Port Of Long Beach

Chris Mills, general maintenance supervisor at the Port of Long Beach, is responsible for making sure that trucks loaded with cargo are able to travel safely through the port's streets. This entails anything from street striping, repairing road signs, cleaning storm drains, to clearing hazardous waste. "A lot of times, I'm dealing with a HAZMAT [hazardous materials] response to truck accidents due to diesel and oil spills in the street," Mills said. The Long Beach native, who now oversees a team of six, started out as a trash truck driver for the city. When he was 18, he obtained a license for commercial truck driving and, at 20, he became a certified crane operator. This experience brought him to the port, where he worked his way up to senior equipment operator before he was transferred to his current position. "I take a great sense of pride in knowing that, when we go shopping and take something off the shelf, if it was imported, odds are that at one point or another it was on one of my streets," he commented. According to Mills, one of the biggest challenges in the role is that "you have to be on your toes at all times." He added, "On these streets, it can change dramatically in a second. . . . We've had an actual hole that opened up on the [Gerald Desmond] bridge, we've had a truck roll over from hitting a corner too fast and, all of a sudden, the streets are shut down."

– Article and Photograph by Staff Writer Anne Artley



Baja Sonora Reopens After 19-Month Closure

Baja Sonora, located at 2940 Clark Ave., re-opened on July 25 after being closed for 19 months. The shopping center that houses the Mexican restaurant went through remodeling work that began early last year. "I couldn't go any place, at any time, without people stopping me to ask when we were going to re-open," co-owner Mike Mendelsohn said, pictured here with Mary Sophia, his business partner of 21 years. The pair operated a food truck for the first seven months of 2017 in order to retain as many of their employees as possible. Baja Sonora offers fare such as tacos, soups, enchiladas and burritos. It also features Mexican desserts such as churros and caramel & pumpkin flan. The restaurant's specialty burrito, The Baja, is two pounds of rice, beans, lettuce and a choice of meat. The restaurant has another location at 10900 Los Alamitos Blvd. (Photograph by the Business Journal's Anne Artley)



Downtown's New Restaurant Features Mediterranean Fare

AMMATOLI mediterranean bites, located at 285 E. 3rd St. at The Streets, opened with a ribbon-cutting ceremony on August 29. The restaurant serves cuisine from the Levant, a region that encompasses Lebanon, Syria, Jordan and Palestine. Owner Sam Habibeh emphasized that the menu is not only flavorful, but also healthy. Selections include meat kabobs, rotisserie chicken and a variety of wraps. Diners can top those off with an Armenian or Lebanese beer, or a Turkish coffee and baklava for dessert. "We found out how truly wonderful Long Beach is. We feel part of the community," Habibeh said. "We're so happy to be here sharing our food and traditions." Pictured from left are Tony Shooshani, managing member of Shooshani Developers and owner of The Streets; Mark Taylor, chief of staff for Long Beach Mayor Robert Garcia; Habibeh and his wife and business partner, Dima Habibeh. (Photograph courtesy of The Streets)

Long Beach Business Journal

Vol. XXXI No. 18 • September 11-24, 2018

FOUNDER AND PUBLISHER

George Economides

EDITOR

Samantha Mehlinger

SENIOR WRITER

Brandon Richardson

STAFF WRITERS

Anne Artley

Annette Semerdjian

COPY EDITOR & PHOTOGRAPHER

Pat Flynn

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

Office

2599 E. 28th Street, Suite 212

Signal Hill, CA 90755

Ph: 562/988-1222

Fx: 562/988-1239

www.lbbizjournal.com

Advertising/Editorial Deadlines

Wednesday prior to publication date. Note: Press releases should be faxed, mailed or e-mailed to: info@lbbj.com. No follow up calls, please. For a copy of the 2018 advertising and editorial calendar, please e-mail or fax request to 562/988-1239. Include your name, company and address and a copy will be sent to you. Distribution: Minimum 22,000.

Regular Office Hours

Monday-Friday 8:30 a.m.-5:30 p.m.

Subscriptions:

25 issues – 1 year

Standard Bulk Rate: \$30.00

(add \$2 if paying with credit card)

1st Class: \$70.00

(add \$3 if paying with credit card)

FREE: Sign up at lbbizjournal.com for **Monday Morning Coffee & BizBrief**

(e-mail sent out at 6 a.m. every Monday about issues, events, meetings for the week; BizBrief is news of the day, sent out around 4 p.m., Monday-Friday)

Find us on Facebook • Follow us on Twitter: @LBBizJourn

New proposed city ordinance protects hospitality workers.

Thanks to our leaders who take action and look out for safe work environments.

Councilmembers

Dee Andrews • Al Austin • Stacy Mungo • Suzie Price • Daryl Supernaw



A special thanks to our five city councilmembers for their unwavering support for a fair and safe work environment. Long Beach will be the first city in California to have an effective policy protecting our hospitality workers. We appreciate all they have done and thank them for their concern.





Heroi

2018

International City Theatre

About a Splintered Soul

October 17 – November 4 | Previews October 17-18
Thursday-Saturday, 8pm | Sunday 2pm

Long Beach Ballet

The Nutcracker

Saturday, December 15 | 2pm, 7:30pm
Sunday, December 16 | 2pm
Friday, December 21 | 7:30pm
Saturday, December 22 | 2pm, 7:30pm
Sunday, December 23 | 2pm

Long Beach Camerata Singers

Opening Night Gala – Honoring Mayor Robert Garcia
Thursday, October 4, 2018 | 6:00pm

Camerata Peace Project II
Sunday, October 7, 2018 | 4:30pm

Handel's Messiah
Friday, November 30 | 7:30pm
Saturday, December 1 | 3:30pm

From Heav'nly Harmony – Celebrate the Season
Saturday, December 8 | 7pm

Long Beach Symphony

American Fusion: Bernstein, Gershwin, Bates, and Zappa
Saturday, September 29 | 8pm

Brahms & Dvorák
Saturday, November 10 | 8pm

Dancing in the Street: A Symphonic Tribute to Motown
Saturday, October 6 | 8pm

Holiday Pops!
Saturday, December 22 | 8pm

Musica Angelica

Tempest – Vivaldi: The Four Seasons | Marais: Alcyone Suites
Saturday, September 22 | 7pm

Handel's Total Eclipse – Special guest tenor John Beard
Vivaldi: The Four Seasons
Saturday, November 10 | 7pm

From Heav'nly Harmony
Music of Joy to Celebrate the Season
Saturday, December 8 | 7pm

Musical Theater West

Dates to be announced shortly.

A man and a woman are shown in a dramatic, low-angle pose against a dark, starry night sky. The man is lifting the woman, and they are both looking at each other. The woman is wearing a red dress. The background is a deep blue with many small white stars and a few larger, brighter stars. The overall mood is romantic and theatrical.

mes, Heroes, Villains, & the Messiah.

It's a season of drama, romance, and music
with the Long Beach Performing Arts.

**Check out the Convention Center
Theaters' premier performances —**
International City Theatre; Long Beach
Ballet; Long Beach Camerata Singers;
Long Beach Opera; Long Beach Symphony;
Musica Angelica and Musical Theatre West.
Operatic, Broadway, choral, plays, musicals,
dance and orchestra — this season is full
of the finest and most exciting in the
performing arts. Glittering chandeliers,
continental style seating and the rich
acoustics of each performance provide the
ultimate theater experience and, with over
125 restaurants just steps away for dinner,
drinks or dancing, it will be, dare
we say, "a feast for the senses".

Look for future performances.
(562) 436-3636 | longbeachcc.com

Support Local Small Businesses



Salon Pop

Salon Pop co-owners Nicole Welke and Billy Burks had their eye on 4th Street's Retro Row since they opened their salon 11 years ago on Redondo Avenue. Approximately three years later, they moved to their current location. "It was just a matter of finding a business large enough," Welke said. "Retro Row fits our personality and style and I feel like it fits our clients' as well." Welke, a manicurist, and her partner Burks, a barber, said they wanted to open their own place where they could ensure that stylists were treated fairly, which was not always the case, Welke explained. "I feel like it's gotten better now, that was in 2007," she said. In addition to hairstyling services, Salon Pop also offers skin treatments for the face and back, waxing, makeup application lessons and "the best pedicure in Long Beach." Welke said corrective hair coloring is one of the salon's most popular services. "We also do a lot of bright colors," she said. "It's a fun street, we've got a lot of creative professionals who come in." Burks, whose mother was a cosmetologist, said he enjoys the variety of each day and having the ability to lift his clients' spirits. "You're in the happiness industry," he said. "No matter where you're at when you come in, everyone leaves in an elevated mood, feeling good about themselves." Salon Pop is located at 2218 E. 4th St. For more information, call 562/987-9200 or visit salonpopandbarbershop.com.

Native Sol

Native Sol, a store featuring eco-friendly clothing, jewelry and accessories, started out of the home of co-owners May Salem and Tyrone Ward. The married couple began by selling their wares at festivals such as the Long Beach Funk Fest and Lightning In A Bottle. "I've always wanted to have a store," Salem said. "I think it just naturally evolved." Salem and Ward opened up shop in East Village, before relocating to Retro Row two and a half years later. "Our building was going up for sale. We started looking when we found out," Salem recalled. "We always wanted to be on this street. . . it was perfect timing." Native Sol's bestsellers include Salem's own creations, clothes made out of salvaged or organic materials, and jewelry. The store also offers lifestyle products such as soap, tea and beeswax candles. Visitors have the opportunity to take home their own creations, as Native Sol hosts workshops in crafts such as macramé and dreamcatcher weaving. The shop also leads sessions in meditation and tarot card reading. Salem said one her favorite parts of owning a business is the flexibility that allows her to spend more time with her kids. Native Sol is located at 2018 E. 4th St. For more information, call 562/277-0224.



Liberty Vintage Clothing

Xavier Patin and his girlfriend, Eileen Mendez, took over Liberty Vintage Clothing from its previous owners about a year and half ago. "It was kind of vintage, but it had more boots, jeans and t-shirts," Patin said. "We decided to take it back to more of a traditional vintage store with clothes from the 1940s, '50s and '60s." Liberty Vintage sells dresses, records, lingerie, men's jackets and novelties such as drinking glasses emblazoned with pin-up girls. Patin said the shop has become known for its women's swimwear collection, which totals around 70 suits from the 1940s to the mid-1970s. Patin's interest in classic style began when he worked as a photographer. "I had friends coming to me wanting to shoot pin-up photos, but they were bringing current clothes and stuff from Victoria's Secret, so I started buying [vintage] clothes for photo shoots," he explained. "Before I knew it, I had probably 15 big plastic totes filled with vintage clothes and shoes." Mendez's interest in vintage clothing was sparked by music, according to Patin. The couple hopes to start their own vintage-inspired clothing line and add more modern pieces to the store's collection. "We're starting to look at stuff from the 1980s and '90s because we see a lot of customers looking for that," Patin said. "My understanding is that anything that's more than 20 years old is considered vintage." Liberty Vintage Clothing is located at 2146 E. 4th St. For more information, call 562/264-5853.

Small Business Dollars & Sense

Taking Your Side Hustle Full-Time



By NATASHA MATA

From selling designed products online to supplementing income with photography or driving for a ride-share service, the gig economy is changing the way people earn a living. Proof of this is shown in a recent study which states that 40% of U.S. workers will be freelancers in some capacity by 2020.

With the growing popularity of the "side hustle," many people are considering how to take these gigs from supplemental income to the main stage. But making this transition means several considerations, including what the local market (and demand for your intended service) looks like, how to finance the growth of your venture, and what you want out of your business.

When considering successful small business owners I've worked with over the years, from the ones who started in their garage to those continuing a family tradition, a few key trends have emerged which can help those looking to make this exciting transition. The first (and sometimes most challenging) trend is to objectively determine the scalability of your business and what transitioning it to full-time might look like. Once you've determined what the path forward might look like, below are some additional considerations:

Know your options for saving (and how to use them) – While funneling all income toward growing your business might seem paramount to success for some business own-

ers, saving is also critical for tackling issues that may arise, reaching long-term goals, and improving your financial health. Replacing a broken piece of equipment? A vendor disruption preventing you from filling orders? Having savings set aside for emergencies can make these scenarios more manageable. From understanding what types of tools might help you save money to best practices for tracking savings, knowing your options is a key part of your business' financial success.

Mind your cash flow – Managing your cash flow is critical to growth. The proof? A review of 101 failed startups in a recent CB Insights poll showed that 29% failed due to lack of cash. Achieving success in cash flow management means utilizing tools that can help you accurately forecast, properly plan, and consistently be prepared for challenges, which are all important parts of maintaining the growth of your burgeoning business.

Know who you're serving (and potential competitors) – Before you establish a business, you need to know your service area and your market. Knowledge of who your competitors are, what need you will be filling in the local area, and proper market analysis are all pieces of competitive intelligence that will improve your ability to successfully transition your side hustle to a full-time career.

Remember the "why" – What might be the most important thing to consider in taking your side hustle full-time boils down to a simple question: why are you doing it? Beyond any strategies or logistics, it's key to remember what your motivation is to take your side hustle to the next level and make it your full-time career. From flexibility with hours, to being your own boss, to filling a market need, maintaining your focus on the "why" makes turning "what I do on the side" into "what I do" a much more rewarding experience.

(Natasha Mata, a 23-year veteran of Wells Fargo, is region bank president of the greater Central Los Angeles Area, which includes Long Beach and some North Orange County cities.)

(Continued From Page 1)

our time has been shaped by the events of September 11.

I experienced September 11 at the start of my formative years, at the age of 13. I watched the events unfold, and wasn't spared from the images or their meaning like the younger kids in my generation were, either because they weren't born yet or were too young to comprehend.

My peers and I rode the wave of change that came after 9/11 as we were becoming adults, and beginning to form our opinions about politics, our personal belief systems, and our world views. There are many differences among us, of course. But there are some trends that I would wager have something to do with the direction older leadership steered our country during this time of great change.

There are two ways we, as a nation and a people, can react to tragedy. We can come together. Or we can turn to divisiveness and point fingers. Immediately following 9/11, the former occurred. But over time, it seems we have been engaging in a lot more of the latter. I could provide examples to prove my point, but instead I will just direct you to turn on your TV to any cable news station for at least five minutes. I think you'll get the point.

While I have previously written that, in some ways, Millennials are engaging in the same political divisiveness that pervades all age groups in our country, it does seem to me there are greater numbers of Millennials and younger folks pushing back than there are among older generations of people.

In March, Pew Research Center unveiled research in an article entitled "The Generation Gap In American Politics," which largely focused on the fact that more Millennials identify as liberal and as Democrats than any other adult generation.

That's certainly noteworthy. But equally noteworthy, and not paid as much attention in the analysis, is that 44% of Millennials – that's nearly half – identify as independents. I happen to be one of them.

I have always been registered as an independent perhaps because, by the time I was 18, I had witnessed a distasteful shift in political rhetoric among the parties. After 9/11, the emphasis was on togetherness, patriotism, compassion, and, not to sugar coat it all, revenge. That last bit, I think, is where the extreme divisiveness we have today first sprouted from. Those on the right wanted to exact physical revenge to defeat our enemies. Those on the left wanted calculated diplomacy. We got the former. Maybe that's oversimplification, but that's what I observed as a teenager.

I could see both sides. But what I couldn't stand was how, as the years progressed, those on each side of the fence became progressively angrier and less willing to even speak to one another. Everything became about party lines. And I mean everything. Health care. Military spending. LGBT rights. Gun vio-

lence. Literally any potential policy that has implications for this country's citizens always now boils down to one final determination: blue or red.

For somebody who sees things moderately, this is incredibly frustrating. It's why I really bought into President Obama's spiel when he was first running: his promise to work across the aisle.

... And how did that pan out?

More Millennials identify as independents than any other voting age cohort. About 39% of Generation X-ers, 32% of Baby Boomers and just 27% of the Silent Generation identify as independents. Interestingly, Pew chose to leave independents off its chart denoting party lines among the generations. The chart instead depicts Democrat, Leaning Democrat, Leaning Republican, and Republican. I

find that a misleading approach, and frankly, part of the problem.

There hasn't been much research on why more Millennials are registered as independent, so I am left to my own experiences and observations to speculate on the cause. For one, I think it's rooted in a frustration with a two-party system in

which each side is so married to its own views that they refuse to ever reach across the aisle, as we had been promised they would a decade ago.

I also think it's because we've seen our country's political rhetoric devolve into one defined by hard lines. Sure, the United States has always operated on a two-party system, so of course, divisiveness has always been a factor in our politics. But has it always been so ugly, and at times, blind? Maybe, but not in our memories. At least, not in the memories of those old enough to recall what it was like before 9/11, and in the immediate months following.

Senator John McCain was known for his great patriotism, and for his willingness to work with Democrats. The man was so committed to his country, and these principles, that he showed up to cast a deciding vote to retain the Affordable Care Act against the will of many of his Republican peers after having undergone brain surgery.


Something McCain tried to impart to us all is that we are one nation. Increasingly it seems like that fact is growing dim, as facts are nowadays, shrouded in more pressing alternatives derived from tweets, and the inevitable resounding din of furious shouting from all sides that follows. That's really what politics is now: who can shout the loudest. It doesn't seem to matter what's being said, so long as it's said along party lines.

Maybe I'm overly optimistic. Maybe half of the Millennials registered as independents are really just waiting for the day when "anarchist" is listed as an option.


Or maybe, as I'd like to think, so many of us Millennials are independents because we long for politics to be about what's best for our country, and not what's best for "The Party." ■

(Comments may be sent to: samantha_mehlinger@lbbj.com)

Everything became about party lines. And I mean everything. Health care. Military spending. LGBT rights. Gun violence. Literally any potential policy that has implications for this country's citizens always now boils down to one final determination: blue or red.




International City Theatre
 Your Award Winning Professional Regional Theatre
 Artistic Director/Producer caryn desai




ENCORE

CELEBRATING 33 YEARS OF SUCCESS AND HONORING LEADERS WHO MAKE A DIFFERENCE.


HONORING



Chief of Police
Robert G. Luna



Julie and John
Mendell




LBUSD Superintendent
Christopher J. Steinhäuser

Our 33rd Anniversary Celebration will recognize these honorees with ICT's James Ackerman Crystal Arts and Humanitarian Award for their significant contribution to arts, culture and education.

WEDNESDAY, OCTOBER 3RD
5 PM - 8:30 PM
PACIFIC BALLROOM AT LONG BEACH ARENA

For tickets or more information, please call Denis Nigos at 562-495-4595 ext 102 or email: denis@ictlongbeach.org
www.InternationalCityTheatre.org/Encore



INTERNATIONAL CITY THEATRE
2019 SEASON - 34th Year
 A Season of Music, Merriment and Meaning
 Subscribe Today! www.InternationalCityTheatre.org/Subscriptions



SEPTEMBER 22 & 23, 2018
Moompetam
 Gathering of the Salt Water People



Join the Aquarium of the Pacific for its fourteenth annual Native American festival, **Moompetam: A Gathering of the Salt Water People**, a celebration of Southern California maritime cultures, including Tongva, Ajachemen, Chumash, Costanoan, Luiseno, and Kumeyaay. Come enjoy traditional music, storytelling, dance, craft demonstrations, and educational programs. "Moompetam" means "of the Ocean" in Tongva - it's a perfect way to describe this one-of-a-kind intertribal maritime cultural event.

Sponsor:
COURTYARD®
Marriott.

\$5 off REGULAR ADULT ADMISSION
SEPTEMBER 22 & 23 ONLY

Present this coupon at the Aquarium ticket window and receive \$5 off regular Adult Admission. Limit (4) discounts per coupon. Not applicable with online tickets or any other offer. Not valid at off-site locations. Distribution or resale of this coupon is prohibited. No cash value. Valid 9/22 and 9/23/18 only.

Aquarium of the Pacific

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

D-CF5

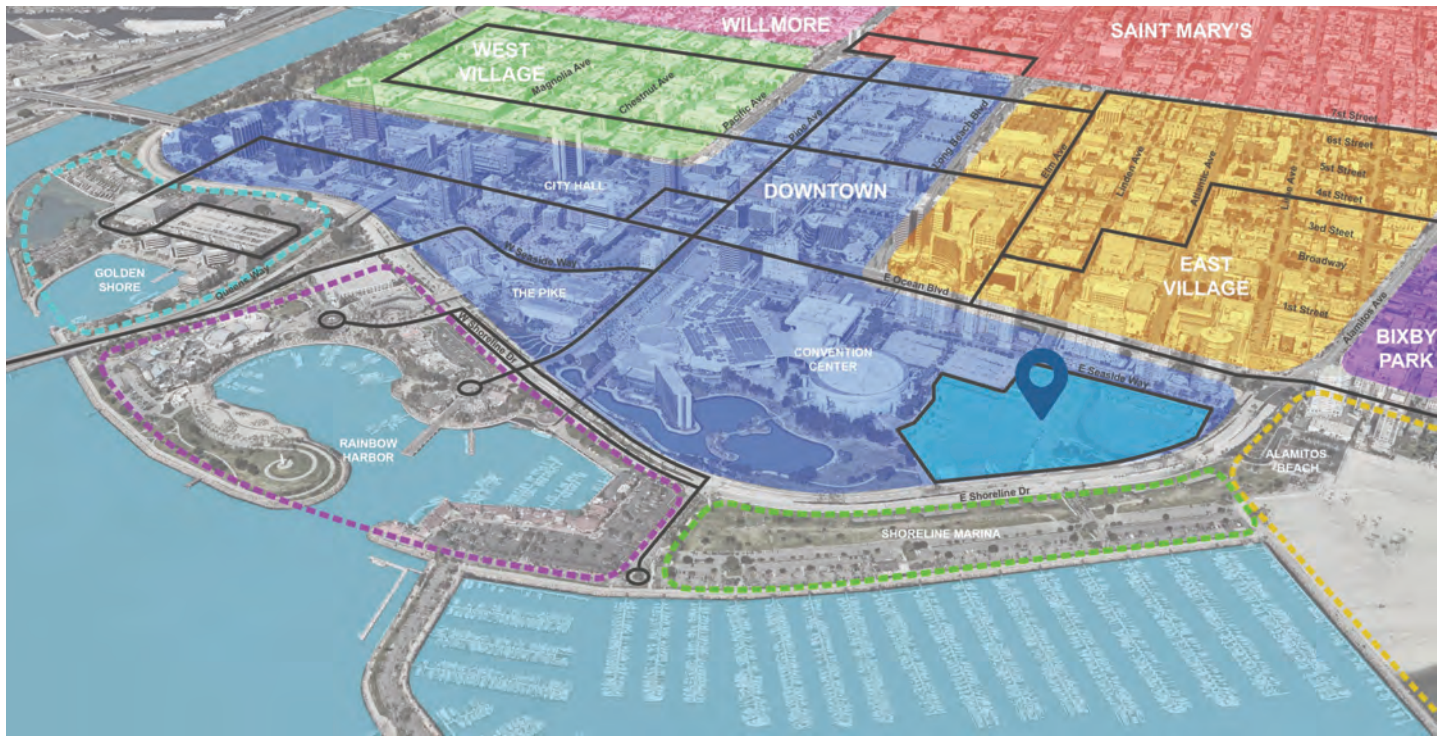
By **BRANDON RICHARDSON**
SENIOR WRITER

Mayor Garcia Unveils Waterfront Visioning Plan

At the end of his August 28 Building a Better Long Beach forum held in partnership with the Business Journal, Mayor Robert Garcia announced a visioning process for the city's waterfront and all downtown land south of Ocean Boulevard. "When you think about California, when you think about the country, there are few great downtowns that are on the water," Garcia said. "The water is an asset for Long Beach and we've got to do a better job of embracing and developing our waterfront. Our waterfront, while beautiful in many ways, is in need of a vision to connect itself to the rest of the downtown and its relationship to the water."

The property at the heart of the mayor's vision is the large parking lot to the east of the Long Beach Arena, commonly referred to as the Elephant Lot. The space is utilized by the convention center for overflow parking, as well as numerous events such as the Long Beach Grand Prix, Long Beach Lesbian & Gay Pride, music concerts and festivals, and more. Garcia emphasized that Long Beach residents, stakeholders and partners, such as the Long Beach Area Convention & Visitors Bureau, the convention center management and the Downtown Long Beach Alliance (DLBA), would take part in the visioning process.

The Elephant Lot is large enough to accommodate an entertainment complex the size of L.A. Live, or a sports stadium, or an "enormous amount of commercial or housing opportunities," Garcia noted. Any plans that result from the visioning process won't take place for many years because the lot will host several events when the Summer Olympics come to Los Angeles in 2028.



Long Beach Mayor Robert Garcia announced plans to begin a visioning process for all city land south of Ocean Boulevard to better connect and utilize the waterfront. The vision will include discussions about the development of the large parking lot to the east of the Long Beach Convention & Entertainment Center. (Image courtesy of Long Beach Development Services)

"We need, as a community, to begin thinking about what should be on that site," Garcia said. "Because I'll tell you what it shouldn't be. It shouldn't be a parking lot."

The Elephant Lot operates as the Indy-Car paddock during Long Beach Grand Prix weekend, according to Grand Prix Association of Long Beach President and CEO Jim Michaelian. The association is going to be part of the visioning process, Michaelian said, adding that his goal is to be able to retain the race in its current location with a similar track configuration. He noted that this could still be possible if the site is developed in the future.

Michaelian noted that since the first Long Beach Grand Prix race in 1975, the downtown area has undergone drastic changes in terms of development, including the addition of The Pike Outlets, the Aquarium of the Pacific, Shoreline Vil-

lage and the expansion of the convention center. New projects and the desires of residents and city officials have changed the track configuration in the past, but the race has endured.

A 2018 Beacon Economics analysis found that the Long Beach Grand Prix generates \$63.4 million in regional economic output annually, \$33.7 million of which benefits Long Beach. The event creates 351 year-round jobs in Long Beach and 606 in the region as a whole. Tax revenue generated by the race is \$1.8 million for the region, \$700,000 of which benefits Long Beach.

Michaelian said the 44-year partnership between the city and the grand prix association has been "truly remarkable," and that he has every intention of working with the city to achieve the mayor's objective.

Charlie Beirne, general manager of the Long Beach Convention & Entertainment Center, echoed Michaelian's sentiment, adding, "I think it's a great opportunity, to be quite honest. I'm looking forward to being part of that planning with some input from us. It could give us more access to better and newer facilities, and I think it'd be a plus."

To make up for lost parking, Beirne said that a parking structure is one element that could potentially be considered. However, he added that if additional parking is not included, the convention center will adjust and adapt.

The concept of developing a vision for the waterfront area is not new. In 2014, the DLBA commissioned the Urban Land Institute to study the waterfront area and make recommendations on how to create stronger pedestrian connectivity within the

Realty Views

The Digital Divide In Lending



By **TERRY ROSS**

As banks and other lending institutions are looking to modernize their computer technology, so is the mortgage industry in its attempts to take advantage of the promise that digital technology brings for faster and more efficient processing and underwriting.

A new report by the U.S. Treasury Department on how to regulate nonbanks contained a section supporting mortgage automation efforts – especially when it comes to the use of electronic promissory notes and appraisals. The report discussed ways to increase the adoption of eNotes in federal mortgage programs – as well as advocating the wider use of automated appraisals.

For anyone applying for a mortgage these days – the constant barrage of disclosures to be e-signed online is the new way of life in the digital age. While on the one hand we try to speed things up with digital signatures, we

then make them even more invasive and cumbersome by employing more required online documents that need to be reviewed and approved. Although indications from the Treasury are that the federal government is in a mood to lighten the regulatory environment when it comes to mortgage and banking requirements, you really don't see that with the glut of (electronic) paperwork.

The Treasury Department has endorsed the use of electronic promissory notes at Ginnie Mae, the Federal Housing Administration and the Federal Home Loan Banks, among other recommendations.

"My sense right now is that the industry is really at a tipping point in terms of adoption of digital mortgage or e-mortgage technologies," Michael Fratantoni, chief economist for the Mortgage Bankers Association, said. "The technology is there, the industry desire is there, but there are some regulatory hurdles and the Treasury report identified some of them."

They are also promoting the adoption of electronic appraisals – basically relying on public records and computer analytics instead of actual professional inspections and evaluations of properties. On the surface this will shift most of an income stream from professionals in the field of property valuation to computer programmers and high-tech firms who have little or no knowledge of this field. The result will be

quicker and perhaps eventually less expensive appraisals. But the quality and reliability will be in question. And when an appraisal is the basis for a security instrument guaranteeing hundreds of thousands or even millions of dollars, you must ask a lot of questions about the validity of going totally digital total for this.

In a recent report, Moody's warned that alternatives to traditional property appraisals – including automated valuation models – could weaken the credit quality of residential mortgage-backed securities.

The report also suggested that property appraisal programs "explore offering targeted appraisal waivers where a high degree of property standardization and information about credit risk exists to support automated valuation." In other words, they are looking for a cookie-cutter solution to a very involved problem – something that the tech industry thrives on.

"Treasury recommends FHA and other government loan programs develop enhanced automated appraisal capabilities to improve origination quality and mitigate the credit risk of overvaluation," the report added. This last statement is virtually an oxymoron, since the most reliable way to verify value – which is never an exact science – is to have human judgment coupled with as much information as possible – which is made easier with digital tools.

The other important aspect of creating a better digital lending experience that is not even close to being solved is the issue of fraud and scams. Since digital communication has removed much of the personal connection between the players in a real estate transaction, participants rarely, if ever, meet face-to-face – increasing the fraud risk.

Business E-Mail Compromise (BEC) related to real estate fraud is on the rise. For the first five months of this year, adjusted losses from real estate-related BEC were \$46.1 million, nearly equaling the amount for all of 2016 and on pace to match the \$111.2 million for 2017, according to the FBI. Adjusted losses for all BEC fraud last year was \$675 million.

With funds being able to be sent so easily via wire transfer, wire fraud risk is at an all-time high – and the industry is going to need to address this security issue before many of these other digital innovations can be adopted.

The Treasury – and of course high-tech companies – are endorsing the advancement of using digital means to revamp the industry – but the reality has not yet met the promise.

(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.)

area, as well as with the rest of the downtown, according to Sean Warner, DLBA placemaking manager. The short- and long-term recommendations included the following:

- Advocate for a PD-6 (Waterfront) visioning process
- Reconfiguring Shoreline Drive
- Activating the vacant lot on the south-east corner of Ocean Boulevard and Pine Avenue
- Creating pedestrian wayfinding to create a seamless user experience
- Extending the urban fabric of downtown's historic neighborhoods towards the waterfront
- Reconfiguring Marina Green Park into a true waterfront park with active uses to attract residents
- Adding pop-up plazas and vendors along Pine Avenue south of Ocean to help connect the downtown core to the waterfront attractions
- Improving connectivity as part of the Shoemaker Bridge/Shoreline Drive project
- Updating Victory/Santa Cruz Park Design Guidelines
- Creating a governance structure that can address a long-term vision for the waterfront area

"We need to do ourselves a favor and have a sincere discussion in this visioning process," DLBA President and CEO Kraig Kojian said. "I think with the creativity and the resources that we have in our community, we're going to be able to find the right use, and certainly be able to

look at those alternatives to find a better use than what it currently exists."

When asked what he would like to see developed on the Elephant Lot, Kojian said it would be unfair to provide his personal opinion. He explained that he does not want the visioning process to be overshadowed by his or anyone else's opinion, but rather to be a collective vision that best serves the city. The best project will rise to the top, he added.

"The waterfront is critical to connecting the city to our coast. We have an opportunity to rethink what and how and where things should go in our waterfront," Garcia said. "It's time for us to think big."

Oceanfront Hotel/Condo Project To Break Ground Early Next Year

The long-awaited boutique hotel-condominium on Ocean Boulevard at Cherry Avenue project by Silversands Properties USA is expected to break ground in April, according to Chen Hou Lau, managing principal at Tricertus LLC, a company recently retained by Silversands to manage the project.

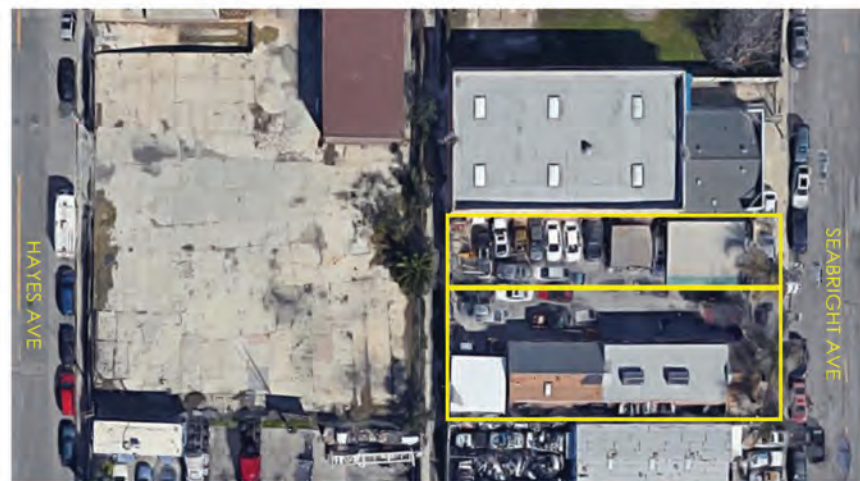
"This is one of the last few beachfront hotel and condominium projects that could be built in Southern California where the tenants and guests could actually walk right out onto the sand and enjoy Long Beach," Lau said. "The property itself, in the sense of location, pro-

(Please Continue To Page 10)



INDUSTRIAL BUILDING FOR SALE

1333 Seabright Ave. & APN 7429-041-026, Long Beach



PROPERTY FEATURES:

- An approximate 9,762 Sq. Ft. of Cannabis Zoned Land.
- An approximate 3,200 Sq. Ft. Building, plus an additional 1,920 Sq. Ft. of Covered Area.
- Large Yard, Fenced and Paved.
- Close to 710 Freeway.

SALE PRICE: \$1,614,150



Your Entrepreneurial Real Estate Partner.
Building Wealth Together.

JASON PRICE
T: (562) 498-3395
D: (562) 296-1318
jprice@incocommercial.com
BRE Lic. 01980320

BILL TOWNSEND
T: (562) 498-3395
D: (562) 296-1308
btownsend@incocommercial.com
BRE Lic. 00908295

6621 E. Pacific Coast Hwy., Suite 280, Long Beach, CA 90803 | 562.498.3395 | BRE#01359006

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



FEATURED PROPERTIES

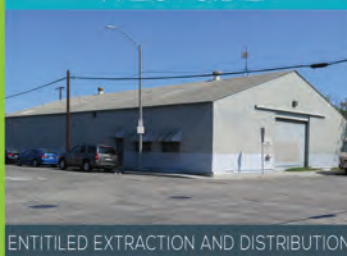
EASTSIDE CIRCLE



PRICE REDUCED - REHABBED UNITS

RYAN RAYBURN
562.317.1106

WESTSIDE



ENTITLED EXTRACTION AND DISTRIBUTION

DANIEL ROLAND
562.338.3138

COSTA MESA



MULTI-TENANT NNN RETAIL

ANTHONY PACELLA
562.472.8404

WRIGLEY



FREE STANDING OFFICE FOR LEASE

DOUG SHEA
562.269.4844 x111

CentennialAdvisers.com

562.269.4844
5508 E Britton Dr
Long Beach, CA 90815



LONG BEACH COMMERCIAL PROPERTIES

FOR SALE



4-UNIT RETAIL BUILDING W/STAND-ALONE 1 (ONE) BEDROOM RESIDENTIAL UNIT

5301-5321 ATLANTIC AVENUE
LONG BEACH, CALIFORNIA 90805

UNDER CONTRACT



10-UNIT APARTMENT BUILDING W/18 PRIVATE PARKING SPACES IN ALAMITOS BEACH

243 TEMPLE AVENUE
LONG BEACH, CALIFORNIA 90803

© 2018 Coldwell Banker Real Estate LLC, dba Coldwell Banker Commercial Affiliates. All Rights Reserved. Coldwell Banker Real Estate LLC, dba Coldwell Banker Commercial Affiliates fully supports the principles of the Equal Opportunity Act. Each Office is Independently Owned and Operated. Coldwell Banker Commercial and the Coldwell Banker Commercial Logo are registered service marks owned by Coldwell Banker Real Estate LLC, dba Coldwell Banker Commercial Affiliates. All information contained herein is from sources deemed reliable and is submitted without any warranty or representation, express or implied, as to its accuracy or completeness. We assume no liability for errors or omissions of any kind. Corporate BRE #01330395

CALL FOR DETAILS | (562) 495-6070 | CBCBLAIR.COM

(Continued From Page 9)

vides something very unique to the whole Los Angeles area.”

Located at 2010 E. Ocean Blvd., the project will be four stories from street level. On the beach side, the building will be seven stories, Lau said. Development plans include 40 hotel rooms, 56 condominiums and 168 parking stalls. Most of the rooms and homes will have large decks or balconies, many of which will overlook the ocean and the Queen Mary, he added. Guests and residents can also utilize an on-site gym and swimming pool.

The general public, along with guests and residents, will have access to two full-scale restaurants, including a lounge area, as part of the development, Lau said. Plans also call for a beachfront café, he added.

The project was approved by the Long Beach City Council and the California Coastal Commission in fall 2011. However, in 2013, Silversands took ownership of the project and attempted to re-entitle the site with a new design, including 72 hotel rooms and 33 condos.

UNITE HERE Local 11 appealed the project, which was ultimately denied by the commission in September 2014. Silversands eventually opted to continue with the already-approved project.

“There is a shortage of new condominiums available in the Long Beach market. And adding more hotel rooms to prepare for the Olympics in L.A.,” Lau said, about why he thinks the project will be successful. “Being on the sand, we’ll offer something to customers that doesn’t exist in the market.”



Construction is expected to begin in April 2019 on Silversands Properties USA's long-awaited hotel and condominium project located at 2010 E. Ocean Blvd. at Cherry Avenue, according to Tricetus LLC Managing Partner Chen Hou Lau. The project includes 40 hotel rooms and 56 condominiums. There will also be 168 parking places. (Renderings courtesy of Studio One Eleven)

LOCAL LONG BEACH PLUMBER

FREE ESTIMATES
The Trusted Name In
Southern California

**FAST 24 HOUR
EMERGENCY
SERVICE**

30 Years Of Quality Service
Family Owned & Operated
Residential • Commercial
Special Pricing For Property Management
& Apartment Owners

**Receive \$25 OFF
Mention This Ad ****

License # 896712
Insured

**100%
WORK
GUARANTEED**

Open 24 Hours
7 Days A Week

**Not To Be Combined
With Any Other Offer

FASTEST SERVICE GUARANTEE

**ALL GUARANTEES
ARE IN WRITING**

- Sewer Line Repairs
- Line Locator/Leak Detection
- Copper Repipes
- Drain Cleaning
- Gas Line Installation & Repairs
- Garbage Disposals
- Toilets & Sinks
- Water Heaters Installed FAST
- Tankless Water Heaters
- Trenchless Sewer Line Replacement
- Hydro Jet Drain Cleaning

Serving Long Beach • Belmont • Naples • Seal Beach
Sunset Beach • Surfside • Dominguez • Signal Hill
Bixby Knolls • Lakewood • North Long Beach

562-420-6458

www.Fast24HrPlumber.com

SENIORS
DISCOUNT

MILITARY
DISCOUNT

VISA
DISCOVER
MasterCard

SOLAR SOURCE®

RESIDENTIAL / COMMERCIAL SOLAR PROFESSIONALS

78 kW Church - Long Beach

Headquartered in Long Beach Since 2007

- Residential/Commercial Solar Installation
- Solar Project Design, Analysis and Engineering
- Project Financing/Cost Savings Analysis
- City Permitting and Fulfillment
- Utility Interconnection

(562) 206-1584 or quote@solarsourceinc.com

4801 E Anaheim St Long Beach 90804

CA LICENSE #925231 C-46 SOLAR & C-10 ELECTRICAL CONTRACTOR



Long Beach Airport staff has released renderings of looming \$59 million in airport improvements, including a pre-security concession area, top, and a new ticketing building.

Long Beach Airport Phase Two Improvements Revealed

Renderings released by Long Beach Airport staff reveal the future look of the airport with nearly \$59 million of improvements in the pipeline. Improvements include a new ticketing lobby, a consolidated baggage claim area, relocating rental car facilities to inside the historic terminal building, pre-security area concessions for those awaiting arriving passengers, ground transportation upgrades and wayfinding signage improvements.

Contracts for the improvements were approved by the Long Beach City Council on May 8 with Long Beach-based architectural and urban design firm Studio One Eleven, VCA Engineers of Alhambra, Dallas-based Corgan Inc. and San Francisco-based Swinerton Builders. The project may be completed as early as fall 2021.

Airport-Adjacent Hotel Breaks Ground

InterContinental Hotels Group and YHB Hospitality celebrated the groundbreaking of its newest Long Beach hotel, Staybridge Suites, on September 6 near the northeastern corner of Lakewood Boulevard and Willow Street. The new six-story, 150-room hotel is replacing 50 Holiday Inn rooms that were located in a two-story building adjacent to the 13-story Holiday

Inn Long Beach Airport tower, which will continue to operate throughout the construction process. Aside from increasing the site's room count by 75, the new hotel will bring an additional 3,000 square feet of meeting space and two boardrooms. Staybridge Suites is meant for families and business people staying in the city for an extended period of time, according to Holiday Inn General Manager Mooyon Kim. Full kitchens with full-sized refrigerators are included in the studio, one- and two-bedroom suites. The hotel lobby will feature a marketplace for guests to shop for food and other goods. Guests will also have access to a state-of-the-art fitness center. Construction also includes upgrades to the pool and deck area, which will be shared by Staybridge and Holiday Inn guests. The hotel is expected to open in December 2019, Kim said. This is the second "dual-concept" hotel in the city, with Hampton Inn and Homewood Suites by Hilton Long Beach Airport having opened at Douglas Park in November of last year.

Real Estate Transactions

The following is a list of transactions closed during the month of August by agents at Centennial Advisers and Marcus & Millichap's Bogie Investment Group:

- Centennial's Doug Shea facilitated the \$1.6 million sale of a 2,881-square-foot owner-occupied office located at 296 Re-

Kinnery's: Long Beach's Newest Brokerage And Property Management Firm

Cameron Jacques and Brian Russell have teamed up to create Kinnery's Brokerage House & Elite Property Management Inc. Jacques started the boutique company earlier this year and serves as president, while Russell joined the company in August and serves as vice president. The firm focuses on multi-family and commercial investing, Jacques said. Both Russell and Jacques previously served as vice presidents at Coldwell Banker Commercial BLAIR WESTMAC. Through their work as agents, they noted a lack of good property management and saw an opportunity. "I own multi-family investments and I couldn't really find a property management company that knew as much as me when it came to where rent should be, where the market is heading, utilities, expenses – all those kinds of things," Jacques said. "Nobody ever really seemed interested or educated – property management didn't go that far." Jacques said the team's background as real estate agents gives them a fresh perspective on property management. The firm recently purchased an office at 425 E. 4th St., Suite D, and is in the process of building it out. The duo recently conducted interviews to bring on a third staff member. "When you manage an asset, you're managing your client's quality of life," Jacques said. The income derived from the asset may be putting food on the table, paying for children's education, health expenses and retirement. This is something we take very seriously." (Photograph by the Business Journal's Anne Artley)



dondo Ave. The space is occupied by Jeanette Architects. The transaction closed on August 23.

- Centennial's Tom Watkins represented the buyer in the \$1.1 million purchase of a five-unit residential complex at 1642 W. 259th St. in Harbor City. The sale closed on August 28. "Tom's knowledge of the buyers who pay the highest price helped us get this closed in 30 days in spite of four out five units vacant at closing," White said.

- Bogie Investment Group Founder Steve "Bogie" Bogoyevac and Senior Associate David O'Keefe were the listing agents of

an eight-unit apartment complex located at 4134 E. Fountain St. The \$2.025 million transaction closed on August 24. Hiu Chan of Marcus & Millichap's Long Beach office was the selling agent on the deal. Bogoyevac and O'Keefe were also the listing agents on a six-unit apartment complex located at 909 Locust Ave. that closed on August 7 for \$1.23 million.

- Lonnie McDermott and Brandon Evans of Marcus & Millichap's Encino office were the listing agents for a land sale at 437 E. 5th St. that closed on August 6 for \$1.495 million. Bogoyevac was the selling agent on the transaction. ■



MADISON

ELECTRIC
ELECTRICAL CONTRACTOR
BUILDING AUTOMATION

310.514-6114



Commercial Electric

**Business - Retail - Restaurant - Tenant Improvement
Building Automation - Lighting Design**

Title 24 Compliance

callmadisonelectric.com

madisonelectric@gmail.com

Lic #894471



**Serious
About
Selling?**

**Call us for
a FREE
Property
Analysis**

CBCBlair.com



1142 E. 1st Street
Listed for \$4,400,000

- Fourteen (14) Turn-Key Units
- 14 - 1bd/1ba
- Cap Rate 4%; GRM 16
- Alamitos Beach location

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



243 Temple Avenue
Listed for \$3,500,000

- Ten (10) Units
- 10 - 2bd/2ba
- Cap Rate 3.76%; GRM 16.6
- Alamitos Beach location

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

Austin Carr
Mobile: (562) 537-7496
ACarr@cbcblair.com
BRE# 01986298

LOCAL EXPERIENCE | GLOBAL STRENGTH

City Councilmembers Vote 5-0 On Ordinance Requiring Panic Buttons At All Area Hotels, While Four Members Leave The Dais Before The Vote

■ By **ANNE ARTLEY**
STAFF WRITER

The Long Beach City Council voted at the September 4 meeting to create an ordinance mandating that all of the city's hotels and motels provide employees with panic buttons. Four councilmembers, Lena Gonzalez, Jeannine Pearce, Roberto Uranga and Rex Richardson, left the floor before the vote, while their five colleagues voted in favor of the proposal.

These four councilmembers previously expressed support for a broader measure regarding hotel safety that is set to appear on the November 6 ballot. The Hotel Workplace Requirements and Restrictions Ordinance, Measure WW, would mandate that hotels with 50 or more rooms provide panic buttons to employees who work in guest rooms alone. It also limits the amount of space a worker is allowed to clean in an eight-hour day and prohibits hotels from requiring an employee to work more than 10 hours without written consent. Unionized hotels may receive an exemption from the workload restrictions.

At the August 7 meeting, councilmembers voted unanimously to place Measure WW on the ballot after the Long Beach Coalition for Good Jobs and a Healthy Community submitted petitions with 46,084 signatures in support of it. The

Los Angeles County Clerk's office verified that enough of those were valid to qualify the initiative for the ballot. The council was required to take one of three actions: adopting the ordinance outright, placing it on the ballot, or requesting further study into the measure.

The councilmembers who walked out during the vote said they thought the timing of the panic button proposal was rushed, as it was introduced during a holiday weekend right before Tuesday's meeting. They also argued that it would confuse voters, since they are already set to vote on an ordinance concerning panic buttons in November.

During the meeting, 7th District Councilmember Roberto Uranga said the proposal "doesn't pass the smell test." He stated, "What we're doing here is circumventing a vote that more than 40,000 people signed a petition to put there [on the ballot]."

Third District Councilmember Suzie Price, the principal author of the panic button ordinance, said she introduced it in part because she was accused of turning a blind eye to women's rights after voting down an earlier version of the Hotel Workplace Requirements and Restrictions Ordinance last September.

"In September 2017, this council made it very clear that we were all in favor of

panic buttons. Those of us who voted against [the ordinance] did so because there was no nexus between some of the provisions and panic buttons," Price explained, referring to the workload restrictions.

Price expressed dismay that the issue caused such divisiveness among the council, and that the members who supported the original proposed ordinance last year did not extend more tolerance to those who did not. "Our colleagues allowed the implication to stand that we don't support panic buttons. They allowed, as leaders of this dais and of this issue, for people to come to the podium and say that we don't support safety for women," she said.

She then called on her colleagues to separate the timing of the election from the issue at hand. "Tonight, it's about voting on panic buttons. If there's a woman who gets assaulted in the next few weeks or months, I don't want to go on record as someone who voted against panic buttons. . . . So tonight, I am supporting them, loud and clear."

The ordinance also requires that guest room doors remain open while rooms are cleaned, and that hotels assign employees who report abusive behavior to an area away from the accused perpetrator. The measure also calls on the police department to conduct regular outreach to hotel workers educating them on their rights and on the protocol to address assaults.

Jeremy Harris, senior vice president of the Long Beach Area Chamber of Commerce and staff liaison to the Long Beach Hospitality Alliance, endorsed the ordinance in part because it provides for panic buttons at all of the city's hotels

and motels, whereas the ballot measure only requires them for hotels with 50 or more rooms. He also stated that the proposal encapsulates the same safety recommendations while costing the city less to enforce.

"The Long Beach Hospitality Alliance endorses the city council's proposed hotel safety ordinance as it aligns with measures our hotels have advocated for years, ensuring the safety of our employees and our guests," he stated.

Hotels across the country are making a similar commitment to improve safety for their employees. The American Hotel & Lodging Association (AHLA) announced on September 7 a pledge to provide hotel workers nationwide with personal safety devices, and committed to developing more training and resources to address sexual assault. This includes forming partnerships with organizations that target sex crimes, such as the National Alliance To End Sexual Violence and End Child Prostitution and Trafficking.

"Protecting our employees, as well as the millions of guests who stay in American hotel rooms each day, is critically important to our industry," AHLA President and CEO Katherine Lugar stated. "Unfortunately, no industry is immune to dealing with sexual harassment, but we will continue to work, day in and day out, so America's hotels are secure places for those who work in and visit them."

CEOs from the Hilton Hotels & Resorts, Hyatt, InterContinental Hotels Group, Marriott International and Wyndham Hotels & Resorts joined Lugar for the announcement. Industry leaders set an implementation goal for 2020. ■

Aquatic Academy Fall 2018 How will we feed an additional 2-2.5 billion people by 2100?

A new evening course at the Aquarium this fall will examine how we can feed an additional 2-2.5 billion people by 2100 and reduce our human impact on the environment. The course will also examine how climate change is impacting global agriculture and productivity. In this new normal, the Anthropocene, scientists and farmers will need to identify new crops that can withstand higher temperatures, drought, and, in coastal areas flooding as a result of sea level rise. Speakers will discuss how agriculture and food systems around the world need to change over time, what agricultural innovations are being developed, the role of genetically modified organisms and gene editing technologies like CRISPR, and how farming the sea will become an increasingly important source of animal protein. With limited class size, attendees will have the opportunity to interact with speakers and learn the latest science directly from scientists and researchers studying these topics.

When: This course will take place on 4 Wednesday evenings, 7:00 p.m. – 9:30 p.m. October 10 & 17 and November 7 & 14

Cost: \$40 for adults, \$35 for members, \$10 extra for CEU credit in conjunction with CSULB (optional)

Where: Aquarium of the Pacific, 100 Aquarium Way, Long Beach, CA 90802

Parking: We will validate parking for course participants

RSVP: For reservations, contact Guest Services: (562) 590-3100, ext. 0
For additional information, email: Adina Metz, ametz@lbaop.org or visit aquariumofpacific.org/aquaticacademy

Sponsored by:

JAG Molina Family Foundation

COURTYARD[®] Marriott

AQUARIUM OF THE PACIFIC[®]

City Council Approves Fiscal Year 2019 Budget, With Additions And Changes

■ By **SAMANTHA MEHLINGER**
EDITOR

The Long Beach City Council voted to adopt the \$3 billion city budget for Fiscal Year 2019 on September 4. The council included about \$2.985 million to fund their own recommendations, including some made by the mayor, as part of the final vote. According to Interim Budget Manager Grace Yoon, these changes are being funded with existing monies within the \$3 billion budget.

The city council identified and approved \$315,000 in one-time funding to be divided equally among the council districts for "district priorities." Another big-ticket council recommendation, compared to the others, was \$215,000 for the removal of tree stumps, of which the city has a backlog.

The council also approved the creation of a "Justice Fund" with \$150,000 to provide legal support to immigrant residents of the city. Councilmembers Suzie Price and Stacy Mungo voted against this proposal. Another \$100,000 was approved for training and education funds on LGBTQ and bullying issues.

A monetarily sizable change to the budget made by the council was reallocating the city manager's proposed use of \$1.25 million for convention center and Alamitos Bay parking improvements to instead improve concessions stands at Alamitos Beach and Granada Beach, and to begin a "waterfront visioning process" to potentially develop downtown's shoreline area.

City staff still has to identify funding for two of the mayor's recommendations, including the restoration of Fire Engine 17 and six new police positions as part of a restored community rapid response bike team, according to Yoon. Staff must also identify funding to strengthen the city's existing proactive residential inspection program, which is meant to prevent rental properties from falling into disrepair.

Yoon said she did not know when city staff would bring suggested funding sources for these proposals back to the city council for approval. "We do anticipate, however, to meet the mayor's request of coming back with plans for restoration sometime in FY 19," she stated via e-mail. ■

concert 01



THE FOUR SEASONS AS YOU'VE NEVER HEARD IT BEFORE

PLAYED ON HISTORICAL PERIOD INSTRUMENTS

Southern California's most important early music ensemble - LA Times

Vivaldi: The Four Seasons

Marais: Alcyone Suites

September 22nd, 2018

Beverly O'Neill Theater, 7pm

Highly-acclaimed baroque oboist Gonzalo X. Ruiz pairs two masterpieces famous for their depiction of Mother Nature in all its glory. "Four Seasons" presents Vivaldi's naturalistic masterpiece as you've never heard it before. From singing birds to babbling brooks and barking dogs, from summer storms to wintry winds, the seasons come alive in Gonzalo's new setting based on Vivaldi's own chamber concertos.


Marais' Alcyone is filled with elegant dances and character pieces representing sailors, magicians, mythological beings, and of course, the famous storm at sea.


Purchase your tickets now.




Musica Angelica Baroque Orchestra www.MusicAngelica.org

(562) 436-3645

 @Music-Angelica

 @MusicAngelicLA

 musicangelica

Alcohol Sales Until 4 A.M.? Long Beach Considers Next Steps If Senate Bill 905 Is Signed By Governor Brown

■ By **ANNETTE SEMERDJIAN**
STAFF WRITER

A bill that would allow Long Beach to implement a pilot program extending alcohol sales until 4 a.m. has passed the state legislature and has been sent to Gov. Jerry Brown's desk, who can choose to veto it, sign it or take no action and let it become law.

The legislation provides Long Beach, Los Angeles, West Hollywood and six other cities the opportunity to adopt a five-year pilot program to extend alcohol sales from 2 a.m. to 4 a.m.

Before choosing to adopt an ordinance and create a pilot program, the City of Long Beach must conduct community outreach to residents, law enforcement and business owners. The city must also prove that accessible transportation services will be available for the extended hours, and include programs to make the public aware of those transportation services, according to the bill. The city would also have to consider how adopting this ordinance would affect surrounding communities and their law enforcement departments.

Kraig Kojian, president and CEO of the Downtown Long Beach Alliance, told the Business Journal that the first step should be to gauge if and how the community wants to implement the pilot program. "I think we have to consider how we're going to engage the community in this di-

alogue," Kojian said. "It's all about evolving as a community."

Kojian also stressed the importance of understanding every aspect of what adopting the pilot program would entail for the city before moving forward. He questioned, "Would it put us on the same competitive level from a convention and visitors perspective as other cities that have extended hours, or is this something that is more of an inconvenience?"

Kojian stated that there are still many questions to address. He said that, in order to answer those questions, the city must understand the perspectives of the community, business owners and law enforcement.

Some Long Beach legislators have voiced concern, including Assemblymember Patrick O'Donnell, who voted against the bill on the assembly floor. "They need to be careful about how this bill is implemented. I'm confident Long Beach will experience the mother of all community uproars if it is not handled appropriately," O'Donnell said.

As to whether or not he would continue to oppose the proposal, O'Donnell said he would not interfere with local implementation if both the legislature and governor have spoken for it.

First District Councilmember Lena Gonzalez had concerns about the bill, too, expressed in an e-mail to the Business Journal. "At this time, I'm not supportive of this item. I would really like to gain

more community input. But overall, there are many public safety concerns in the district that need attention first and foremost before we begin discussing what the bill's impacts would be locally," she said.

Third District Councilmember Suzie Price also took issue with the bill. "I cannot imagine a situation where I would willingly allow a permit of this nature in our district," she stated in an e-mail. In regard to 2nd Street in Belmont Shore, Price said, "Perhaps there is some application of this legislation that makes sense in other areas of the city. It does not in my district, given the proximity of businesses to homes."

If the city adopted a pilot program in a certain area, businesses within that area would be required to apply for a special license and pay an initial application fee of \$2,500. If SB 905 becomes law, the city can pass an ordinance as soon as January 1, 2019, and interested businesses can then begin applying for licenses. The ordinance would not go into effect until January 1, 2021, per SB 905.

If the Department of Alcohol Beverage Control in California grants an applicant a license, that business would have to pay an annual fee of \$2,500 to maintain the license. The fees for business to obtain and maintain an extended alcohol sales license are deposited to the Alcohol Beverage Control fund from the California Department of Alcoholic Beverages.

Gov. Brown has until September 30 to

decide to sign the bill or veto it. The City of Long Beach would then have until 2021 to decide if and how to implement the pilot program to extend alcohol sales hours until 4 a.m. ■

Could A Redistricting Commission Truly Be Independent From City Council?

■ By **ANNETTE SEMERDJIAN**
STAFF WRITER

The passing of Long Beach's Measure DDD would create an independent redistricting commission to give residents authority over determining city council district lines. But the measure would still require city government involvement to form the commission and approve the final map of the districts. Former legislators weighed in on whether the involvement of city officials would affect the independence of the commission.

Measure DDD, which will appear on this upcoming November 6 ballot, would create an independent commission in charge of redrawing district lines every 10 years. If the measure passes, the redistricting commission would form in 2020 before December 1 of that year. Commissioners would then take six months after census

CITY OF LONG BEACH

BID OPPORTUNITIES

TITLE	BID NUMBER	DATE
Boat Haul Out & Paint	ITB FS18-145	09/12/2018
West Seaside Way Storm Drain Project	R-7104	09/19/2018
City Place Parking Structure C Improvement	R-7127	09/19/2018
Tape Products	ITB GO18-128	09/20/2018
Alcohol Breath Analyzers	ITB PD18-141	09/20/2018
Request for Proposal for Drought Tolerant Landscaping and Maintenance		09/21/2018
Request for Proposal for Drought Tolerant Landscape Maintenance Consultations		09/21/2018
Request for Proposal for Water Efficient Landscaping Classes		09/21/2018
Westside Storm Drain Phase 3	R-6751	09/26/2018
Regional Training Center Security Gate	ITB FD18-134	09/26/2018
Siphon Replacement at Cedar Ave & 52nd Street	WD-35-18	09/27/2018
Rubber & Paint Removal Svcs - Airfield Pavements	RFP AP18-127	09/27/2018
Qualification and Selection of Peer Reviewers	RFQ DV17-112	09/30/2018
Critical Incident Support and Counseling Services	RFP HR18-139	10/02/2018
Emergency Medical Supplies	ITB FD18-132	10/04/2018
Printed Envelopes	ITB LB18-086	10/09/2018
Pump Maintenance and Repairs	ITB PR18-122	10/09/2018
Citywide Security Guard Services	ITB LB18-123	10/10/2018
Downtown Shoreline Marina Fire System	RFP PR18-130	10/11/2018
Development & Implementation of Broad-Based Employment Testing Systems	RFP CS18-135	10/11/2018

****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.

AUTO LIEN SALE AUCTION

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

September 18th & October 2nd, 2018
Registration & Viewing Hours:
8:00 A.M. - 9:50 A.M.

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



Fleet Services

Properly maintaining your vehicles is a critical component to your business because downtime for your vehicles cost you money. We fulfill all your fleet vehicle needs at a reasonable price. Call or email Fleet@LBWalkerAuto.com

Car Restoration

Call us! We love talking about vehicle restoration. View our Restoration Galley at LBWalkerAuto.com. Call or email Sal.L@LBWalkerAuto.com

General Auto Repair & Service

Oil Change, Smog Check and More!
Nationwide Warranty/ 24 Month or 24,000 Miles

LB Walker Automotive
1000 E. Wardlow Rd.
562-981-2222

Hours of operation effective August 25:
Monday-Friday 8 a.m. to 6 p.m.
Closed Saturdays and Sundays

www.LBWalkerAuto.com

Go See Sal



data is announced to the public to present their final decision on district boundaries.

According to the measure, the process for forming a commission would begin with the city clerk publicizing the application process in 2020, and every 10 years after that. The application, which would be available in English, Khmer, Spanish and Tagalog, would be open to all registered voters who meet the requirements stated in the measure. According to the measure, representation of the city's diversity would be an important part of forming the commission.

Some of the requirements for applying to be a commissioner include being a Long Beach resident for at least a year and having voted in the most recent city election. Applicants also cannot have been elected to, appointed to, or have run as a candidate for city office in the eight years preceding their application.

The measure requires the city clerk to report to the city council and the mayor about the application process and plans to recruit qualified applicants representing the city's diversity. The measure defines "diversity" as including, but not limited to, race, ethnicity, sexual orientation and gender. The city clerk must also report plans for supporting the commission, such as reserving meeting space and assigning staff to assist with commission activities.

Once a pool of at least 35 eligible applicants has been reached, a city-appointed screening panel would then narrow down the applicant pool to 20 to 30 individuals. At least two people from each existing district would be included.

The screening panel would be an ethics commission to be formed via a city charter change or by an ordinance. The creation of an ethics commission is also one of the four proposed charter amendments that will be on the November 6 ballot. The proposed amendment, referred to as Measure CCC, would place seven residents on an ethics commission to effectively administer and implement provisions of the city charter, statutes and ordinances with a focus on financing, lobbying, conflicts of interest and governmental ethics.

The ethics commission would include two mayoral appointments and two appointments by the city auditor. These appointees would then choose the remaining three commission members.

If the ethics commission measure does not pass and therefore cannot be formed, then Mayor Robert Garcia could select a group of panelists to take their place, according to a provision in the measure. The panel would consist of a retired judge, a law, government or public policy professor teaching at an accredited institution and a member of a non-profit board with a history of advocating for government reform in Long Beach. The mayor would select the panelists from a pool of qualified applicants. If there are not enough qualified applicants for the panel, then the city attorney, city clerk and city auditor would act as the screening panel by narrowing the field of candidates.

Nine commissioners would be randomly selected by the chair of the screening panel during a public meeting. The measure does not specify how the chair would be selected and how that person would randomly choose the commissioners. The meeting must also give the public opportunity to provide any written or oral comment.

Former Councilmember Rae Gabelich

argued that the redistricting commission would not be independent if an ethics commission, consisting of the mayor and city auditor appointed members, chooses them. "It still falls under the mayor," she said. "For me, the most important thing is to always be honest with the people that you represent and across the city, and I don't think that's being done," Gabelich stated.

The city council would be able to reconvene the redistricting commission with a two-thirds vote in order to address any significant population changes, legal challenges or other issues.

Former Councilmember Jeff Kellogg also did not see a fully independent commission coming to fruition via the proposed process. "It sounds good, but the appointed [ethics] commission is appointed by the mayor. . . . So I would be surprised

if the projected [redistricting] commission could truly be independent," he stated.

"I understand the attempt to try to get more community input, but the last time [redistricting occurred] there was a tremendous amount of community input, and the council really went the way the majority of the council wanted to go," Kellogg said.

Kellogg further explained his doubts, citing disputes regarding redistricting in recent years. "I am positive there would be a lot of influence on that commission by many people," he stated. "That also would be a real challenge for people who are just citizens to step into an extremely controversial and hostile type of discussion regarding redistricting."

"You need look no further than the current configuration of most of the council districts," Business Journal Publisher George

Economides said. "These are politically drawn lines to benefit the councilmember in office at the time, primarily for fundraising purposes. We haven't taken a position, but the current system needs to change."

If the measure passes, the formed redistricting commission must hold nine public meetings over the course of six months before adopting a final map. The purpose of the public meetings would be to further ensure opportunity for community involvement. If a registered voter finds the final map to violate any part of the redistricting commission amendment, he or she can file a petition to take a case to court within 90 days after the commission adopts a final map.

Ultimately, Long Beach voters will decide whether or not to create a new redistricting process when they vote on the measure on November 6. ■

— PAID ADVERTISEMENT —

firstbanks.com

Family Businesses Can Learn a lot from Each Other



Continuing its fourth generation of family ownership, **Michael Dierberg** serves as Chairman of the Board at FB Corporation (First Bank).

Family-owned businesses, like the one where I work, represent

80-90% of all businesses, and generate between 40-60% of Gross Domestic Product (GDP). We exist in all shapes and sizes, from small corner stores to huge companies. We also face common challenges that are different from publicly-traded companies, such as managing intra-family conflict, shareholder control, and engaging the next generation.

Yet, despite our ubiquity and common opportunities and challenges, far too many of us treat the issues we face as family-owned businesses as if we're the only ones to confront those issues. Our isolation in addressing these challenges is reinforced by the lack of well-known resources regarding these topics. Many of you might be able to name several good books about how to be a great leader, but how many can name a good book about how to be a great family business owner? Both skills are necessary to be successful in the long-term as a family business, yet the latter skill is often neglected by business writers.

With this dearth of resources, family-businesses must turn to each other as the best resource for navigating these opportunities and challenges. As a fourth-generation leader of a family-owned company that happens to cater to family-owned and other privately held businesses, I've had the pleasure of getting to know many family-owned businesses and have learned a lot from them. Below are a few examples of things I've learned.

Preserve the family's legacy and stories. Preserving and sharing the family's legacy, including how the company was founded and its subsequent journey, can help unify family members and employees around a common link. This can also be a way of reinforcing important values.

Share your passion and excitement with the next generation. Make sure the kids hear good things about the family business, not just the challenges and headaches. It's often easy to unload at the dinner table about all of the bad things that happened at the office. If that's all the children hear, it shouldn't be surprising if later in life they show little interest in the family business. Make sure they hear the good side of it as well.

Engage the next generation. Let them see not only that the family business is a source of income for the family, but also can benefit the community in a major way. Depending on their age, get them involved with the charities you support. This should not only get them more connected to the business in a positive way, but also foster a life-long passion for giving back.

Connect with peers. One of the most important things I've learned from other family businesses is how to connect with other family businesses. Of course, you can draw on the connections you've built over the years as well, but there are also more formal ways to connect. There are national organizations, such as the Family Business Network, that host conferences, provide webinars, and generate other content directly geared toward family businesses. In your community, there may be local organizations that provide opportunities to learn from other family-businesses. However you elect to connect to other family-businesses, you can gain a lot by that interaction.



To find out more about First Bank, please contact Maria Hunter, Commercial Loan Officer, Long Beach C&I Team, at (562) 951-5102.

Going Green: Recreational Marijuana Sales Begin In Long Beach

■ By **BRANDON RICHARDSON**
SENIOR WRITER

Six Long Beach marijuana dispensaries are legally selling recreational marijuana after acquiring adult-use cannabis business licenses from the city.

“It has been extremely busy in the shop, and we are definitely seeing a lot more customers. We’re looking to see how this week and next week go to see what the average daily [customer] base is going to be going forward,” Matthew Abrams, co-owner of One Love Beach Club, said. “The first weekend was probably an anomaly because people were excited [and have] been waiting quite a while.”

The first four recreational business licenses were issued on August 31 to One Love, located at 2767 E. Broadway; Long Beach Green Room, at 1735 E. 7th St.; The Station, at 1957 Pacific Ave.; and Connected Cannabis Co., at 5227 E. 2nd St. On September 5, Stone Age Farmacy, located at 3428 Long Beach Blvd., and LB Collective Inc., at 1731 E. Artesia Blvd. were issued licenses and began the sale of recreational marijuana, according to Ajay Kolluri, the city’s cannabis program manager and assistant to the city manager.

Tax revenue generated from the sale of recreational marijuana is estimated to be \$750,000 for Fiscal Year 2019, Kolluri stated in an e-mail to the Business Journal. The tax dollars go directly into the General Fund, as outlined in the 2017 voter-approved Measure MA, and support the cannabis regulatory program for enforcement and public education, he explained.

The city tax on medical marijuana is 6%. The city’s 10.25% sales tax is waived for



Jeremy Abrams and his family began selling recreational marijuana at One Love Beach Club, located at 2767 E. Broadway, on August 31. The shop was one of the first dispensaries to receive its adult-use cannabis business license from the city. (Photograph by the Business Journal’s Brandon Richardson)

patients purchasing marijuana with a county health card. The city tax on recreational sales is 8% on top of the 10.25% sales tax.

Abrams said, conservatively, recreational sales will increase business 50%. However, he added that he hoped adult-use sales would ultimately double overall transactions. Additional revenue is assisting in the expansion of One Love into the neighboring storefront, Abrams said. Previously occupied by Match Free Electronic Vaporizers, which relocated to 7th Street, the space will approximately double the size of One Love to more than 1,700 square feet. Plans for the expansion have already been submitted to the city, and the buildout will begin as soon as they are approved, Abrams said. The larger dispensary should allow the shop to service more customers, which would likely require increasing staff, he added.

“The city was very fast in getting all the

applications approved and getting people open for recreational sales,” Abrams said. “I was very happy with the way they handled it once the applications came out.”

The legal use of marijuana for all persons over the age of 21 poses new challenges for the Long Beach Police Department, according to Commander Paul LeBaron. The police department is working in tandem with other city departments on how best to regulate the distribution, sale and consumption of marijuana products, he explained. Much of the enforcement occurs between the businesses and the city’s business license division, health department and code enforcement, LeBaron added.

“The police department would get involved if there were any felony-level crimes or misdemeanor-level crimes that we could take enforcement action on,” LeBaron said. “That would be on a case-by-case basis.”

A key concern of those opposed to legal recreational marijuana is the threat of an increased number of people driving under the influence (DUI). LeBaron said there are three classifications of DUI in the vehicle code: one specific to alcohol, another specific to drugs and the last for a combination of drugs and alcohol. There is no marijuana-specific classification for DUI.

Currently, in order to compile statistics related to whether or not marijuana-related DUI arrests or accidents are increasing due to legalization, the department would have to manually search all drug-related DUI arrests and accidents. Internally, LeBaron said the department is working on a system to track marijuana criminal activity specifically.

One challenge for officers enforcing marijuana violations is that accurate detection tests are time consuming, requiring lab analysis such as urine tests, LeBaron explained. Testing for alcohol can be done on the roadside in seconds with a breathalyzer, but no such technology exists for marijuana. Additionally, marijuana can be detected in a person’s system up to 30 days after their last use, depending on how much a person consumes, frequency of consumption, metabolic

rate and other factors. Because of this, a urine test would have to be substantiated with objective symptoms at the time of arrest, determined through a field sobriety test.

“It’s important that people pay attention to what the regulations are because, like alcohol, there are prohibitions on certain areas that you need to be in or can’t be in, and how you need to possess it and all of those things,” LeBaron said. “One of the challenges we see is when people live close together. . . . Secondhand smoke will oftentimes drift in other peoples’ residences. We want to respect the rights of people to legally consume what they choose to. But we’re also dealing with people who feel that their peace is being disturbed. We just ask that people have common courtesy for others as they’re engaging in what is technically a legal activity now.” ■

City Council Could Consider Community Hospital Lease In October

■ By **SAMANTHA MEHLINGER**
EDITOR

City staff hopes to bring a finalized lease agreement for Community Hospital before the Long Beach City Council for consideration in October, John Keisler, director of economic development for the city, told the Business Journal.

The city is currently in negotiations with Molina, Wu, Network LLC, the selected future operator for the hospital. The company is a collaboration between Dr. J. Mario Molina and brother John Molina (former executives of Molina Healthcare), AHMC Healthcare (a hospital system) and health care management firm Network Medical Management.

“We still have lot of work to do to get there, but we are hopeful we can come to terms on the plan for operating and retrofitting the facility over the next few weeks,” Keisler wrote via e-mail. ■

New Wireless Charging Station Debuts For Long Beach Transit Battery-Electric Buses

■ By **ANNE ARTLEY**
STAFF WRITER

Long Beach Transit (LBT) unveiled its new battery-electric bus stop and wireless charging station, located in front of the Long Beach Convention Center on Pine Avenue on September 6.

The station is powered by Wireless Advanced Vehicle Electrification (WAVE), which employs electromagnetic fields to charge a parked bus. This technology works in much the same way as wireless charging powers cell phones. It does not require drivers to exit their vehicles and use a plug.

LBT plans to add more battery-electric buses, and the new station will also help extend the range of its current fleet. “At LBT, we continue our commitment to building a clean and sustainable fleet of buses for the communities we serve with this new battery-electric charging station,” LBT President and

CEO Kenneth McDonald stated. “With wireless charging, we can continue to test the range of our battery-electric buses and optimize their use throughout our service area.”

Mayor Robert Garcia, who joined Los Angeles County Supervisor Janice Hahn at the official unveiling of the development, emphasized the importance of green technology for the future of the city.

“Long Beach is committed to being a leader in clean technology. From our green port to Long Beach Transit, zero-emission transportation is the direction we are headed in,” he stated.

The new bus stop is illuminated by light-emitting diode (LED), one of the most energy-efficient lighting technologies. It also features public art and canopies for shade.

“LBT staff and our partners worked hard to make this charging station and stop a reality, and I appreciate everyone’s hard work,” McDonald stated. ■

IT'S NOT TOO LATE TO BECOME A VIKING!

A variety of
LATE-STARTING CLASSES
begins **Sept. 24 & Oct. 22**



LONG BEACH
CITY COLLEGE

LBCC.EDU

Bill To Make Retailers, Shippers Jointly Liable For Port Trucking Industry Labor Violations

■ By **SAMANTHA MEHLINGER**
EDITOR

The state legislature has passed a bill that makes retailers, shippers and other businesses that contract with port-serving trucking companies jointly liable for labor violations by those trucking firms. The bill has been sent to the governor, who can either sign it, veto it, or take no action and allow it to become law.

Senate Bill (SB) 1402, authored by State Sen. Ricardo Lara of Long Beach, intended to address systemic "exploitation of truck drivers who haul cargo from California's ports," according to a statement from Lara's office.

Last year, an investigation by USA Today brought attention to labor issues among

port trucking companies operating at the ports of Los Angeles and Long Beach. The report's key finding was that many drivers were forced to finance their own trucks and enter into significant debt. The publication found that many such drivers were found to owe money to their employers and as a result were often working for well below minimum wage, and sometimes for free.

According to SB 1402, the California Division of Labor Standards Enforcement has awarded \$45 million to more than 450 truck drivers for "unlawful deductions from wages and out-of-pocket expenses."

The legislation requires that any customer that uses port drayage services "share with the motor carrier all civil legal responsibility and civil liability for port drayage services obtained." However, with some exceptions,

joint liability would not be applied to customers who hire the services of a port trucking firm with employees operating under a collective bargaining agreement.

Weston LaBar, CEO of the Harbor Trucking Association (HTA), said that his organization remains opposed to the bill. The HTA represents trucking companies in the San Pedro Bay port complex.

"Anything that sends a message to folks who use California's ports that may make them think twice about using our ports is bad for the industry as a whole," LaBar said. He noted that some customers of HTA members have put contingency plans in place to ship discretionary cargo – cargo that could be shipped to a number of ports in different regions based on the destination – to other states. "We feel like that's obvi-

ously bad for California's economy. We have concerns on what the impacts may be on lost discretionary cargo," he said.

According to LaBar, while the California Trucking Association was originally opposed to SB 1402, it recently withdrew its opposition. Representatives from the organization could not be reached for comment.

John McLaurin, president of the Pacific Merchant Shipping Association, declined to comment on how the matter could affect his members, deferring to trucking associations and beneficial cargo owners.

The bill was backed by the International Brotherhood of Teamsters. The union has been working to challenge what its leadership views as the misclassification of many port truckers as independent contractors rather than as trucking company employees. ■



**DELIVERING
THE SAME QUALITY OF BAKED GOODS
FOR BREAKFAST AND LUNCH**

**ORDER ONLINE
WWW.GROUNDSCAFE.COM**

**6277 E. SPRING ST. LONG BEACH, CA 90808
(562) 429 - 5661
1993 - 2018**



**Your Catalina Island
journey begins with us.**

1 HOUR BOAT RIDE. UP TO 30 DEPARTURES DAILY.

Catalina Island, just an hour boat ride from Southern California's coast! Scenic beauty, high adventure activities, great dining or simply rest and relaxation. With up to 30 departures daily from San Pedro, Long Beach and Dana Point.

CatalinaExpress.com | 800.914.4562

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

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



Naples Rib Company
5800 East 2nd Street, Long Beach
(562) 439-RIBS
RibCompany.com



**It's Football Season...
Grab your Party Pack
and watch all
the games with
Rib Company BBQ!**

\$10 OFF
**Your Order of
\$75 or more**

Not redeemable with any other offer,
discount, coupon or price special.
Expires December 31, 2018 LBBJ



Term Limits

(Continued From Page 1)

law. In Long Beach, an upcoming ballot measure proposes eliminating write-in candidacies, a proposal that law professionals said has legal precedent. The Business Journal asked former councilmembers and election law experts to weigh in.

A proposed amendment to the Long Beach City Charter to extend the mayor's and councilmembers' term limits from two to three terms, and eliminate the write-in option, is on the November 6 ballot. The amendment, referred to as Measure BBB, is one of four proposed charter amendments appearing on the ballot.

Currently, the mayor and councilmembers can serve two terms, and are then eligible to run for subsequent terms via write-in. Removing the write-in option would disallow candidates from seeking re-election after three terms, whereas the current write-in policy allows re-election without limit.

Prohibiting write-in candidates from ballots is not unprecedented, as five states have instituted such a policy. Hawaii, South Dakota, Nevada, Louisiana and Oklahoma all currently prohibit any write-ins, including in general elections.

In the 1985 *Canaan v. Abdelnour* Supreme Court of California ruling, write-ins became a protected part of the ballot in order to prevent infringement on First Amendment rights of free speech. This case allowed for write-in candidates to run in every election in California.

Then, in 1992, the United States

Supreme Court upheld Hawaii's ban on write-ins in the case of *Burdick v. Takushi*. The ruling claimed that banning write-ins does not go against First Amendment rights for voters because it does not make it impossible to elect a preferred candidate. "The ban [in Hawaii] was a reasonable restriction on the right to vote because voters had other avenues to get their preferred candidates on the ballot," University of Southern California Professor of Law Franita Tolson told the Business Journal. "Bans on write-in voting are generally constitutional."

The Supreme Court of California then ruled similarly for banning write-ins in the 2002 case of *Edelstein v. City and County of San Francisco*. The case officially removed protection of write-ins in California, with the court deciding that it did not violate the free speech clause in the First Amendment. The court claimed that banning write-ins was a restriction that would not completely prevent voters from electing their candidate of choice.

"If it weren't for the Edelstein case, they would have to permit write-ins for Congress, state office and the general election in California," Richard Winger, election law expert and editor of Ballot Access News, stated. "We usually think voting rights in this country have improved over the centuries, but this is one area where we're going backwards."

The State of California already has a top-two primary system, which places the two candidates with the most votes on the ballot in the general election. There are about 20 states that prohibit write-ins solely for pri-

"If it weren't for the Edelstein case, they would have to permit write-ins for Congress, state office and the general election in California. We usually think voting rights in this country have improved over the centuries, but this is one area where we're going backwards."

Richard Winger, Editor
Ballot Access News

mary elections, but only California bans it for just general elections, according to Winger.

"It's ironic that it's California that has lost write-ins because we've [historically] elected more write-in candidates to Congress in the general election than any other state," Winger said. "We're the only state that's had three write-in winners for Congress." Winger thinks the elimination of write-ins in Long Beach municipal elections would go against public interest. "The right to vote includes the right of choice for whom to vote," he said.

Former Long Beach Councilmember Jeff Kellogg, who served 12 years on the council, is not a strong proponent of term limits and believes the voters should decide how often a candidate is elected. Kellogg also thinks that the council's decision to put the

proposal on the ballot "was purely self-serving." He stated, "Per all the political rhetoric that you're hearing from city hall, this is simply to make it easier for the current members in there to run for a third term, if they so desire."

Former Long Beach City Councilmember Rae Gabelich also pointed out the potential benefit the amendment would give to incumbents. Beverly O'Neill was Long Beach's only elected mayor to serve a third term in 2002, which she achieved through a write-in candidacy. The ability to run for a third term on the ballot would make it easier for incumbents to be re-elected, Gabelich observed.

"I would have loved to have had a three-term option. . . . It would have allowed me to accomplish a lot of things I hadn't quite finished that never got finished," Gabelich said. She continued, "So I see the benefit in it, but what I don't like – and I said this when [former Mayor] Bob Foster wanted to put it on [the ballot] back in 2007 for approval – was that it really shouldn't be [applied to] the seated council."

In 2007, then-Mayor Foster presented a similar grouping of amendments to the city charter on the ballot, including an amendment that would extend term limits to three, which voters did not pass. "I think the decision that was made by the voters in 2007 makes a lot of sense, because, if you're doing your job as their representative or their mayor, then you are going to be re-elected [via write-in] . . ." Gabelich said.

The November ballot measure specifies "term" as a four-year service in office through a municipal primary or general

17th Annual
BAJA
SPLASH
Festival
September 29-30



Dive into a fiesta with the fishes! Celebrate Hispanic Heritage Month at the Aquarium of the Pacific's Baja Splash Cultural Festival. Witness ancient Aztec dance and cultural folk dances from Mexico, El Salvador, Guatemala, Peru, and beyond. Enjoy mariachi performances, interactive music, crafts, encounters with Baja animals, and bilingual programs.

\$10 OFF Adult Admission

Baja Splash Cultural Festival September 29-30, 2018

Present this coupon at the Aquarium ticket window and receive \$10.00 off regular adult admission (regularly \$29.95). Limit (4) discounts per coupon. Not applicable with online tickets or any other offer. Not valid at off-site sales locations. No mobile versions accepted. Distribution of this coupon on Aquarium grounds or on the internet is prohibited. No cash value. May not be sold. Valid September 29-30, 2018 only.

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

*Aquarium
of the Pacific*

D-NP10

BOULEVARD



BUICK



2800 Cherry Avenue Signal Hill
(562) 492-1000

GMC



BOULEVARD4U.com



Cadillac



2850 Cherry Avenue Signal Hill
(562) 595-6076

election, excluding terms served as a write-in candidate as well as for candidates elected through mid-term special elections. Therefore, a current elected official who was voted into office as a write-in or in a mid-term special election will not have that term count toward the three-term limit after November.

"As far as I can tell, the only two who will benefit if this passes this go-around – which is why I think they did a special election – are [Councilmembers] Dee Andrews and Al Austin. So [Districts] 6 and 8 will benefit. Then, four years later, the others will benefit," Gabelich said.

For example, under the proposal, Andrews' 2016 election as a write-in candidate will not count toward his three-term

limit, meaning that he could run on the ballot for a fourth term. Austin, currently in his second term, could also benefit from this measure, according to Gabelich, by running for a third term on the 2020 ballot.

Richard Hasen, specializing in elections and legislation as a professor of law at University of California, Irvine, speculated, "Voters will have to decide if this is a good policy choice, but I don't think it's the kind of choice that courts are going to take away from the voters . . . if that's what they want." If voters want the measure to pass, Hasen told the Business Journal he sees no legal problem with eliminating write-ins and extending term limits per current California laws.

Some residents have started a campaign

against the proposal by forming the Long Beach Reform Coalition to spread awareness of what they consider to be a misleading measure. The coalition gained support from organizations in Long Beach such as Eastside Voice, Citizens About Responsible Planning (CARP), the Long Beach Taxpayers Association and People of Long Beach.

Corliss Lee, a member of CARP and Eastside Voice, stated that Measure BBB is misleading because it appears to strengthen term limits. "The goal [of this measure] is to weaken term limits," she said. "In terms of beating an incumbent or even someone who has a lot of special interest money behind them, that's really hard to do." Lee challenged a council incumbent this past April and finished third in the primary.

The coalition's leaders said the "NO on Measure BBB" campaign is an effort to increase community involvement in policy-making in order to have a completely transparent city government. The group held a town hall forum on Thursday, September 6, which allowed audiences both in the room and online to ask questions and create community discussion. The coalition's members filed the official sample ballot arguments against Measure BBB and will soon file the official rebuttal against the measure. They claim the measure is deceptive and against public interest, according to a press statement.

On November 6, Long Beach voters will decide if the proposed amendment would be a benefit for the community or not. ■

The Most Trusted Shops In Southern California!

*Better Prices * Better Service and *Better Warranties than any Dealer



BACK TO SCHOOL SPECIAL

Brake and Safety Inspection

Only \$249.00

- Turn Rotors
- Brake Pads
- Labor *(most cars)
- 21 Safety Inspection
- Top-off Fluids (when needed)



****NOT TO BE COMBINED WITH ANY OTHER OFFER,
EXPIRES 10/31/2018**



3619 Atlantic Ave.
Long Beach CA 90807

562.427.4256



3033 Long Beach Blvd.
Long Beach CA 90807

562.426.6322



9681 Alondra Blvd.
Bellflower, CA 90706

562.920.1871



9665 Alondra Blvd.
Bellflower, CA 90706

562.920.1873

EJ's pub
ESTD 2001

**SUMMERTIME
IN BIXBY KNOLLS**

27 draft beers, Extensive whiskey list,
California wines, MLB and Dodger
games on 19 televisions.

Open for lunch at 11:00 am.
Saturday and Sunday breakfast starts at 9:00am.
Try our homemade bacon Bloody Mary!

EJSPubBK.com

562-424-5000

4306 Atlantic Avenue, Long Beach, CA 90807

Parcel Tax

(Continued From Page 1)

businesses and property owners oppose the initiative as it is set to appear on the November 6 ballot.

Developed by the Los Angeles County Flood Control District, the proposal would require property owners to pay 2.5 cents for each square foot of nonpermeable space. This includes concrete, pavement and roofs that keep stormwater and urban runoff from entering the earth. The tax would supply approximately \$300 million for the construction and operation of projects such as water treatment wetlands, diversions to the sewer and increased vegetation on streets to capture stormwater, according to Steven Frasher, a public information officer with L.A. County Public Works.

Area organizations representing businesses and commercial property owners expressed three major issues with the tax. One is that the measure does not outline any specific projects or their associated costs. "There are no guaranteed projects, no objectives for capture, no timeline and no guarantees of what the money will pay for. It's kind of like a blank check," Los Angeles County Business Federation (BizFed) Advocacy Director D'Andre Valencia said. "That's the heartache we have."

Valencia clarified that BizFed is not opposed to a stormwater parcel tax in general, but opposes the measure in its current form. "The business community understands that we have to do our part, but we need the county to step up and give us some guarantees," he said. Valencia added that taxes and fees were the biggest concern this year for the 715 companies that re-

sponded to BizFed's annual poll of its member organizations.

Another point of contention is that the measure does not include a "dusk" or "sunset" clause that establishes an end to the tax or reduces its amount once the projects are completed. "This is a forever tax," Valencia said. "We asked [the county] to include a 'dusk' clause, where, over a certain time period, the overall money brought in from this will be reduced just to cover ongoing maintenance and operation."

Long Beach Area Chamber of Commerce Senior Vice President Jeremy Harris voiced his agreement, but pushed for one step further. "When we take positions, if there's going to be a tax, we like to see a sunset clause if we're even going to remotely consider supporting it," he said.

A provision in the measure specifies that the L.A. County Board of Supervisors plans to re-examine it after a period of up to 30 years, and evaluate whether the number of water treatment projects are sufficient.

The program allows property owners to apply for a credit under which they could receive up to 100% of the tax back if they implement changes to prevent runoff. But the third major issue that business advocacy organizations articulated was that the implementation process is arduous and comes at another cost to landowners. "Businesses applying have to recertify every two years," Valencia explained. "Companies have to hire engineers to assess their lot and how it captures stormwater. This takes a lot of money and de-incentivizes people from going through the process." Valencia added that BizFed had asked the county to extend the certification period to five years.

Bruce Reznik, the executive director of Los Angeles Waterkeeper, an organization

that aims to protect L.A.'s inland and coastal waters, outlined the three main reasons why his organization supports the proposal. First, urban and stormwater runoff is the main source of pollution in local waterways, he noted. "It brings trash [and] toxins, and it puts the public health at risk," he said. "Anything that reduces stormwater pollution is critically important to the health of our creeks, rivers and coastal waters."

According to Reznik, L.A. Waterkeeper also supports the measure because, rather than focusing on cleaning stormwater runoff, it prioritizes capturing and reusing it. "Especially as our climate is changing – we're going to heavier storms, to longer droughts – capturing stormwater is a really smart, cost-effective way to be more water-secure." He estimated that each day about 100 million gallons of stormwater is wasted as runoff into streams, creeks and eventually into coastal waters.

Reznik said that Measure W also emphasizes solutions that bring additional value to the community. "Whether that's creating more parks that can capture and infiltrate runoff, or greening our schools, homes and businesses, it offers so many benefits," he said. "If there's more nature that replaces our traditional concrete, it cools our communities, improves recreational opportunities, improves air quality and provides habitats for animals."

L.A. Waterkeeper is part of OurWaterLA, a coalition of organizations across the county that is working toward securing a clean, reliable water supply. It is also a part of the Yes on W campaign, which aims to secure endorsements for the measure and educate elected officials and the community on its importance.

The Los Cerritos Wetlands Land Trust, a Long Beach-based organization dedicated

to protecting the local wetlands, also backs the measure and is another member of OurWaterLA. "It will lessen the amount of polluted water that goes into our local rivers and then into our local wetlands," Executive Director Elizabeth Lambe commented. "That will make the Los Cerritos Wetlands healthier and a better place for habitat."

Lambe has sent e-mails to the organization's members and advocates, a list that totals thousands, urging them to contact their representatives in support of the measure. "We're a small group in one part of L.A., but we see its value and what it can do to protect the wetlands," she said.

On August 21, the Long Beach City Council voted to support the measure. The amount of funding each city would receive is proportional to the amount of tax collected, and Long Beach stands to gain approximately \$5 million per year, Diana Tang, the city's manager of government affairs, said. Mayor Robert Garcia expressed his intention to vote in favor of it in November. "I think there's a lot of benefit to a city on the coast and one that has two rivers that empty out into our waters," he told the Business Journal.

Martha Cox-Nitikman, the vice president of public policy for the Building Owners and Managers Association of Greater L.A., questioned whether government officials understand where the tax may actually fall. "In commercial buildings, anything that's a tax can be passed on to tenants," she commented. "I think sometimes the city councils or the county supervisor misunderstand that the impact isn't on the large building landlord; the impact is on an individual company. If you have a small company, and you're trying to operate, by the time you have to pay this fee and this permit fee and the parcel tax . . . well, they just go on and on and on." ■

Rent Control

(Continued From Page 1)

First Vice President and National Director John Sebree hosted a webinar on September 6 featuring real estate industry executives to gain their perspectives on the proposition.

Costa-Hawkins was enacted in 1995 and limits the use of rent control. The act states that units built after February 1, 1995, and single-family homes are not subject to rent control, exempted housing must remain exempt, and landlords may increase rental prices to market rate when a tenant moves out.

Jim Lapides, vice president of strategic communications for the National Multifamily Housing Council, argues that increasing the reach of rent control – passing Proposition 10 – would not aid in solving the housing crisis but rather exacerbate it. "When milk is expensive, you figure out how to get more cows to make more milk," he said. "You don't put a cap on the price."

Lapides said there are three "pillars" needed to alleviate the state's housing crisis: construction of housing for people of all social standings; public-private partnerships such as land swaps and other programs to encourage construction; and targeted assistance through federal or local voucher programs for those in the greatest need such as veterans, the homeless and low-income families.

Gubernatorial candidate Gavin Newsom weighed in on Proposition 10 at a housing conference in March. "Getting rid of [Costa-Hawkins] overall may have unintended consequences on housing construction and production that could be profoundly problematic," he said.

A coalition of teachers, nurses, seniors and renters have created a "Yes on 10" campaign under the slogan, "Because the rent is too damn high!" According to the coalition's website, giving "free reign" to developers and landlords is making it difficult for working-class communities to stay in their homes. A lack of rent control protections is forcing many into long commutes or to become homeless, the coalition contends.

During the webinar, John Eudy, executive vice president



September 6 webinar shows real estate experts discussing Proposition 10, which would expand the reach of rent control statewide through the repeal of the 1995 Costa-Hawkins Rental Housing Act.

and chief investment officer of development for Essex Property Trust Inc., said the Yes on 10 slogan is a "mirage" that provides no facts to support rent control's effectiveness. The three panelists and moderator agreed that the solution to housing affordability is not more regulations, such as increased rent control. Rather, they believe housing construction needs to be deregulated to encourage development.

"The solution is building more units. There is not another vehicle," Sebree said. "We have to get to the point where we can deliver units at a cost far below where we are today."

Sebree analyzed construction in Los Angeles and San Francisco compared to Denver, Seattle and Dallas-Fort Worth, and found the latter group produced twice as many residential units between 2013 and 2017. He argued that the reason for the slower rate of construction in California are its regulations, which result in high fees on top of construction costs.

Damon Conklin, director of government affairs for the Federation of California Builders Exchanges, explained that impact fees (fees charged by local governments to provide public services to a new development) alone average \$23,000 per residential unit in California. In San Francisco, impact fees can reach \$200,000 per

unit, while Irvine averages \$60,000 per unit, he added.

The panelists argued that the ramifications of repealing Costa-Hawkins would affect the state's economy by forcing the workforce to move out of state and decreasing investment. Sebree recalled how Santa Monica experienced a dramatic decrease in its housing stock before Costa Hawkins was enacted because its rent control policy made it so that properties were not economically viable for the owners, who then demolished them to make way for other uses. The remaining housing stock deteriorated because landlords could not increase rents enough to keep up with increasing operating costs, he added.

Conklin speculated that the continued increase of construction jobs would cease and likely decline if Costa Hawkins were repealed. He reasoned that developers would opt not to build projects that would be subject to rent control due to a diminished return on investment.

"There is an issue that needs to be addressed, and if we don't, it will only get worse," Sebree said. "There is a middle-class housing crisis, but Proposition 10 is not the answer – it will make the situation much worse."

Single-family homeowners would also experience a reduction in their home value if Costa-Hawkins is repealed, Lapides said. Homeowners would be held to the same rent control regulations as multi-family property owners, which would mean slower income growth for those renting their homes or a room, as well as a freeze on single-family home construction, Lapides explained.

At the national level, 35 states have various levels of pre-emptions against rent control, Lapides noted. The revisiting of rent control as a viable solution to California's housing crisis is the result of people forgetting why it doesn't work or not having been around to experience it firsthand, he added.

"We need to get to the root of the problem, not treat a symptom," Conklin said. "Prop. 10 doesn't build a single unit. It doesn't bring down the cost of a single unit and that is the problem." ■



Save **50%** of a new worker's wages while they learn on the job.
Here's an example:

you pay a new employee \$15.00/hr	X	while they come up to speed, say: 300hrs	/	City of Long Beach reimburses you 50%	=	\$2,250 back to your business!
--	---	---	---	---	---	---

We have a database of hundreds of local residents looking
for work – or maybe you have a lead of your own.
Call us.

Pacific Gateway

pacific-gateway.org/business

A free business service from the City of Long Beach.

CONTACT:

Cort Huckabone • (562) 570-4576 • cort.huckabone@pacific-gateway.org



Mayor Robert Garcia and his staff wave goodbye to the current city hall from their soon-to-be offices on the 11th floor of the new city hall. The move from the 14-story structure is expected to begin early next year and be completed by spring. Pictured from left are: Isaac Romero, scheduler; Tyler Curley, legislative deputy; Veronica Quezada, communications deputy; Kenneth Phin, intern; Randy Rawlings, intern; Sharon Weissman, senior transportation Advisor; Mark Taylor, chief of staff; Mayor Garcia; Maria Banegas, administrative aide; Abigail Mejia, senior field deputy; Justin Ramirez, legislative director; Lauren Vargas, director of innovation delivery & special projects; Luke Klipp, special projects officer; and Tim Patton, senior administrative deputy. (Business Journal photograph by Matt Fukushima Photography)

(Continued From Page 1)

hotels stand to bolster the city's strong hospitality and tourism industry. The city continues to invest Measure A monies into infrastructure, from city streets to park playgrounds to sidewalks.

But Long Beach is not a city without critical issues. Homelessness, a lack of housing and a synthetic drug epidemic are taking their toll on some of the city's most vulnerable residents. And, as the mayor pointed out, the issues are often linked.

Long Beach could experience a number of significant changes depending on how residents vote in November on four city charter amendments – including one that extends the terms of the mayor and council to three, and another that would form a redistricting commission for city council districts. Another ballot measure would create safety protections and workload restrictions for hotel workers.

In his fifth annual interview with the Long Beach Business Journal, Mayor Garcia discussed these topics and others as part of a larger conversation on the city's successes, challenges and his priorities for the future. Garcia was joined by his chief of staff, Mark Taylor, and Veronica Quezada, communications deputy, on August 28 for an interview with Business Journal Publisher George Economides, Editor Samantha Mehlinger, Senior Writer Brandon Richardson and Staff Writer Annette Semerdjian.

LBBJ: What's the toughest part of your job? Is there anything that worries you and keeps you up at night?

Garcia: The toughest part is knowing that you're the final decision maker, and the weight of the big decisions you have to make consistently. Sometimes it's a lot, but if you lead with love of your city and community, which I have a lot of, that becomes easier over time. What keeps you up at night are those big decisions, especially as they relate to people's safety. Government does a lot

of things, but the most important is keeping people safe in their neighborhoods and in their homes. Anytime there is a major incident, or anytime we're making life and death type of decisions, those are the big issues. How do we react in a major emergency? What happens if there's an attack on the Port of Long Beach? What do you do in an incident when there is a mass shooting? Those kind of incidents, as mayor, you think about a lot.

LBBJ: We know we have a lot of successes to talk about today, but let's start off with some of the challenges.

The City Budget

LBBJ: Let's start with city budget [which was approved prior to this interview being published and goes into effect October 1]. You made numerous recommendations for the new budget. Walk us through some of your recommendations and why you decided on these items.

Garcia: First, it's important to know the entire budget is a recommendation. The way the budget process works is we start early, we go through the budget, we insert as much as possible into the final product. As the budget is being developed, there will be additional recommendations. The most important are the addition of fire engines and firefighters in East Long Beach and the addition of the bike cops. Both our police and firefighter departments continue to grow as part of the commitment to Measure A [10-year sales tax increase approved by voters in 2016], and both continue to strengthen.

To highlight a few of the others: we're allocating a significant amount of Measure A dollars, that are currently unallocated, to rebuild both the police and fire academies; we're putting a huge amount of money back into streets and sidewalks and a lot of what I would call parks projects, tot lots and those kinds of projects.

Then you've got a different area of funding around social responsibility and



INTERNATIONAL CITY BANK
Business made personal

Banking with you every step of the way.

Let's talk about building a relationship.

249 E. Ocean Boulevard, Long Beach, CA 90802

562.436.9800 | ICB.BIZ | Member FDIC

around civil rights issues that have been important to the city council. One thing that I've tried to do is listen to the council throughout the year and to their priorities. So, there is some funding for a youth and children's fund that the community has asked for, and money for the justice fund. We put \$200,000 to expunge low-level marijuana convictions. They've either done their time or their punishment for breaking the law and we can help them get a job.

LBBJ: Do police officers support this?

Garcia: They do. In fact, that money is going to the city prosecutor's office because they're the ones who can do the expunging. We worked with the police department and the city prosecutor. Obviously, marijuana is now legal in California, so to have people who can't get back into the workforce because of that . . . I think we have to fix that.

LBBJ: Is there a justice fund in other cities?

Garcia: Yes, Los Angeles, L.A. County – it's happening in every big city. The city council approved the justice fund and said to find the resources. Also, the budget for the arts is the biggest it's ever been. I've increased arts funding every year since I've been mayor. This includes more funding for the Arts Council for Long Beach and for the Long Beach Museum of Art, and the One Percent for the Arts program, which we initiated last year.

LBBJ: How much money is raised from the One Percent program?

Garcia: In year one, it's raised about \$165,000, and hopefully it will grow over time.

LBBJ: And that goes to the arts council?

Garcia: It goes right to the arts council to be dispersed.

LBBJ: And its board of directors decides how to spend the money?

(Please Continue To Next Page)

Long Beach // Los Angeles // San Diego // San Jose

P2S INC

WWW.P2SINC.COM



MAKING LONG BEACH BETTER

You'll find our imprint all over the city. Our community involvement and engineering solutions transform Long Beach into an even more attractive destination to live in and visit. Find out more at p2sinc.com.

OUR DIVISIONS

ENG Engineering

CX Commissioning

CM Construction Management



SoCal's Hot, New Convention Event Space





LONG BEACH PERFORMING ARTS CENTER

Long Beach Convention & Visitors Bureau Wins “Best in the West”
2017 Stella Award | *Successful Meetings and Meetings and Conventions*

Long Beach

California Fresh, Urban Coast

Blue sunny skies. Bright city lights. Long Beach’s latest experiential turnkey innovation, the **Terrace Fountains**, are surrounded by an expansive outdoor plaza which can accommodate anything from an intimate gathering of 100 on up to 5,000 excited guests. A perfect after-meeting party space to lounge around or play around, this large reflecting pool with its ooh-and-ahh inspiring theatrical dancing water displays can be designed with your personalized colors chosen from hundreds of LEDs. Stylish furniture, professional light and sound design that can **save you up to \$100,000 in rental costs** and set in a highly walkable downtown — it’s the hottest new convention event space in the coolest beach city.

800.452.7829 | MeetInLongBeach.com    @VisitLB | @MeetInLongBeach

(Continued From Page 23)

Garcia: The board and the staff will disperse the money. Remember, where they spend it and how they spend it has already been prescribed, so some has to go to the traditional institutions, such as the symphony, Musical Theatre West and others.

LBBJ: POW! WOW! is in there too, right?

Garcia: We're funding POW! WOW! as well, so we can continue that mural project, which is really important.

LBBJ: We asked city staff how much your recommendations would cost, and they said roughly \$4 million, if they're all implemented.

Garcia: If that includes the police and fire recommendations, that probably sounds about right.

LBBJ: Right, but the \$4 million has to be found. These aren't existing dollars.

Garcia: That's not correct, completely. What we did is, we took savings from our health care contract and applied some of those dollars to these programs. We also took the surplus [from current budget year]. There's a \$500,000 surplus we haven't spent. We took a few hundred thousand of the surplus and also applied it to some of these additional recommendations. What's happening is the economy is producing better results for us, so we feel good about it.

LBBJ: So you feel these recommendations are the best expenditure of money?

Garcia: Every budget is a combination of policy decisions and the wants of everybody. I have to do the best I can to take a council that's diverse in opinion and put together something that they're going to support and they've been asking for, and of course that the community has. To me, any budget that increases police and firefighters is great. To go from where we started a few years ago, where we had just a little over 800 officers to now where we're at 845 officers, that's the budget going in the right direction.

LBBJ: Is that counting the recent academy graduation?

Garcia: Yes. The fact that the police and fire departments are growing – there aren't cuts – are all good things.

LBBJ: So you feel pretty comfortable? In a press statement you said . . .

Garcia: That it's the best budget yet? Yeah, I think so. I do, because it strengthens public safety, we're rebuilding police and fire academy buildings which need work, we're putting historic levels into infrastructure. So all the most important stuff is all getting funded at a good level. We're also able to fund other programs that have been important to members of the council and the community. I think it's good.

LBBJ: There have been a series of community budget meetings. Have you had any feedback from those meetings?

Garcia: I haven't attended those, but I've heard they've been going pretty well. Overall, people are pretty happy. We have a double A credit rating, our reserves are at policy and the best shape they've been in in a very long time, and we're able to invest in some of these other programs. Financially, we're in really good shape and we continue to pay down that pension obligation. Those are all really good things. A big part of it is the economy. I think the economy is helping substantially.

Homelessness

LBBJ: Let's talk about homelessness. We discussed it last year as well. Since that time, has the issue of homelessness in Long Beach become better or worse?

Garcia: I don't think it's become better or worse – I think we're doing more. When we do the next count we'll get a better idea of where we're at, but there's no question to me that homelessness across the state is at a crisis level. It is the single biggest challenge we've had in the city. We have a lot of work to do, but this year's budget gives us the ability to do more than we ever. When we were talking last year, we didn't have the Measure H [a quarter of a percent increase to sales tax] funding, we certainly didn't have the funding that's coming in from the state, the \$12 million, so we're going to do some things that are really creative and unique in the homelessness budget.

Marcus & Millichap

Specialization • Expertise • Results

Creating and Preserving Wealth for Our Clients

Below is a Sampling of Our Recent Sales and Financing Transactions



CLOSED

8-Unit Multifamily
Long Beach, CA | \$2,025,000



CLOSED

9-Unit Multifamily
Long Beach, CA | \$1,975,000



CLOSED

8-Unit Multifamily
Long Beach, CA | \$1,385,000



CLOSED

6-Unit Multifamily
Long Beach, CA | \$3,500,000



CLOSED

21-Unit Multifamily
Hawthorne, CA | \$3,500,000



FINANCED

91-Unit Multifamily
Torrance, CA | \$20,000,000



FINANCED

35-Unit Mobile Home Park
Torrance, CA | 2,100,000



FINANCED

8-Unit Multifamily
Long Beach, CA | \$715,000

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

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

Offices Throughout the U.S. and Canada

www.MarcusMillichap.com

Real Estate Investment Sales ♦ Financing ♦ Research ♦ Advisory Services

We're establishing clean teams made up of people who are experiencing homelessness, who are going to get workforce skills and actually get paid and be out helping clean streets. We finally have the resources to permanently buy and build that year-round shelter. We are creating grants for community organizations and neighborhood groups to help solve the issue around homelessness. We have the Everyone Home task force producing a new strategic plan surrounding homelessness that will be released at the end of this year. So there's a lot more going on now on homelessness than there was a year ago, but it still remains a major challenge.

We're also adding a HEART team [Homeless Education And Response Team] in this year's budget to replicate the success of current HEART teams that we have, which as you know are fire paramedic units that respond essentially to people experiencing homelessness. That helps tremendously so that the emergency rooms and hospitals are not full and we can treat these lower level medical conditions that people who are experiencing homelessness might have. We're also adding four quality of life officers. Their job is to work exclusively with people experiencing homelessness.

We're doing a lot more, but we're not going to solve this challenge until there is a statewide refocus on housing construction. This isn't going to go away, unless we have more housing. Long Beach is building, and I think we're building our fair share, and everyone else has got to pick up the pace.

LBBJ: Have you spoken with mayors in nearby cities? Are they helping? Do they have resources?

Garcia: Different cities build on a different level. At the end of the day, it's going to be up to the big cities to lift most of the water here. Most of the cities around us don't build as much housing or affordable housing. The cities that have the ability to do a lot of this are the cities that have land and the cities that are adjacent to open space. Long Beach is landlocked, so we can build up and we're doing that in the downtown and we're doing that along the Blue Line.

But when you look at cities like Sacramento, Northern San Diego, parts of the Inland Empire and the Central Valley, we actually have the ability to build more housing there. We just need to connect those to actual jobs. You have to have jobs and the ability to work, so that is where the opportunity to have housing is.

LBBJ: Has this been your toughest issue since you've been elected?

Garcia: Yes.

LBBJ: Because it seems to be the one that, not just you, but everybody is struggling with the most.

Garcia: It is. It's also the toughest issue that the state is struggling with, so it's not unique to us. We should never forget that people that are on the street are human beings and many of them are mentally ill. I'm amazed at how easily that's discarded by a lot of folks. It's become such a norm that we forget and dehumanize these people. I think we have to be better people and we have to rise to this challenge. A part of that means we have to support housing construction.

LBBJ: At the August 21 city council meeting there was a presentation about how to fund additional homeless services, potentially a tax increase – utility user tax, parcel tax, bed tax. As the city is moving forward to determine which one of those would be the best option, if any, are you also going to be talking about what additional services you think that funding could go towards

Garcia: Obviously, there has to first be a community process. We have to hear about what's even possible or what impact there would be to the economy. If you ask me, just straight out, what I think could work – and by the way, I'm saying this without knowing there would even be support or we could even do it – but I'm not sure most of those options would work nor would they really be the right approach. The only approach that I think works on the housing side is the inducement of bond. If you actually want to focus on housing, the

(Please Continue To Next Page)

Even though LBT has the **wheels**, Long Beach **moves us**.

It's no secret that Long Beach Transit is in constant motion. But we're more than just a way to get from here to there; our buses are the link between past successes and future opportunities. The next generation of Long Beach will do great things inspired by immense pride for their city - our city. And like always, we'll be here connecting them where they need to go.

The more we **move people, the more this city **moves us**.**



(Continued From Page 27)

issue is, how do you subsidize housing affordability for homelessness, low-income folks and middle class people that live in Long Beach? The only way you could do that is that the city has to provide a subsidy to developers to make those affordable. All the affordable housing we have across the city isn't because developers find it in the kindness of their hearts to build affordable housing, it's because they receive some kind of grant or subsidy to build the affordable housing. It's almost always the case.

The city has got to find ways to subsidize more senior housing, housing for students, middle-class family housing, housing for homeless veterans. Could a bond help us achieve that? It could, but I think that bonds are complex, and they require two-thirds of the population to vote for them. That's a hard lift for Long Beach. I'm glad that that's not something anyone rushed into. I think that would have been a mistake. We can take a year now and look and explore if that's even something the city would support.

The Need For Housing

LBBJ: How do we get to a point where we are building enough affordable housing?

Garcia: We're building hundreds and hundreds of affordable homes, mostly in the downtown, but are we building enough? We'd like to build more. There's an absolute need for more, especially when it comes to affordable senior housing and affordable housing for young families that are starting out and trying to get their foot in the door. Affordable is broad – to me, we also need housing for just working professionals. If you're a working professional, you can't afford a house. Affordable housing is interesting, you know, if you're a teacher, you're not going to buy a house – it's very hard unless you have someone helping you to buy a home in Long Beach.

So we have to focus on the whole scope and we need to help young homeowners who want to buy their first home. That's something we have got to do a better job at and that's part of this discussion.

LBBJ: We have quite a lot of development going on around the city. How do you feel we're doing with building market rate housing?

Garcia: There's no question that the market rate housing is booming in the city. We're building thousands and thousands of market rate homes and units, particularly in the downtown and across parts of the city. We're building that kind of density in the appropriate places that need it. But if developers own a piece of land, they're going to build the project they want to build as long as it aligns with zoning law.

When we sold all of our parcels [due to the elimination of redevelopment agencies], we were dictated by the state on how to sell them. We couldn't mandate that this parcel be an affordable housing development. We just had to sell it. And whoever bought it, they could build whatever project that they wanted. Fortunately, a lot of developers made the decision to build affordable projects, which we support with grants and community investment dollars. But there aren't a lot of developers out there that are building affordable housing out of the kindness of their own hearts. It's just not happening. We have to find ways to subsidize them.

LBBJ: We speak with a lot of developers, and they mention that at the state level it's difficult because there are a lot of regulations they have to go through to build in California specifically as opposed to other areas. Is there anything



"We record it very transparently, we put out reports, we put out maps. Any resident can track what's going to happen in the next five years of Measure A spending by going on the website and downloading maps and neighborhood information. All the data is online."

at the state level you think should be done?

Garcia: I think people don't like to talk about it, but building housing at the state is totally difficult. CEQA [the California Environmental Quality Act], which is an important policy document about environmental standards, in my opinion, needs to be looked at again. It makes it very difficult to build housing and projects across the state because of the incredibly onerous process. We have overregulated housing and construction in general in California, and we have made it much more expensive and difficult to build.

LBBJ: Is Sacramento listening?

Garcia: Most of us expect Gavin Newsom is going to be the next governor. I think he's actually interested in looking at this issue. He's talked about it openly and there needs to be a real focus on reforming the regulatory process for housing construction in the state. I'm hoping that that happens.

LBBJ: Are you going to be a part of his inner circle?

Garcia: We have a great relationship and we're close and he's going to do a great job, so I'm happy to help him however he wants.

Measure A

LBBJ: Is the city meeting its Measure A

obligations to residents regarding infrastructure improvements, specifically about sidewalks, streets and alleys?

Garcia: Absolutely. I think Measure A is one of the best stories coming out of the last couple of years. We're doing massive investments of street constructions and parks and so much else. We record it very transparently, we put out reports, we put out maps. Any resident can track what's going to happen in the next five years of Measure A spending by going on the website and downloading maps and neighborhood information. All the data is online. You know, Measure A was very specific – it's for public safety and for infrastructure and that's what we've spent it on.

LBBJ: We've heard some concerns that resources are being diverted for short-term specialty projects rather than maintaining a strategic long-term commitment to roadway street infrastructure. Could an independent audit be done to assuage those concerns to confirm taxpayers' money is being spent as promised?

Garcia: I haven't heard these concerns, so they're new to me. I have heard no issues as far as our infrastructure spending. In fact, I think it's probably one of the most transparent things we do at the city, because every street that we're doing is online and part of a master plan. So I don't think there are issues. We're spending more than we have ever spent by far on infrastructure. We are going through this huge public works program of rebuilding all of our streets and sidewalks. But I am a supporter of the auditor. I actually like the work she does. She and I have a great relationship, and I encourage her to audit whatever she can.

LBBJ: So she can do an audit if she wants to?

Garcia: She and her team select which audits they're going to do. They create a work plan for the year, so they have selected what audits they're doing. On occasion, the mayor or the council will step in and say, 'We know you have this great work plan.' Or, 'Could you add this additional audit to your plan?' And often times she is supportive of [Measure A].

And she has done that, by the way. She finished an audit [early this year] of



Holiday Events

LET US HELP YOU CREATE A NEW HOLIDAY TRADITION!

From small to large, our turnkey spaces become the ultimate festive atmosphere. Whether it's a small cozy setting or an extravaganza for your entire corporate event, we're here to help you celebrate!



To book your event, please contact:

Kathy Pape | 562.499.7507 | kpape@longbeachcc.com

(Continued From Page 28)

Proposition H [2007 Long Beach Police and Fire Public Safety Oil Production Act]. So I am sure at some point she'll do that [Measure A].

LBBJ: We've had a few people voice concerns. They said that the city reported \$51 million is required annually over the next 10 years to improve our streets from "fair" to "good" condition. These people told us that the resources over the last couple of years have been way below \$51 million. They are reporting \$23.5 million for 2017, \$32.5 million for 2018 and a proposed \$29.6 million in the new budget year.

Garcia: Again, I have to look at exactly the number. There are so many road funds and capital funds that come into the mix. I am not sure where they are looking. We have sources coming in from Measure M and from Proposition C and the state. We need to look at the whole thing.

Crime

LBBJ: Let's talk about crime. The latest police department numbers from June show, year to date, total crime is down 4.2% compared to the same time last year – the first six months of the calendar year. Property crime is down 7.5%. Violent crime, however, is up 9.2%. We've written stories about this, how violent crime jumped about 36% over a four-year period ending last calendar year. The trend seems to be continuing this year. How are we addressing this? What are we doing?

Garcia: Let's lay out what's happening with crime. First, you've got to look at the big picture of crime. In the bigger picture, overall crime continues to decrease. Even this year, it's beginning to decrease over last year, which was the historic lowest level of crime we've had. Particularly, if we go back five or 10 or 20 years, the city is as safe as it's been since we have been recording crime. The most serious of crimes, which are homicides, also are at a very low level and continue to decrease. The main issue that we have right now is around assault and aggravated assault.

LBBJ: Aggravated assault is up 26.9% year to date.

Garcia: You can connect aggravated assault with what we are seeing across the state when it comes to increased use of drugs, of fentanyl, of these new synthetic drugs. When you see our violent crime numbers, [they are] directly related to these new synthetic drugs that are making people act completely irrational, as well as from some transients that are many times using some of these drugs. That's a serious issue. We're adding more police officers. They're getting new training. The truth is, there is a drug epidemic of synthetic drugs that's happening across the country.

LBBJ: If we compared our numbers to other cities, which we haven't done recently, would they all be up then because of the drugs and other things?

Garcia: You have to look at the overall crime rate. The overall crime rate is decreasing. So even when you add these aggravated assaults that have seen an uptick, the overall crime is still going down. What you're seeing is that the whole city is becoming safer, but a certain type of crime, particularly aggravated assault under the violent crime category, is becoming a bigger challenge for us, particularly because of drug use. I can't tell you what city is exactly [in] what category. In many cities the overall crime is going down, and in many cities crime is going up.

LBBJ: Do you ever talk to the sheriff about this?

Garcia: Absolutely. The sheriff will tell you right now the number one issue he is having is fentanyl – and the synthetic drugs.

LBBJ: Is this going to be one of the next big things the city has to tackle after homelessness?

Garcia: A lot of folks that are on the streets are using these drugs. And so it's linked. In addition, we have had a lot of reforms in the state when it comes to low-level offenses and the way that people are exiting the prison system and how communities are dealing with them. I have in the past faulted the state for not providing the resources. If the state is going to reduce prison population

SPACE TO CELEBRATE

*Book your festivities by October 15, 2018
& take advantage of the following special offers:*

\$3,000 Food and Beverage Minimum Spend
Complimentary Parking
Complimentary Champagne or Cider Toast
Complimentary Holiday Décor

\$5,000 Food and Beverage Minimum Spend
Complimentary Parking
Double Marriott Rewards Points
Complimentary Holiday Décor

\$10,000 Food and Beverage Minimum Spend
Complimentary Parking
Double Marriott Rewards Points
Complimentary AV Package that includes:
Projector, Screen, and House Sound Connection

\$10,000+ Food and Beverage Minimum Spend
Complimentary Parking
Double Marriott Rewards Points
One (1) Complimentary Weekend Night Stay
with Breakfast for Two

To book your Holiday Event please contact
Tammy Chang, Catering Manager
(562) 657-8055 - tammy.chang@marriott.com
Visit our website at www.marriott.com/lgb/b



Promotion Valid on Events between dates of 11/25/18 and 1/28/19



and try to get people help – and I get that. . . . There are folks that need assistance and access to education and workers training. . . . So when they are exiting the prison system, a lot of them can't go out and just fend for themselves. If there aren't those kinds of wrap-around supports and cities aren't able to support them, you're going to have many of them go back to doing some things in the community that are not helpful. And a lot of police officers and prosecutors will tell you that with some of those low-level crime offenses, it's hard to actually get these folks help and get them off the street. What you're finding is with homelessness, a lot of these people who are using some of these substances, they're on the street and there is no place for them to go. There are no homes. There's no place for them to be in a safe environment to get better. That persists. So it is going to be a challenge for us.

LBBJ: Do you know if Gavin Newsom has a different approach to this than our current governor?

Garcia: I think Gavin is going to be focused [on it] a big way. Housing is going to be a bigger priority for him, and the development of housing across the state. He had a pretty good reputation as mayor of San Francisco. He was viewed as an innovative mayor. I think he is going to work with mayors a lot. I think that's his interest. We've got to solve this issue.

Charter Amendments

LBBJ: Give us your best argument as to why voters should approve your recommended charter changes on the November ballot.

Garcia: The four charter amendments, in my opinion and that of the city auditor's, are good government measures. And I think they improve transparency. They empower the community in new ways, and they fix some current problems that we have in the charter. I think they are reasonable. They are pretty simple. And we look forward to putting them in front of voters in November.

(Please Continue To Next Page)

*"The very substance of the ambitious
is merely the shadow of a dream."*

- William Shakespeare





moffatt & nichol
Creative People. Practical Solutions.®

Visit MoffattNichol.com

At Moffatt & Nichol, we take pride in mentoring our young professionals to be leaders in a growing infrastructure market. They will plan and design facilities that shape the world's rivers, harbors, and coastlines. They will be ambitious, and they will dream BIG.

SUPPORTING LOCAL CHARITIES



**American
Red Cross**

the**MIRACLE**
of**SCIENCE**
with**SOUL**™



City of
Hope.

**Hometown
Heroes**





**for
the CHILD**



RMHC
Southern California

**Ronald
McDonald
House**
LONG BEACH



**Long Beach
Education
Foundation**



BRAGG
COMPANIES

800-4CRANE1 | www.braggcrane.com

(Continued From Page 31)

LBBJ: So if all four pass, including the third term [amendment], do you plan on running again?

Garcia: First of all, one thing I have learned in politics is that you never say never. However, I do think that it's unlikely.

LBBJ: Is that breaking news?

Garcia: I don't think it's breaking news.

LBBJ: Have you shared that you may not run?

Garcia: I mean, no one has asked me. I don't know how someone knows they are going to run for something that's four years away. But I will say, at the end of this term I'll have served this city for 12, 13 years on the council as mayor and as a councilmember. I feel like I have given to the community a lot. As far as making a decision, having just been reelected, about something happening four years from now, I am absolutely not prepared to make [a decision] today. But I think there are a lot of ways to serve your city. We'll see what happens over the next few years. Again, I think it's more likely not than yes, but I would never rule it out.

LBBJ: We're a little confused about the charter amendment referring to the city auditor. She doesn't get to audit city departments now?

Garcia: It's not explicit in the charter. She actually does audit city departments. She has done this, but it has been through a partnership. There are different types of audits. You can audit a variety of things, but then you can also do a performance audit, which is basically looking at a department and seeing how we can perform better for taxpayers and to save resources. That is not explicit in the charter even though she has been doing them. We want to make sure that at some point in the future some other mayor or council or auditor doesn't stop that from happening. Because if she didn't have a responsive partner in us as a city, that could be problematic in the future.

LBBJ: I think people are misunderstanding what you're trying to do with this recommendation. They're thinking that audits of departments will be reported back only to the city council instead of to the community as a whole.

Garcia: That's not accurate.

LBBJ: But that's what we're hearing.

Garcia: The audits will go back to everyone. I'll tell you right now that the most independent, tough watchdog in the city is our auditor. She is not influenced by anyone. She feels strongly that this will empower her and give her more independence, and enable her to be an even stronger voice for taxpayers. I support that. And we're going to work hard to pass it.

LBBJ: On the redistricting commission proposal, how are its members going to be selected?

Garcia: It's independent. It's all done just like the state process. None of them are my recommendations or the council's. It will be done through an independent application process through the city clerk's office. You apply, and it's random selection. Just like the state.

LBBJ: Will there be at least one rep per council district?

Garcia: Yes. Then once the first nine are appointed, they select the remaining people, including alternates. So the council has no role in it. And just so you know, good government groups are calling it one of the best redistricting models anywhere in the country for a city.

LBBJ: At the July 21 council meeting, councilmembers delayed a request



"It's [proposed redistricting commission] independent. It's all done just like the state process. None of them are my recommendations or the council's. It will be done through an independent application process through the city clerk's office. You apply, and it's random selection. Just like the state."

for an ordinance on clarifying the role and procedures of advisory bodies. Can you explain what that was and why it is being held up or delayed?

Garcia: Yes. City staff and the city attorney's office have been working on clarifying language for commissions. A lot of it is cleaning up language that is currently in our municipal code. We put that forward, but there really needed to be a better process to actually talk to commissioners to ensure that we're doing the right thing. I put that on hold. I put together a group of commissioners from different commissions that are kind of a committee of commissioners, and they are going to be meeting with the city to review some of these changes to make sure that everyone is on the same page.

Hotel Workers Ballot Measure

LBBJ: We understand that 18 of the 19 major hotels in the city have panic buttons for housekeepers. Do you think the measure that's going to the ballot is needed, and do you think it will pass?

Garcia: First, I don't know how many of the hotels have panic buttons.

LBBJ: We checked: 18 out of 19.

Garcia: That might be a newer development. I think we got a report recently that that wasn't the case, but if that's the case now, that's great. I think that's good. As far as the measure itself, listen, as you know, the council didn't adopt the measure. The community went out and got the signatures, and they got more than they needed. It's going to be on the ballot. If you ask me if I think it's going to pass, I do think it's going to pass. The measure is two things. You mentioned the panic button issue, which is certainly a part of it: making that a requirement. But the other part is the workload issue. They are trying to create different standards for workload.

LBBJ: Are you endorsing it?

Garcia: I have not endorsed any of those measures currently. I am not saying that I am not going to make decisions about these measures, including state measures and county measures, as they get closer. But that's something that I'll do later on.

LBBJ: The ballot measure requires a hotel to provide 30 days advance notice if they want someone to work overtime. How do you determine 30 days in advance that you need somebody to work overtime?

Garcia: At the end of the day, the people of the city put this measure on the ballot. Regardless of how difficult we might find pieces of the ordinance –

LBBJ: But it is impossible.

Garcia: I don't know that it's impossible. But I think there was an opportunity prior to this to try to come up with some kind of compromise measure that would have worked, but that wasn't possible. So they went out and got the signatures and here we are.

[Note: During the September 4 council meeting, the city council voted 5-0, with four members leaving the floor prior to the vote, to have the city attorney draft an ordinance that included requiring all hotels and motels to provide panic buttons to their workers. The ballot measure mandates facilities with 50 or more beds to provide panic buttons.]

Queen Mary

LBBJ: What's going on with the Queen Mary? It seems like it has been quiet lately. We heard that there was a presentation before the city council that had been canceled recently.

Garcia: It's back on the council agenda for September 18. It got postponed for a month because of scheduling issues. There is a lot going on at the Queen Mary. We have been back and forth with them on design. That's where we're at right now. We're doing a lot of design work and designing what the development will actually look like. Our planning staff is pretty engaged. They are going to go back to the Queen Mary Task Force to update them.

LBBJ: The group still exists?

Garcia: They completed their recommendations, but we're going to bring them back together at appropriate times to kind of check in on a few things. That's happening soon. The council presentation is less on Queen Mary Island and more on the upgrades to the Queen Mary . . . which is seeing significant investment.

LBBJ: Do you think Urban Commons is doing well enough with the upkeep of the ship? Do you think we'll stay on track with the timeline?

Garcia: They're doing a great job with the upkeep of the ship. You're never sure. I like this team, and I have been very hopeful about this team. I've got to tell you, what they're doing with using that events park for the types of concerts and the level of talent that they are bringing into the city is amazing. They are bringing some of the best artists and acts and producing these amazing festival shows, which is providing a really great base of financial support for their work. I have been impressed with them so far. Have you gone on the ship lately? It looks great. The fresh paint that's going on it, the improvements, it's good.

(Please Continue To Next Page)



Long Beach Airport is enhancing its legacy of creating experiences that are a source of pride for our community. Maintenance and restoration of the Historic Terminal will capture the luxury and service of yesterday to set a new standard for tomorrow.



long beach
airport



A PROUD PARTNER

As Gulfstream Aerospace grows, the Long Beach community is right outside our window, supporting our business, joining us in volunteer efforts and helping our families thrive.

(Continued From Page 33)

Money And Elections

LBBJ: During your recent campaign, you didn't have much opposition but you raised a lot of money?

Garcia: I raised \$450,000, I think.

LBBJ: So how can you use that money, legally?

Garcia: I did spend a good chunk of it on the campaign because I take every campaign seriously. And then I have a significant amount of that money still in the campaign account.

LBBJ: So can you use that on the charter amendments?

Garcia: I could use that amount of money up until one year post the election. I can keep that money and it can be transferred to certain accounts per state rules. As far as if I can use it on the charter amendments, the answer to that is yes.

LBBJ: Last year you told us you weren't going to do that.

Garcia: And I'm not going to do that. That's my plan.

LBBJ: So how's that campaign going to be funded?

Garcia: It'll be funded like any campaign's funded, by people who support it. But we haven't started raising that money yet. I'm a pretty good fundraiser.

LBBJ: What about if you're wanting to run for another office? Can you transfer the money?

Garcia: You I can.

LBBJ: Have you taken a position on the parcel tax the county has on the November ballot?

Garcia: You mean the stormwater?

LBBJ: Yes.

Garcia: I'm going to support it and the council unanimously voted to support it. This is a tough issue for us, but we benefit more than any other city because we're at the end of the L.A. River. Stormwater issues affect us dramatically. We're mandated by the state to spend X-amount of millions of dollars every year on stormwater improvement. So, either we're going to spend it out of the resources that we have or, if the county is going to put on a measure that's going to benefit us, it'd be great to get those resources. To be honest, we'll see. I think it's a tough measure. We've got to get two-thirds of the vote. So we'll see if it passes.

New Civic Center

LBBJ: The civic center project seems to be moving along just fine. We want to know where your office is.

Garcia: The legislative offices are on the 11th (top) floor – similar to how they're on the 14th floor right now at city hall – along with all the councilmembers and the city clerk, which is moving up to the legislative floor. The counter functions for the city clerk will still be on the first floor, but the administrative office will be on the legislative floor, which is great for the city because we work with her and her team preparing and organizing the agendas.

LBBJ: Are we on time and on budget?

Garcia: We are. In fact, we're going to start moving early next year. We hope to be all moved in May-ish.

LBBJ: Who decided they wanted a round council chamber?

Garcia: That was the design. Now, the chamber itself isn't round, it's just



"We know that booms don't last forever, so we are kind of pushing as hard as we can to get as much done during this boom as possible. I'm more optimistic than some folks. You get some folks that say, 'Oh, in the next few years it's going to slow down,' and I hope that we've got another 10 years of boom in us."

that the building is. When you walk in, it's still the same kind of feel, but it's different. It's not as deep.

Business Climate

LBBJ: In regards to the business climate, most of our residents [approximately 79%] work in other cities. How do you think we can get more Long Beach residents to work in Long Beach? What kinds of jobs do we need to attract and create?

Garcia: First, it's important to note that the future of the workforce is a workforce living in different places and moving around – living in one place and working in another or working from home. It's changing. It's rapidly changing. We're in L.A. County and we're in a landlocked piece of land where we have Orange County next to us, Los Angeles adjacent to us, and a bunch of other cities in between. A lot of our people are going to work in other cities, especially when the economy is so strong in other commercial centers. We are 45 minutes from the downtown of the second largest city in the United States. A lot of our people are going to work in Los Angeles. They're going to work in West L.A., they're going to work in Orange

County. And that's okay. We obviously want to get a stronger workforce in the city, and the best way to do that is to ensure that we have quality housing. We have to have places for people to live. When you talk to people like Dan Hart at Virgin Orbit, he'll tell you we need more housing stock so that his engineers can live in Long Beach. If we want to have more of our [workforce] live in the city, we have got to have quality housing for them to live in.

LBBJ: At the Building A Better Long Beach forum, you said we need to look at future alternative uses for the Convention Center's big parking lot, other than parking. What would you like to see?

Garcia: I don't have a preference. I want the process to come out with what is a shared vision of the city. But there are a lot of great opportunities. I think there's opportunity for a sports stadium, there's opportunity for entertainment, there's opportunity for housing, there's opportunity for an educational center. So there are a lot of options out there and I think the city has got to come together and figure out what works for us. And maybe it's a variety of things for the land.

What I will tell you is that we cannot continue to have a huge undeveloped parcel of land on our waterfront and use it as a parking lot. I have believed this since day one as mayor. But we also have to be smarter about our planning and what we do next. This is a huge opportunity for us and I want to make sure that we do something really, really special.

LBBJ: We realize this is preliminary, but did you reach out to any major event organizers that depend on that lot, like the Grand Prix Association, about this idea?

Garcia: Most of the event organizers know that we've been talking about this, but I've mentioned it to convention partners and others that this is going to be a collaborative process and we know that there are some big events that happen there – Grand Prix, Pride, parking for the arena events. They're going to be at the table. We want to make sure we do this with them at the table. Those are important events for us. We want to continue those events. We're going to all be in it together as we figure this out.



ENERGY FOR CALIFORNIA BY CALIFORNIANS

The employees and contractors of the Wilmington Field in Long Beach are proud to be a part of the thriving Long Beach community.



CALIFORNIA
RESOURCES CORPORATION
CELEBRATING ONE YEAR

(Continued From Page 34)

LBBJ: Is the convention and visitors bureau staff and the convention center staff on board with this?

Garcia: They are each a partner in doing this. They know that this all has to be a partnership together.

LBBJ: Hospitality and tourism is flourishing. At your Building A Better Long Beach forum, you talked about some of the hotels that are planned. Are we overbuilding hotels? Can the market accommodate them?

Garcia: I ask myself the same question often. Again, this is market driven. There are decisions that are being made by these hotel companies that believe Long Beach is a good investment. Trust me, I have asked this question of our team many times, and the market and the people that I've talked to in the industry think we can sustain it. There are actually conventions that we can't bring in because we don't have enough hotel density, if you can believe that.

LBBJ: Don't we also need more exhibit space to attract larger conventions?

Garcia: That's why we've done things like the Pacific Ballroom and other things – to increase the footprint. But we are going to get a lot more hotels in Long Beach. We've got at least five projects that are somewhere in the construction-development process right now.

LBBJ: Long Beach is flush with new development. So, we're curious, how long do you think the boom will last?

Garcia: We know that booms don't last forever, so we are kind of pushing as hard as we can to get as much done during this boom as possible. I'm more optimistic than some folks. You get some folks that say, "Oh, in the next few years it's going to slow down," and I hope that we've got another 10 years of boom in us.

LBBJ: You've got the C-17 site, too.

Garcia: We do and we're doing a big master plan for that site right now.

LBBJ: The Lab in North Long Beach will take quite a few years to develop and I'm sure there's some other projects around the city. You'll probably have some land opening up here and there for development.

Garcia: Yeah, so let's keep going for at least another 10 years.

LBBJ: Moving to international trade. We've been on track for a record year in cargo growth at the port, but do you have concerns with respect to the potential impact of tariffs?

Garcia: Well, of course I have concerns. I think our all-over-the-place federal policy on trade right now – it's hard to understand what's going to happen next. What you hear from our ports and from people on the ground is that we need some level of stability so that we know what's actually going to happen with tariffs and trade. It seems like every other day there's some announcement about some change in our tariff program and our trade program.

The ports are doing so well, I'm like, "It ain't broke, what are we trying to fix when it comes to trade right now?" So we'll see. I hope it doesn't impact all the growth that we're having because it's directly tied to jobs and job production. Why are we going to overburden our smaller farmers and small business owners in this country and make it more and more difficult for them to do business? I believe in a global economy and I believe in a free market as global as possible. We shouldn't be limiting trade and we shouldn't be putting



"The most important thing I'm going to do is I'm going to get married very soon, which I'm very excited about. I know it doesn't relate to my mayoral tenure, but that's the biggest thing happening in my life."

up barriers to these relationships that have been so important for us.

You look at things like NAFTA – I am one that actually believes that NAFTA was very positive overall for the United States and for Mexico and for Canada. You look at the TPP [Trans-Pacific Partnership], which was not perfect, but we could have, I think, fixed what would have been a great opportunity for us to do some incredible new trade agreements with much of the world. That got shredded. So we'll see where we go, but we're going to continue to move forward and hopefully continue to see good numbers.

LBBJ: Tell us about your vision for another of the city's major assets – the airport. Can you tell us a bit about your Green Airport initiative?

Garcia: There are two big things happening. One is that we're starting phase two of our terminal improvements – new screening, new baggage, the historic terminal is being fixed up, rental cars are being moved. The facility itself will finally get finished. And then we want the airport to be a great sustainable facility like we've done with our green port policy. There's an opportunity for us to go much more electric, to be much more sus-

tainable to ensure that our airport is a green leader in airports. That's the initiative that we've entrusted to the Long Beach Airport Advisory Commission, as well as Sustainability Commission. That's something we look forward to the next few years.

LBBJ: Do you know if there are any other airports that have this kind of a model?

Garcia: I think we would be one of the leading models in the country.

LBBJ: Let's talk about small business. It seems like we have a lot of small businesses closing, especially boutique shops. Second Street has seen a turnover. Several other parts of the city have seen a little bit too, although it's not as visible as it is on 2nd Street. We hear that small business owners, and nonprofits, are challenged by rent increases, minimum wage increases, other operational costs, and they just can't stay in business. Plus, the Internet affects retailers, especially for your mom-and-pop shops. Do you see anything happening over the next five to 10 years? Is there a different model for these small stores or are they going to vanish?

Garcia: I think it's tough to be a small business owner, particularly in the retail sector. What you see – let's take 2nd Street for example. Yes, we've had turnover but many of those storefronts don't stay empty long. They're replaced by something else, a different model. I think that the Internet has been the most disruptive thing to small businesses. Think about what you can do just from your home. I live in a loft in the downtown and I compare the number of packages that we used to see when we first moved in to now. Daily, there are dozens of packages from Amazon, from stores, food. I mean, there are people that don't even leave their homes. They just order everything. All their food is delivered directly to them. I know people that only shop online. They moved all of their shopping online and that is going to have a huge impact on small businesses.

I think that we've got to continue to adjust and see how the Internet and online marketplace continues to impact us. It's affecting us in huge ways. That's why the days of the large superstores – we used to think those were going to

kill small businesses. Well, those are all going away. I personally try to go out to small businesses all the time – buy from small businesses and eat out at small businesses. I post about it, probably to the annoyances of a lot of people, on social media, but that’s what I try to do.

Second Term Goals

LBBJ: What goals have you set for your second?

Garcia: The most important thing I’m going to do is I’m going to get married very soon, which I’m very excited about. I know it doesn’t relate to my mayoral tenure, but that’s the biggest thing happening in my life.

My goals for my second term beyond getting married are to continue the economic development boom that’s happening. I want to strengthen it and continue to be a pro-development mayor that supports these investments. I want to build more housing and density in the downtown. I want to continue to rebuild the infrastructure of our streets across the city and implement our Measure A dollars so that we are fixing these streets.

I think we have got to have a renewed focus on some of our public parks and open spaces to ensure that they are good places for families and young people. I want to make sure that we’re attracting high-quality jobs, and that the university continues to be supported and it grows. All those things are important to me. And most importantly, I want to make sure that these safety numbers continue to improve and that people are safe.

I think most people judge themselves by the question of whether the city is better off when you leave it, than when you found it. I believe that today we’re meeting that metric and I want to make sure that continues so that when I’m done with this term, I can look back and be very happy about what we were able to contribute as good stewards of the city. ■

More Than 20 Private And Public Sector Executives were asked . . .

If you were to speak to high school students, what fields and skillsets would you encourage them to pursue to prepare them for the modern workforce?

Read their responses – Pages 40-46

INTERNATIONAL CITY ESCROW, INC.

PATREECE COBURN
 COMMERCIAL ESCROW OFFICER

SPECIALIZING IN

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

WWW.ICESCROW.COM
562-497-9777
 5000 E. SPRING ST. SUITE 120
 LONG BEACH, CA 90815

AN INDEPENDENT ESCROW CORPORATION.
 LICENSED BY THE DEPT. OF BUSINESS OVERSIGHT

BRASCIA BUILDERS INC.

HEALTHCARE | HOSPITALITY | INSTITUTIONAL | COMMERCIAL

INDEPENDENT. RESPONSIVE. CUSTOMER FOCUSED.

SPECIALTY AND INDUSTRIAL GASES. WELDING, INDUSTRIAL AND SAFETY EQUIPMENT.

Remember when the welding and industrial supply industry was dominated by independent distributors who knew your name and understood your goals and objectives? So do we.

Encore stands for a return to those time-tested values. As a privately owned and founder-led company, Encore is responsive and 100% customer focused.

We hear you, and we’re here to help you succeed.

- Welding Equipment
- Welding Accessories
- Specialty Gases
- Industrial Gases
- Bulk Gases
- Filler Metals
- Abrasives
- Gas Outfits / Apparatus
- Power / Hand Tools
- Safety Supplies
- Large, Local Inventory

MENTION THIS AD TO RECEIVE 60% OFF YOUR FIRST ORDER OF INDUSTRIAL GASES*

* Some restrictions apply. Please call for details.

ENCORE WELDING SUPPLY

(562) 612-4757 WWW.ENCORESUPPLY.COM
 PROUDLY HEADQUARTERED IN SIGNAL HILL, CA



Chris Wacker is the CEO of Laserfiche, a software company with 400 employees based in Bixby Knolls. The growing firm has plans to construct another building next door to its headquarters, with plans expected to be submitted to the City of Long Beach in October. Wacker is pictured standing over a 3-D model of the project plans. (Photograph by the Business Journal's Brandon Richardson)

As Laserfiche Grows, So Does Its Presence In The Long Beach Community

■ By **SAMANTHA MEHLINGER**
EDITOR

In the office of Chris Wacker, CEO of Bixby Knolls-based software firm Laserfiche, one window blind is rolled up, revealing a less than inspiring view of an empty dirt lot across a small side street. A pair of binoculars rests on the window ledge, a clue that, while the view may not seem like much to the average onlooker, to Wacker it represents his company's future. The site is undergoing remediation, and in October Wacker intends to submit plans to the City of Long Beach to build a new, three-story, 105,000-square-foot building for Laserfiche. The company will also continue to operate from its current headquarters.

The software firm is in growth mode, with six full-time recruiters on staff and an average of five new clients each week. One of those includes the City of Long Beach – in August, the city council approved a \$4.3 million contract for Laserfiche to get city departments on a common software system designed to reduce paper use, streamline permitting and forms processes, and make the city a truly digital-based operation.

Laserfiche was incorporated in 1987 by founder Nien-Ling Wacker, Chris Wacker recounted. "Prior to that, we were a custom software company developing custom applications on mainframes and mini [computers] for our customers that included Fortune 500 companies, including Carnation and Honda

"We are going to fill the new building with up to 500 people. We're expanding our headcount and increasing our user base. We are gaining new customers on a very regular basis. . . . The business opportunity is growing because of the quality of our software, and we're racing to meet that opportunity and meet that challenge."

Chris Wacker, CEO, Laserfiche

America in Torrance," Wacker said. Laserfiche was located in Torrance until the firm moved to Long Beach in 2001.

In 1987, Honda was facing a product liability suit for its motorcycles, and asked Nien-Ling to develop a program to digitize thousands of papers related to the litigation and make them searchable. "That was the genesis of Laserfiche," Wacker said. Nien-Ling Wacker passed away in 2014.

"We started out as a very efficient and high-performance alternative to the file cabinet," Wacker said. "That is, its features and functionality offered easy [digital] storage and easy retrieval." As new types of files were invented and became

commonly used, such as audio and video files, Laserfiche integrated them into its platform. The company then began developing digital forms, allowing them to be originated with its software rather than requiring a paper document to be scanned.

In 2001, Laserfiche purchased its current building on Atlantic Avenue. Long Beach's location central to Los Angeles and Orange County enabled the company to recruit new talent from a wide region, Wacker noted. Laserfiche expanded into a global presence with five international offices, in Canada, China, England, Hong Kong and Mexico.

The company is now focused on offering its product via the cloud, negating the need for physical infrastructure such as servers or storage devices, according to Wacker. Using the cloud also allows clients to more quickly and easily

upgrade their software, and allows them to pay for the service on a monthly basis rather than out of an annual capital budget.

Laserfiche's content management and business processing software is built in an open architecture, non-proprietary format that allows easy integration with "the army of PC [personal computer] developers around the world," Wacker said. "The user can benefit from it within half a day. They could begin scanning pages and retrieving them and working with them," he said of Laserfiche's product. "Then, to customize it for particular industries or applications, we have a business case library of about 120 different templates . . . that can also be modified."

Laserfiche's client base includes both private and public entities. Examples of corporate clients include financial firm TransAmerica and Long Beach-based Farmers & Merchants Bank. In addition to the City of Long Beach, Laserfiche has worked with many other cities, such as Santa Monica, Santa Ana and Anaheim, according to Sam Hall, the firm's state and local government marketing manager.

Wacker said the client he is most proud to have is the City of Long Beach. While Laserfiche has been working with the city government for about a decade, the city council's August 21 decision to approve a new contract with the company is greatly expanding that partnership, he noted.

"What we'll do for them is to automate all of the city's processes, which heretofore have been manual. For example, we'll build forms for them which they'll put on their website and allow them to remove the paper from that process entirely," Wacker said. "Not only will it make it more efficient and faster, but it will also eliminate any kind of data entry errors from paper into a computer. . . . We are very proud of that and excited about what we can do for the city."

About seven years ago, Laserfiche began working with the Long Beach Police Department and City Prosecutor Doug Haubert to assist with a gang injunction program, Wacker noted. Gang injunctions are court orders that prohibit gang members from being in specific areas at certain times. Wacker explained that this is an easier way to prevent crime, as gang members are on average arrested for just one out of every nine crimes they commit. "This is much less expensive, the civil approach," he noted.

Laserfiche's software enabled officers to pull up digital injunction forms at the scene, as well as images and other identifying documents to ensure that they were approaching the correct individuals, Wacker explained. Hall pointed out that this function was a major reason for the program's success. Other cities that have attempted gang injunction programs to combat criminal activity have come up against litigation, he explained.

"Los Angeles had a big issue with them because they weren't able to prove that these were the people who were on the gang injunction," Hall said. "There was a lot of wrongful imprisonment, and so the ACLU really had a big to-do over it. Here in Long Beach I think the success is . . . because in the field, the officer is able to pull up the actual document and show and prove to this person that this is the person associated with the document."

The Justice Lab, a project of the Long Beach Innovation Team, has partnered with Laserfiche to expand use of this technology to assist police officers. For example, if a domestic violence call comes in, officers can pull up a map indicating prior cases of domestic violence in the area and who was involved. "They will be able to actually see in real time who is in that neighborhood that they are in," Hall explained.

The growing company currently has a staff of about 400 employees, according to Wacker. "We have six full-time recruiters scouring the countryside and world for talent," he said. During a time when the nation is at what most economists consider to be full employment, there is a scarcity of talent, he noted.

To attract employees, Laserfiche has cultivated a company culture with employee-centric perks. "We do lot of innovative things to attract them: good wages, challenging work environment, challenging assignments, extracurricular activities, free lunch and snacks during the day," Wacker said. "We have several clubs: golf club, sailing club. We offer yoga training in the office." Laserfiche



When asked about his company's client base, Laserfiche CEO Chris Wacker said he is most proud of the company's relationship with the City of Long Beach. The firm has implemented software solutions to assist the city's police department for about eight years now, and its contract has been expanded to digitize files and forms for the remaining city departments. (Photograph by the Business Journal's Brandon Richardson)

also owns corporate housing near its office for new employees to live in while they look for a local residence.

"It's in our DNA. We are an intellectual capital company: intellectual capital is our stock and trade. So we like to keep our fingers on the pulse of everyone in the company, and provide them the best possible experience that we're capable of," Wacker said.

Through the window outside of Wacker's office, trucks and workers can be seen populating the site of the company's planned new building, where environmental remediation work is taking place on abandoned oil wells. "We are going to fill the new building with up to 500 people," Wacker said. "We're expanding our headcount and increasing our user base. We are gaining new customers on a very regular basis. . . . The business opportunity is growing because of the quality of our software, and we're racing to meet that opportunity and meet that challenge."

"It's totally environmentally compliant," said Wacker of the new building. "It's LEED-certified and wellness certified. And it's going to be very energy efficient," he added. Laserfiche will retain its current building to operate its scanning subsidiary, Accuflex, Wacker noted.

Once the new building is complete, Wacker intends to create a high-tech incubator program onsite to foster new talent in the industry. "We can perhaps offer them space and programming assistance," he said. "We can work with companies that want to improve their offerings and work with their users that would like to make them more functional."

Hall, who sits on the board of the Institute for Innovation and Entrepreneurship at California State University, Long Beach, noted that he plans to explore incubator partnerships with the institute and the city. The collaborations could benefit Laserfiche if applied to its platform, Hall explained. "We see it as an opportunity for us to develop more niche solutions than what our development team is focused on," he said.

As Laserfiche grows in Long Beach, it continues to expand community outreach. Every last Thursday of the month, employees volunteer at the Long Beach Rescue Mission, according to Hall. Employees also participate in monthly beach cleanups. The firm supports many nonprofits, including the local chapters of the Boys & Girls Club, the YMCA, the Boy Scouts, Habitat for Humanity and others, Hall noted. "Essentially, if you name a nonprofit in this town we probably do something with them or are planning to," he said.

Overall, Wacker said he is excited about what the future holds for Laserfiche in Long Beach. He reflected, "We believe the management and elected officials in the city are very dynamic and they have a vision and, in addition to that, they are acting upon that vision. . . . we appreciate the leadership that they provide. I think it will just create more opportunity for us." ■

Necessary Skillsets For The Future Workforce – Long Beach Employers Concur That Effective Communication A Top Priority

■ By **SAMANTHA MEHLINGER**
EDITOR

As the nation, state and region enjoy a state of full employment, businesses are contending with a tight labor market. But, even during a time when job seekers have the upper hand, the only surety is change – whether that’s an eventual change in economic dynamics or changes in the skills required to meet the demands of the modern workforce.

At a time when technology continues to advance rapidly, consumer trends are shifting with the times and the way business is conducted is in flux, the Business Journal asked Long Beach employers and business association representatives to weigh in on the following question: If you were to speak to high school students, what fields and skillsets would you encourage them to pursue to prepare them for the modern workforce?

Executives from a variety of key Long Beach industries – aviation and aerospace,

financial services, the public sector, trade and logistics, real estate, technology, engineering and others –submitted responses. While a number of commonalities emerged, the top tip was to cultivate one crucial skill: effective communication. Some employers lamented the loss of person-to-person communication in lieu of texting, and emphasized the importance of doing things the old-fashioned way. Others noted that, no matter how communication is conducted, doing so effectively creates efficiency in the workplace and helps forge business relationships.

Other common suggestions included: following one’s passion, but at the same time not expecting immediate success; being willing to learn and build skillsets over time; developing practical skills such as learning how to interview for a job, balance a checkbook and punctuality; cultivating ethics and dedication; being flexible; learning technical skills such as coding and data analysis; and more.

The following are responses from 22 Long Beach corporations, small businesses and public sector agencies.

Jerry Schubel

President and CEO, Aquarium of the Pacific



Since you will probably have more than one career during your working life, read widely and develop a portfolio of core competencies that you will refine over your lifetime and that will serve you well in many fields.

Perhaps the most important ability is the ability to communicate clearly, concisely and in a compelling way. This skill needs to be both in communicating orally and in writing. To become a good speaker and a good

writer takes practice. Use every opportunity you have to develop these skills.

Second, some level of mastery of science and mathematics is important. We live in an increasingly scientific and technological world.

Third, develop your ability to think both critically and creatively. The two are quite different. We often hear about the importance of thinking critically – the objective analysis of facts – but less often about the importance of thinking creatively – to look at issues from different perspectives and to reframe issues to make them more tractable. Develop the ability to look at problems as opportunities.

Fourth, you almost certainly will be part of a team in whatever career you pursue. Learn how to be a good team member, to share leadership, to keep ideas in play, to be reliable and to honor your commitments. This too takes practice.

A closing thought: this one is about what not to do. Don’t spend hours indoors looking at a computer screen. Get outdoors, get involved and make a contribution. Finally, be yourself, be authentic. Be truthful, honest and trustworthy.

Doug Shea

Partner, Centennial Advisers



At Centennial Advisers, a commercial real estate company based here in Long Beach, we have been hiring a lot of youth – people that are just out of college or a couple years past. There are a few things that they are supposed to be learning in high school and college, and they are definitely not getting it. Number One: none of them know how to address a letter the proper way. Second to that is context and grammar. Have they stopped completely teaching any of this? Another aspect along the same vein is communication. With the onset of texting and emails, our trainees would rather text than talk. A lot is lost on a short text that with verbal communication a transaction moves smoother and easier. Texts can also be easily misconstrued and make a mess of a transaction.

Excel: I think what is being taught in the Excel classes is how to build an Excel spreadsheet, but not how to use and read it. In the commercial real estate world, we use it for creating data bases and also to analyzing multiple investment products. Colleges and high schools have been notorious for text book analysis but not real-world experience.

To simplify it even more, my son said to me the other day, “We learned the Pythagorean theorem, but not even how to balance a check book.” These all seem like basic ideas and concepts but it is what is needed in the business world today.

Jane Close Conoley

President, California State University, Long Beach



Today’s headlines create a rather singular focus on the need for students studying in science, technology, engineering and math (STEM) fields. It is true – there is a great need in California and our nation for those with scientific and technical skills. In particular, our region has many career opportunities in health-related fields.

Research reveals, however, that liberal arts majors also do very well in the job market. Those with humanities and social science degrees report significant job satisfaction, and their salaries (five years out) are competitive with graduates

from other fields. What’s more, employers increasingly say they look for potential hires who can work on a team, think critically, and communicate well orally and in writing. The big technology companies do look for scientists and engineers and need a host of other employees with the skills and knowledge they obtained in the liberal arts or in business degrees such as accounting, information systems or supply chain management.

At Long Beach State University, we guide our students to confront the dramatic transformations that are currently and will continue to change the world of work. Our alumni must be resilient enough to embrace the possibility of multiple professional pursuits during a career whatever their initial college major. Success in the 21st century will depend on abilities to evaluate information, embrace life-long learning and create “out-of-the-box” solutions.



Advance your career by enrolling in a degree or certificate program at CSULB.

Certificate programs include:

- Human Resources Management
- Global Logistics Specialist Professional Designation
- Meeting and Event Planning
- Clinical Medical Assistant

Master's degrees include:

- MBA (Full and Part-time)
- MS Health Care Administration
- MS Emergency Services Administration
- MS Supply Chain Management
- MS Information Systems

...and many more.

Visit www.ccpe.csulb.edu/LBBJ or call (800) 963-2250 for more information.

CALIFORNIA STATE UNIVERSITY LONG BEACH
COLLEGE OF CONTINUING AND PROFESSIONAL EDUCATION

Henry Walker

President, Farmers & Merchants Bank



If I were to speak to high school students, I would speak to them about a balanced life – looking at a life as a three-legged stool. You have one leg being the physical part of life, one leg being their spiritual life and the last leg being the professional life with each leg being as important as the other. If you want to do your best at a career, it's important to have a balance in life and energy for all three parts.

It is critically important to find where your strengths are to be great at something. Typically, what I tell my interns or new hires is to pick what compliments your strengths, be great at it and you will make a comfortable living. But know that it takes a while to be great at something. While the first two or three years may seem interesting, years four through seven may be monotonous, but those years are important because you're gaining the skill sets and the intuition to be great at something and prepare you for the career recognition one desires. If you keep switching careers, you won't be great at anything and your enjoyment of work will diminish. To stay and pursue something with excitement, with the concept of working to be great in a career/space, you will enjoy your job, you'll always be comfortable and you may get rich, but of course there's no guarantee of getting rich.

There's also the interpersonal side of relationships which is a critical component of career growth. Don't underestimate the importance of character, the importance of creating relationships and how this will positively impact the growth of your career in any field. The ability to create strong relationships is a skill, which must be well developed.

Blake Christian

Partner, Holthouse Carlin & Van Trigt (HCVT)



First, and most important, I would recommend that all students seek out at least two trusted mentors (in addition to their parents) to guide them through the numerous decisions they will be facing as they evaluate universities, majors and financing options. A younger and older mentor is ideal in most cases. Differing perspectives are always useful for major decisions.

Obviously, these important decisions are very fact specific and dependent upon the student's high school performance, extracurricular activities, and personal and parental finances.

For those students with less-than-stellar grades and/or lack of interest in four more years of studies, I always encourage investigating potential trade options such as plumbing, electrical, HVAC, auto mechanics, construction, robotics, etc.

While not emphasized as much as university options, the pay, career path and work-life balance in a trade can offer an excellent option compared to many traditional university programs.

For those students with competitive grades, a comfort for classrooms, studying and a career in more traditional university structure, I would recommend consideration to the following careers: mechanical or electrical engineering, computer science, international finance, statistics/big data analyst, accounting, entrepreneurship, science, bio-med, or logistics. These are all growth industries but demand and compensation will vary by region.

I also strongly suggest that students get some exposure to their major through internships while still in school.

Business writing vs. cryptic texts and emails is a bit of a lost art these days, so students should opt for business writing classes and practice writing and printing out letters to get this valuable experience.

Finally, students need to be open to a variety of geographic locations to work in and also open to changing their major since the economy will undoubtedly change during their multi-year studies and they may find more interest in another career down the road.

At the end of the day, students will make the final decision on their career path, but hopefully with ample input from experienced parents and mentors. These mentors should also be tapped into throughout the education process to ensure the student is happy with their decision and are getting the most out of their university experience.

Thomas Anderson

Vice President and General Manager

Gulfstream Aerospace Corporation, Long Beach



I believe students should pursue a career path aligned with their passion. It's true what they say: if you love what you do, you'll never have to "work" a day in your life.

When it comes to preparing the future workforce, first and foremost I think about the importance of acquiring soft skills at a young age. Students should know how to apply and interview for jobs. As soon as they are hired, they should understand the importance of showing up on time and putting their best work forward. Soft skills are essentially the golden ticket and a must for any employee.

Second, I think the ability to effectively communicate with peers and superiors is key. Employees should be able to communicate and understand daily work schedules, project priorities, issues and solutions and much more.

Project management is also a great skill to learn. No matter the workplace, it is safe to assume employees will one day manage at least one project – big or small. Employees who can successfully manage a project from start to finish, on-budget and on-time, are highly valued in the workplace. Therefore, knowing how to budget appropriately is important.

Math skills – to some degree – are a must. Yes, math is critical for manufacturing, engineering, finance and many other fields, but it's a very valuable skill to have for any workplace.

My best advice to students is to never stop learning – whether through continued education, vocational or technical opportunities, or in the workplace. Knowledge is power and can unlock many doors.

Karl Chan

President, Laserfiche



Of course, I want to encourage high school students to learn to code. Computer science literacy will continue to grow in importance for future generations and I believe everyone should have some ability to work with and build technology.

I know it's not realistic for everyone to study computer science, however. And what you study does not have to define your career path. Laserfiche founder Nien-Ling Wacker was a physicist who became a programmer and ultimately started a global software company. Many of our team members come from diverse educational backgrounds. There are many paths forward and there are so many resources available today that one can use to forge those paths.

Students should study what they love but expose themselves to other fields and ways of thinking along the way. Focus on problem solving and critical thinking. Knowing the right answer is not as important as understanding how you got there. Being able to tie together knowledge and think creatively to execute projects is a combination of skills that students can hone in many different classes. Just keep in mind: learning to code won't hurt.

Luis Navarro*Owner, Lola's Mexican Cuisine*

If I were speaking to high school students, I would encourage them to pursue skills in communication. I believe that the skill to communicate and socialize is deteriorating in today's youth. With social media and smart phones, it's a challenge to get kids to engage into easy typical conversations, let alone a discussion and/or debate.

If high school students can build confidence and self-esteem to speak in front of an audience and learn to engage in educated conversations, I believe that is priceless in today's modern workforce.

Here at Navarro Hospitality Group, we look for strong communication skills when we hire for positions. We believe that confidence and the ability to communicate are extremely valuable work traits.

As an employer, you can teach punctuality, instill a sense of responsibility, as well as relaying and teaching your corporate mission.

If I were speaking to high school students, I would encourage them to appreciate one another, take the time to learn different cultures, find compassion within one another and lead by example.

Kelly Colopy*Director, Long Beach Department of Health & Human Services*

The future workforce will continue to need some basics – strong technological, communication, and data skills, and an understanding of how pieces of a system impact each other. A comfort with technology is a baseline for nearly any field, so a basic understanding is essential. Strong communication skills, both in person and through technology, is important. Effectively telling the story and speaking to the hearts and minds of those you wish to engage in your work brings success, but only if you fully listen as well.

Data strengthens the story and also informs decision making each day. The ability to understand broader systems and how they impact each other will be important. As fields become more specialized, it's easy to miss your impact on the larger picture, but each step you take impacts others and understanding how to strategically take those steps together can have a powerful impact.

These basics create the foundation for any role that interests you. I always encourage people to move toward what draws them. What do you love? When people are engaged in the work that motivates them, it shows in their interest and energy. There are many opportunities in fields ranging from health and social services to technology and sciences, community engagement to engineering, arts to international opportunities, the list is long. Each job, each skill, helps build your next opportunity. The more opportunities you take to learn, the greater your opportunities in the

Linda Tatum*Director, Long Beach Development Services*

The thought of having to soon enter the workforce can be daunting and even overwhelming for young people. In today's fast-paced and ever-changing digital world, it is critical for youth to ask questions, build partnerships and always remain flexible. With rapid advances in the traditional workplace, it is more important than ever that high school students begin preparing for tomorrow's jobs today. Some key areas and skills that have always been important will be even more crucial for future generations.

Computer literacy. Young people must have strong computer knowledge and familiarity with the latest software programs to successfully facilitate day-to-day communication and collaboration with clients, customers and colleagues. Knowledge of programs and tools that streamline time management, organization, project scheduling, data capture and analysis, and presentation is also essential.

Social media. Facebook, Instagram, Snapchat, and Messenger, to name a few, are not just popular networking sites but can also be used for effective business and marketing approaches. Additionally, professional networking apps such as LinkedIn and Shapr are a great way to facilitate meaningful business relationships and even land a new job.

Business and personal finance. It is critical that young adults start their careers and the path towards independent wage earning or entrepreneurship solidly grounded in the basics of business and personal finance. Smart money management, budgeting, investing, and balancing checking and savings accounts are fundamental skills.

Networking and collaboration. Developing social skills and interacting with professionals through community volunteering, mentorships and internships is a great way to earn experience and can lead to more opportunities.

Work experience. Exposure to job expectations through part-time employment, work study or internship can help teach the importance of accountability, good attendance, professional demeanor, cooperation and teamwork, and independent judgement.

Christopher Steinhauser*Superintendent of Schools, Long Beach Unified School District*

The modern workforce is constantly changing. The most successful workers are those who can adapt by being flexible, thinking critically, solving problems and collaborating with colleagues in a diverse environment. In Long Beach, we're so fortunate because students can go from pre-kindergarten to post-graduate work to develop these skills and obtain gainful employment often without leaving town. That continuum is made possible through many successful partnerships among our educational institutions and employers, including our nationally recognized and widely emulated Long Beach College Promise initiative. We offer so many opportunities right here at home. I'm a living example, having attended Long Beach schools in grades K-12, then Long Beach City College and Cal State Long Beach.

We know it can be hard to determine your life's path at a young age. Explore your interests and consider what type of work excites you. Find something you're good at. Build upon your strengths and you will eventually gravitate toward a career that suits you. Learn how to continually expand your skills and knowledge. If one path doesn't work out, try another. One of the major strengths of our school system is that we give second chances (and third, fourth and fifth chances) with additional, customized support along the way. If needed, take advantage of that support. In public education, we have seen many of our students overcome incredibly difficult challenges through sheer perseverance and grit, which are also key characteristics that employers value.

John Bishop

CEO, MemorialCare Long Beach Medical Center and
MemorialCare Miller Children's & Women's Hospital Long Beach



As a father of teenagers, I believe the most important skillsets to encourage are good communication skills, personal responsibility and aptitude with technology. Not everyone has to study communications to have good communication skills, but every job will require effective communication. Employers expect their employees to be responsible for the work they deliver, be on time to work and be responsible for the role they play on their team. Technology

also plays a key role in nearly all fields.

The great news is most students already engage in these skills every day. Students just need to hone in on how they are using them and how to apply them to their future. For instance, students are required to participate in class and give presentations. Students should leverage these opportunities to develop their communication skills.

Without realizing it, students are honing their sense of responsibility by managing their time, being present and participating in class, completing homework on time and giving 100% to their schoolwork.

Lastly is the use and understanding of technology. Students use technology every day. The cell phone has replaced the notebook for taking notes and has replaced the library for doing research. It's important to bridge this daily use of technology to keep up with technological advances, knowing that whatever career they choose, there is a high likelihood it will involve technology.

Strong communication skills, personal responsibility and aptitude with technology will advance any student's career.

Trajan Perez

Partner, Miller Nash Graham & Dunn LP



I receive many resumes and perhaps the most glaring omission is a complete lack of job experience. Great schools, extracurricular activities and community service but no actual work experience. Find an entry level job, any job, and keep it for a couple of years; this is perhaps the most critical aspect of preparing for the modern workforce. An ability to understand and follow directions, how to work with a team, how to "hustle" (work hard) and get the job done rather than being lackadaisical, and how to enjoy work. As far as skills are concerned, basic math – without a calculator – critical thinking, decision making and leadership. Finally, in regard to fields that I believe will be viable in the near future: electrical and plumbing will continue to be in high demand with a high pay rate, as machines will not take over these fields, medical professions and services, and maybe I'm a bit out there but I believe there will be room for solid jobs and business opportunities in agriculture.

Eric Nichol

President, Moffatt & Nichol



As businesses become more global, the ability to apply technology and interpersonal skills to communicate effectively will underpin all job-related skillsets. The modern project team is more collaborative and geographically dispersed, and effective communication makes this possible. It's not about the technology, it's about how to use the technology to bring people together.

The way in which knowledge is gained is also changing. It's not so much what you know, but how fast you can learn. The STEM (Science, Technology, Engineering, and Mathematics) fields, like many others, are continually evolving. What one learns through formal education may need to be relearned with a new approach a decade later. Therefore, the flexibility in how we process information and adapt to industry changes will really define success in the modern workforce.

Ellen Davis

Senior Vice President for Research and Strategic Initiatives National Retail Federation (NRF); President, NRF Foundation



I'd encourage high school students to understand that intellect only gets you halfway when it comes to the world of work. Employers are of course looking for strong thinkers, people who can understand complex issues, but hard work and passion are what make you truly stand out.

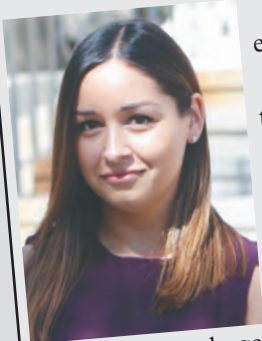
Getting experience in a retail job gives you the opportunity to learn a wide variety of skills that virtually every future employer will value. Whether it is customer service, teamwork, problem solving, understanding data or learning to use new IT systems, a job in retail prepares you with skillsets you can add to your resume and shows future employers you're not afraid of hard work. What's more, once you've gained foundational skills in retail, many retailers are then willing to help you build on those skills and advance your career within the company.

In addition to store management roles, where you can manage hundreds of people and millions of dollars, big brands have thousands of roles outside their stores allowing you to branch into technology, supply chain, data analytics, marketing, finance and many other fields.

As retailers reimagine the shopping experience and sell to customers through multiple channels in multiple ways, the careers you can go into within retail are virtually limitless. With drones delivering goods to consumers and consumers buying their groceries on cellphones and picking them up in store, the retail workforce offers a vast array of opportunities for high school students who want to work in a vibrant, innovative industry.

Jessica Alvarenga

*Manager of Government Affairs
Pacific Merchant Shipping Association (PMSA)*



Get out of your comfort zone. Don't be afraid to explore different opportunities or talk to new people.

When I was in high school, I was only aware of the textbook careers – but the options are really endless. The best way to learn about the various opportunities out there is through internships and volunteering.

Internships can be scary – how do you find them? What if you don't get it? But you have nothing to

lose and if you do get it, you will gain experience, access to professionals and potential mentors, and learn things that you couldn't in a classroom.

I'm 26 years old and I'm the manager of government affairs at the Pacific Merchant Shipping Association, and I too continue to get out of my comfort zone. I haven't quite "made it" yet, but I've come far from the high school days when I would send multiple cold emails asking for volunteer opportunities. One of those volunteer experiences later resulted with my first job offer after college.

Most recently, I applied to a job in what was a foreign industry to me. Sometimes I'm the only Latina in the room, sometimes the only twenty-something year old too. I see this as an opportunity to learn from those around me, network and continue to grow.

I offer my advice with a challenge for you to do the same. Ask to volunteer, reach out to that "adult" you're nervous to talk to, and explore every opportunity you come by. Chances are there are plenty of people willing to mentor you – don't be afraid to ask.

Tracy Egoscue

President, Long Beach Board of Harbor Commissioners



Check out the opportunities in goods movement, international trade and environmental sustainability. Goods movement is a dynamic, growing and crucial industry that requires many different disciplines to work together. We need engineers, business managers, salespeople, planners, mariners, interpreters, computer scientists, welders, builders and attorneys.

Long Beach high schools prepare students for the future with many different programs and academies. Take time to ask questions and do your research. The

Port of Long Beach, through its education outreach and workforce development efforts, has many programs to help local students learn about the different careers that make up the industry. We're also increasing our support of programs that offer pathways to students to enter the world of international trade. Find more at academy.polb.com.

There are no shortcuts involved in life and learning. Find a field that you are deeply interested in and that passion will carry you through the years of study and hard work that it takes to succeed. Best of luck!

Vincent Passanisi

President, Marisa Foods, a division of Santa Fe Importers



Offering advice to the young, one risks sounding the fool. Hamlet's Polonius comes to mind. Yet, experience has much to teach. The modern workforce requires intelligent, conscientious people who can work with others. How can you become one of those? Read widely and deeply, everything you can get your hands on, build a massive vocabulary while you are young, and master basic math skills.

Learn to communicate clearly, concisely, and without jargon – you will stand out, I guarantee it. Don't

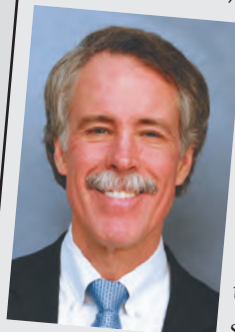
be open-minded so much as hungry-minded. Always be trying to improve – ask yourself, how do I do this task faster, better? Learn psychology so you can recognize your own shortcomings: Richard Feynman said, "The first principle is that you must not fool yourself – and you are the easiest person to fool." And study economics, not because it teaches you about finance, but because life is about incentives, trade-offs, and costs and benefits. Trust me, it will change the way you think about a lot of things.

Discover what you are good at early in life, and I'm not talking about what subjects you are good at, I mean something subtler. Are you good at calming an upset person, able to fix anything, have a knack for organizing a space? Once you understand your own hidden talents, gravitate towards work that rewards those skills. You will be successful beyond measure.

Find a mentor. Successful people can teach you a lot, especially how to work hard – really hard. Remember that. Finally, have a healthy skepticism, don't take everything you hear at face value – especially unsolicited advice given in a newspaper.

James Walsh

President and CEO, SCS Engineers



At SCS, we celebrate those team members who can prioritize well, are reliable, ethical, care about customer service and deliver high-quality work that helps our client achieve their goals. We succeed most of the time, but not always. Failure is a part of doing business – learn from it and move on.

The staff at SCS Engineers has a positive attitude toward life-long learning and contributing as responsible members of society. Our staff is self-reliant – they update their skills constantly and work in teams. The combination of experience, skills and working in diverse teams leads to innovative thinking to help solve the task at hand. We solve technical and environmental challenges and more importantly help clients solve issues that are causing them a business problem. It is imperative that our staff have good communications skills, to write intelligently, concisely and appropriately. Those who shine also have well developed social graces because talking face-to-face and managing teams are still the most effective way to communicate and succeed.

Corporate Presence — Education

Jacqueline Trapp

Senior Vice President, Human Resources
Southern California Edison and Edison International



At Edison International, we spend a lot of time planning for the workforce of tomorrow. Working at Edison is much more than a job – we are fueling the kind of innovation that is changing an entire industry, and quite possibly the planet. We are looking for employees with a vision to lead and transform to create a better tomorrow and this leadership vision comes from passion. I encourage students to find and pursue their passion, whether it is science, the arts, sustainability, sports or entertainment. Passion drives careers and helps employees bring their best self and biggest ideas to work.

In addition to pursuing passion, embracing technology is important for future workers because technology is going to shape our society and our company in ways that we can only begin to image – it will transform mobility, cities, homes and workplaces. The next generation of employees must prepare for technology fluency by studying science, technology, engineering and math (STEM), in addition to arts, languages and literature or other areas of interest.

STEM education is key to Edison’s community engagement because we know we need to help educate the kids who are going to invent the technology and work for the companies that will create the new energy future. In 2017, Edison contributed \$11.4 million to support education programs, of which \$2.8 million funded higher education institution scholarships – some right here in Long Beach.

See more at edisoncareers.com.

Andy Short

Senior Director of Production and Supply Chain
Virgin Orbit



It’s safe to say that now is an excellent time to pursue a career in aerospace. There hasn’t been this much excitement around rockets, satellites and space travel since the 1960s at least – and many companies and governments are ready and waiting to hire the innovators of tomorrow.

Regardless of what specific education path you choose, it’s important to try to maximize the hands-on experience of your education. For someone interested in engineering, you can learn crucial skills by joining your school’s robotics team, for example. Nationwide competitions like Formula SAE and the Spaceport America Cup are also extremely valuable opportunities for ambitious students.

So that’s really the number one thing I look for in a resume: have they been getting their hands dirty and applying their education outside of the classroom?

It’s worth noting too that you don’t have to be an engineer to get involved in aerospace. That’s a huge misconception, as there’s much more to the industry than the technical side of things. Even Virgin Orbit would be unable to get to space without our experts in finance, human resources and IT/computer systems.

The most important thing is to have an idea of where you ultimately want to end up. Truly, there are a million and one ways to land the career of your dreams if you’re patient and driven enough to forge your own path.

Natasha Mata

Region Bank President for the Greater Central Los Angeles Area
Wells Fargo



As a successful banking executive and mother of a college student, I have thought extensively about success and careers. I am a firm believer that we only have one life to live so we should make it a good one by living it in a fulfilling way. Since my children were very young, I encouraged them to explore different interests and hobbies to find their passions, then figure out a profession that incorporates those. Currently, my college-aged son, who is very musically inclined, is exploring the science of sound engineering.

There is no one-size-fits-all, cookie-cutter model to guarantee success in this ever-evolving modern workforce. However, I would encourage this future generation to develop and nurture these three skills: critical thinking, good communication and curiosity. These skills can be applied to any profession one may choose to pursue. Critical thinking allows us to better analyze, synthesize and process information based on observation and experience; good communication encourages us to express ourselves efficiently, effectively and logically; and curiosity allows us to view every experience as a learning opportunity.

Find a job you’d love doing even if you didn’t get paid. Find your passion. A career that comes with fulfilling financial rewards will follow. My first career aspiration was to be a nurse. Now I’m a banker but very fulfilled because I get to help people with their finances, which is almost as important as one’s health. Be open to following a path to success, sometimes it’s not the one you’ve planned!

Upcoming In The Business Journal

Issue Date

- September 24 – Long Beach Historic Companies (through 1969) • The Arts In Long Beach
- October 9 – Logistics/Goods Movement Industry • Update On Westside Long Beach
- October 23 – Oil & Gas Industry • Business & Education • Who’s Who Women In Business
- November 6 – Long Beach Airport’s 95th Anniversary • Real Estate Quarterly • Philanthropy
- November 20 – Health Care Quarterly • Focus On Bixby Knolls
- December 4 – The Hospitality/Tourism Industry Semi-Annual Report • Going Green
- December 18 – Annual Focus On Downtown Long Beach (entire issue devoted to articles about downtown)
- January 15, 2019 – Economic Outlook For 2019

The Voice of Business Since 1987

Ad Space Deadline

- September 19
- October 3
- October 17
- October 31
- November 14
- November 28
- December 12
- January 9

For more information, or to reserve advertising space, call 562/988-1222

Bragg Companies



Scott Bragg
 Vice President and
 Chief Operating Officer

Founded in 1946 with just one crane, the Bragg Companies have grown into one of the largest integrated service organizations in the construction industry. In our 72nd year of operation (and the fourth generation of family ownership), Bragg Companies has locations throughout California, Nevada, Arizona, Utah, Texas and Florida. Bragg Crane Service, Bragg Crane & Rigging, and Heavy Transport are available 24/7 to provide a complete range of services, including structural steel erection, large-scale moving, and crane rental. As an industry leader in industrial construction services, Bragg Companies are ready to assist with any project, large or small, and pledge to exceed your expectations in every aspect of safety and service.

Working together, Bragg Crane Service, Bragg Crane & Rigging, and Heavy Transport divisions combine to provide seamless solutions for the most complex projects. The comprehensive resources of all three core divisions can be used to integrate a simple, efficient, single source strategy that eliminates the need for multiple contractors.

Our experience on turnkey projects allow us to bring all elements of large scale projects together; from the most obvious requirements to the finest details, nothing is overlooked. Cranes, rigging, hauling, and engineering are combined to bring your projects from the design phase to project completion.

“The nature of our work at ULA spans a wide range both in scope and cost, from very small to very large. I consider that any company should be judged by the character and performance of their people and how they respond to their customer’s needs... The Bragg Companies has, in all aspects of their work, exceeded our expectations at the SLC-6 Launch Complex.” – John Nelson, United Launch Alliance

Brascia Builders Inc.

Brascia Builders Inc. is a full-service general contractor headquartered in Long Beach, California. As your local construction company specializing in building across healthcare, hospitality, educational, and commercial industries, it’s been our promise to always work as an extension of our community and our clients. When we are hired to service construction needs, our reputation stands for delivering on-time and on-budget.

Most recently, we completed projects for Long Beach’s own Virginia Country Club and Chipton-Ross, and our continued notable work at The Wiltern Theater, Beverly Hospital, Long Beach State, House of Blues, USC, and UC Irvine Medical Center.

In addition to construction services, Brascia Builders Inc. is deeply committed to remaining a helping hand in our community through volunteer work and charitable causes.

We work closely with the Long Beach Ronald McDonald House, and various hospitals throughout LA County and Long Beach State. Brascia Builders Inc. president, Mike Brascia currently serves as a board member for Greater Long Beach YMCA and Long Beach Chamber of Commerce and continues to support Community Hospital of Long Beach as a Co-Chair to “Save the ER.”

As we near 2019, a year that will mark our 10th anniversary in business, we are thrilled to have just opened up our newest office in the “Industrial City” of South San Francisco. It’s an exciting time to be expanding, and we feel fortunate to call Long Beach our foundation and homebase.

Encore Welding Supply

A privately owned and founder led company headquartered in Signal Hill, Encore Welding Supply is an independent distributor of welding, industrial and safety equipment and specialty and industrial gases. Established in 2014 by a group of industry veterans, the company has grown rapidly, opening a state-of-the-art fill plant in 2017, also located in Signal Hill, and expanding its fleet of delivery vehicles.

“I think the secret to our rapid growth is that we understand our customers’ needs,” says general manager Paul Anderson. “We provide service above and beyond what a normal large corporation would offer.”

Encore’s president Ben Anderson concurs. “We were raised in this industry and learned that our customers aren’t just customers, but friends. We do whatever it takes to take care of them, because that’s what friends do for friends.”

Since the company’s inception, Encore has been an active supporter of the local community and the welding industry – particularly those who are just starting their careers. “We are strongly committed to doing our part to elevate the industry as a whole by supporting young welders and welding students who are just getting started,” remarks Ben. Encore supports the welding programs at several local colleges, including Long Beach City College and is an active member of the American Welding Society (AWS). Earlier this year, Encore hosted the AWS District 21, Section 28 scholarship awards at the company’s new Specialty and Industrial Gas Facility.

“We like to get involved and make positive contributions locally, and to have some fun along the way,” continues Ben, “whether that means supporting the Signal Hill Chamber of Commerce, the American Red Cross, the AWS, Long Beach City College – or just sponsoring a Sammy Hagar concert on the beach down in Huntington so we can all get together and have a little fun.”



Ben Anderson
 President

First Bank

Your Business Bank of Choice

As one of the nation’s largest family-owned and led banks, First Bank has enjoyed a legacy of strength for over 100 years. Now, in our fourth-generation of single-family ownership, we have first-hand knowledge of exceeding the challenges of business, longevity, and the importance of stability. We also know the value of working hard, persevering, and aligning yourself with the right partners. Partners like First Bank.

Serving the greater Long Beach and Southern Los Angeles communities and the greater St. Louis, MO, markets, the stability of over a century of independent ownership allows First Bank to focus on our clients’ long-term goals and objectives. Offering services in Business Banking, Wealth Management, and Mortgage, First Bank can be found in locations like Long Beach (Pacific Coast Highway and Bixby Knolls), Lakewood, Torrance, and Gardena.

Although we’re fully committed to serving all of our clients to the fullest extent, businesses of family ownership are one segment we can passionately serve like other financial institutions cannot. As such, First Bank’s commercial division focuses on developing value-added, strategic partnerships with closely-held and family-owned businesses, with an enhanced focus on specialty areas, including Healthcare, Religious Lending, and Not-For-Profit Organizations.

Whether you aspire to expand through acquisition, grow the footprint of your existing organization, or transfer ownership to the next generation, let us help you achieve it—whatever that ‘it’ is. You see, a good business starts with a great foundation. Let’s start building – together.

International City Bank



Mike Miller
 President & CEO

International City Bank is proud to be at the center of corporate growth in Downtown Long Beach and has been since 1984. We see the current state of Downtown as a symbol of a strong economy and prime area for a growing business.

In our 30+ years of business in Southern California, we see businesses being built in all shapes and sizes and have been lucky enough to be partners in growth with those businesses. We encourage new businesses to pursue their dream and join in the corporate presence in Long Beach, we will be here to support them along the way. Not only as a financial institution but most importantly a fellow business in Long Beach.

At International City Bank we are driving focus to the word, “Building”, which is a common sight here, for our internal team as well as our clients. Building to us means, not only building and expanding for the future but building on relationships that currently exist. Without personal relationships built over the course of our over thirty years in business, we would not be who we are and where we are today. As we look ahead, we encourage the current business force in Long Beach to reach out, engage, and inform about the strong community we have. Build together, grow together.”

Long Beach Transit



Kenneth A. McDonald
 President & CEO

LBT is the Link to Long Beach’s Bright Future

The evolution of Long Beach is plain to see. Go anywhere in this city and you’ll find all the markers of progress – new businesses sprouting up in formerly empty storefronts, a changing skyline that literally has Long Beach reaching for new heights, and opportunities that get locals excited to stay here and visitors charged up to come back.

We see it all, and we feel it all, every day. Long Beach Transit is the only organization in Long Beach that can proudly say we stop by all corners of the city and beyond on a daily basis. We bring tomorrow’s leaders to campus at Long Beach State. We’re a key resource for those who work to revitalize North Long Beach. We travel the Downtown streets connecting people to experiences.

With every route, we feel the excitement that reverberates throughout Long Beach. We’re right in the middle of it. Just as we link neighborhoods through our fleet, we link the next generation to tomorrow’s opportunities. Long Beach Transit is in the driver’s seat when it comes to utilizing emerging technologies and offering careers rooted in Long Beach pride. As our great city takes its next form, we want to make sure our fleet doesn’t just carry people - it connects our communities and neighborhoods to businesses and experiences.

We welcome you on board, Long Beach. Wherever you need to go, we’ll help you find your way.

P2S, Inc.



Kevin Peterson
 President & CEO

We founded P2S in 1991 with three employees. Today, P2S counts over 225 employees at four office locations. We’ve gone through numerous expansions of our Long Beach headquarters, drastically increased the scope of services we offer, weathered the worst recession in recent memory without significant downsizing, and designed sustainable systems for some of California’s most important projects.

Through it all, we always held firm in our commitment to tailored, cost-effective and energy efficient solutions for every client, on every project we undertake. We also know that the best way to consistently deliver for our clients is to ensure our staff’s well-being, so we created a company culture that is widely regarded as one of the best in the state. P2S employees enjoy flexible schedules, top-notch amenities at our LEED Platinum and Gold offices, premium perks and benefits, generous paid time off, and exciting company events, both in and outside of the office. Ten consecutive years as a “Best Place to Work in Los Angeles” are proof of our commitment to employees.

P2S is a full service MEPT engineering, commissioning and construction management firm that was born in Long Beach and we’re proud to call the city our home. Though our reach has extended, we take every opportunity to grow and improve Long Beach. If you’re interested in joining the team, want to learn more about our services and projects, or would like to know exactly what P2S can do for your organization, visit p2sinc.com. ■



On the Waterfront

A restored Colorado Lagoon, pedestrian and bike paths, increased security, improved beach facilities – a few of the ways Port of Long Beach revenue helps improve our coastline.



Port of
LONG BEACH
The Green Port

www.POLB.com