

## Focus On Long Beach's Westside Industrial Area



One of Long Beach's leading manufacturers – and exporters – is SNUGTOP, a 55-year-old firm located on the city's westside. It designs and builds truck caps for a wide variety of vehicles. The firm is one of several on the Westside that is looking to expand its operations. (Photograph by the Business Journal's Larry Duncan)

## Business Climate Improves But Challenges Remain

By **SEAN BELK**  
Staff Writer

**W**ith record-breaking port cargo volumes, an influx of new construction and healthier economic conditions, the business climate for Westside Long Beach industrial companies has improved greatly this year, according to business owners.

Despite the business activity, some challenges persist, including lack of space, outdated infrastructure, poor utility connections and truck congestion, among other issues. Looking forward, business owners are also concerned about how port expansion and major railroad projects may impact their operations in the future.

Considered an economic powerhouse for the city, the Westside

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### Celebrating One Hundred Years In Long Beach

Paul Phillips opened a scrap operation in a small warehouse on what is now Long Beach Boulevard in 1915. Over the years, the family-owned business evolved into Phillips Steel Company, now run by grandson Daryl Phillips, who is pictured at left with nephews Todd Phillips, center, and Greg Phillips. (Photograph by the Business Journal's Larry Duncan) See Story On Page 24

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## How The Millennial Generation Is Shaping The Financial Services Industry

Technology And Trust  
Drive 'Digital Natives'

By **SAMANTHA MEHLINGER**  
Senior Writer

**M**illennials will overtake the baby boomer generation as the largest age cohort in the United States by the end of this year, according to Pew Research Center. And, over the next few years, the millennial generation – people born between 1981 and 1997 – stand to benefit from what a recent LinkedIn study called “a massive generational transfer of at least \$59 trillion in personal wealth.” As this generation gains the upper hand both in number and through the wealth it wields, financial services providers are investing resources and energy into determining what millennials want and need from them.

“They are a force to be reckoned with, if you will – and in a positive



Photograph courtesy of the Downtown Long Beach Associates

way,” Roger Ballard, CEO of Nu-Vision Federal Credit Union, said of millennials. The credit union is based in Huntington Beach and has about 5,000 branches nationwide. “We really need to understand their needs and make sure we are serving them well.”

The 2015 North America Consumer Digital Banking Survey by the global consulting group Ac-

centure found that millennials spend \$600 billion each year within the United States. Financial institutions hoping to help manage that spending power and wealth must be willing to change, according to the report.

“Banks that try to retain millennial customers by serving them like they have served their parents

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## Stock Market Volatility May Continue, But Doesn't Foreshadow Economic Downturn, Say Experts

By **SAMANTHA MEHLINGER**  
Senior Writer

**A**lthough U.S. stock markets went into volatility mode in late August, plunging and surging hundreds of points at a time, following the long Labor Day weekend, the Dow Jones Industrial Average, NASDAQ and S&P 500 all finished on an upswing. Still, headlines touting concerns over the see-sawing activity of sell-offs and buy-ins continued to reign, attributing investor nervousness to China's economic uncertainty and speculation over whether or not the Federal Reserve will raise interest rates next week.

But national, regional and local financial analysts, as well as the chief executive of the Port of Long Beach, all told the Business Journal that, essentially, the volatility of recent weeks isn't cause for alarm. Rather, it represents nervousness about shifting economic dynamics abroad and a correction in what has been an unusually stable couple of years in the stock market.

“The equity volatility is being caused by a perception of slower global growth,” Steve Cochrane, managing director for Moody's Analytics, said from his Pennsylvania office. Marc Doss, the regional chief investment officer

covering California and Nevada for the wealth management group of Wells Fargo, agreed. “Ultimately it's a concern, I would

argue, about global growth. That's the biggest worry,” Doss said.

In August, two events occurred

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## Dry Mains And Brain Drains: Incoming Water Manager Faces Big Challenges From Day One

Chris Garner Takes The Helm Of City-Owned Utility

By **MICHAEL GOUGIS**  
Contributing Writer

**A**vicious, persistent drought and a battle for talented water managers are among two of the challenges facing longtime city administrator Chris Garner as he takes the reins of the Long Beach Water Department this month.

Garner, who started his career with the city back in 1984 and has been with the Long Beach Gas & Oil Department for 28 years, is replacing the retiring water department general manager, Kevin Wattier, effective yesterday, September 14.

Garner, who rose to the position of Director of Gas and Oil, steps into the Water department at a time of significant challenges to the water industry in the West.



Chris Garner, General Manager  
Long Beach Water Department

“Obviously, from an industry standpoint, the drought is front and center as far as the attention on the water side. I need to continue the good work that they've been doing as far as getting the message out to Long Beach residents on conserving,” Garner told the Business Journal. “I've met with some of the senior staff over

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# It's Shocking About Edison



■ By **GERRIE SCHIPSKE**  
Contributing Writer

As Long Beach residents struggle to deal with the continuing electricity outages – especially in the recent oppressive heat wave – people ask why are we at the mercy of Southern California Edison and its problematic system. Why can't the city have its own electricity utility that works?

The City of Long Beach has had several opportunities to run its own electricity utility and each time has refused to take it on. The first came in 1895 when oil-filled lamps lit homes and streets. Along came Ms. Iva Tutt, who was given the first franchise by the city, and who set up the Long Beach Electric and Light Company. Her plant generated power which was distributed on lines strung throughout the growing city and across to Terminal Island and San Pedro. Because of the electricity provided by Ms. Tutt, a thousand incandescent bulbs lit up the "Walk of a Thousand Lights" – the Pike.

A few years later, Tutt moved to Arizona where she set up the state's electrical system and then later sued Long Beach for failure to pay its power bill.



In 1908, the city commissioners (later known as councilmembers) agendized a proposal to set up a city electric utility. The issue was "received and filed" and a company named Pacific Electric and Light (PEL) took up where Ms. Tutt had left off. In 1917, PEL was sold off to its largest competitor, Southern California Edison (SCE).

Electric utilities such as SCE grew into economic monopolies and consumers were given few alternatives. Long Beach became (and remains) Edison's largest customer under a franchise agreement that requires SCE to pay the city 1.6 percent of gross revenues for electric sales. The agreement also allowed the city to purchase SCE's distribution system.

In 1996, the California legislature passed AB 1890, which deregulated electricity and gave consumers the right to choose their own electricity provider. Long Beach city management began exploring how to set up and operate its own electricity utility, which would require the city to acquire and operate SCE's electric distribution system. After all, the city owns and operates a natural gas and water utility, so why not electricity?

Behind the scenes, City Light and Power, a small company that operated the city's street lighting system (and still does), and Enron Corporation (yes, that Enron) offered the City of Long Beach \$8 million more than SCE for a franchise fee. The plan was to acquire SCE's distribution system and to operate a City of Long Beach electricity utility.

SCE got wind of the deal and entered into negotiations with the City of Long Beach to kill any further attempts by the city to set up its own electricity utility.

Then SCE Senior Vice President Robert Foster penned a "Letter of Agreement" with City Manager Henry Taboada that provided a package of economic incentives to stop Long Beach from setting up its own utility. Called SCE's "Partnership for the Future," it gave Long Beach: a one time payment of \$5 million; the vacated 10-story SCE building and parking lot at 100 Long Beach Blvd., valued at \$9 million; 10 years of sales tax revenue (on a 25 percent to the city/75 percent to SCE split) for goods sold through SCE's supply company; and an updated billing system for the city's utilities, with an estimated cost savings of \$5 million. In return, Long Beach would "suspend for 10 years Section 6, the early terminated and buyout provision that the City has been invoking to take over the SCE system."

There's more. Should the city ever decide to terminate and buyout SCE, it will be required to return \$10 million and more depending upon the value and interest accrued from the time of the agreement to the buyout.

In announcing the deal, Foster stated in an SCE press release: "The ones who stand to benefit the most are our Long Beach customers, who will realize improved municipal services and continue to receive reliable electric service they have come to expect from Edison for the past 100 years."

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

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# Millennials

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and grandparents do so at their own peril,” the Digital Banking Survey stated. “Millennials are a wholly new kind of banking customer. Their life experiences color their banking experiences. They are digital natives.”

According to the Millennial Disruption Index (MDI), a three-year study of how millennials will impact various industries, the banking industry is the most likely to experience disruption. The survey used to compile the Disruption Index had more than 10,000 respondents from 73 companies across 15 industries.

About 68 percent of millennials believe that in five years, the methods we use to access money will be totally different, ac-

cording to the MDI. Seventy percent of millennials believe that within the same time frame, the way we pay for things will be completely different, and 33 percent believe banks won’t be needed at all. In the short term, the survey found that one in three millennials would consider switching banks within the next 90 days.

Wells Fargo has a team devoted to researching the desires and needs of millennials both from a client and employee perspective, according to Ben Alvarado, president of the bank’s Southern California Region. Perhaps unsurprisingly, Wells Fargo has found that millennials place great importance on technology when it comes to banking.

“What we find is that millennials want to bank with a company that is highly in-

novative,” Alvarado said. “We are constantly looking at our online systems and our apps to make sure they are user-friendly and that our technology is up to speed, if not ahead of the pack.”

In assessing the needs of millennials, Long Beach-based Farmers & Merchants (F&M) Bank also identified technology as key. “We really looked at how do we accommodate them and give them the technology they need in order to be able to bank with us, and still do it in a way that is accessible for them,” Valerie Magness, first vice president and banking branch administrator for F&M, told the Business Journal.

“We don’t perceive that a millennial would want to come into the bank even to open an account,” Magness said. “Basically, they want to do everything by their phone, their iPad or their PC, but primarily their phone. That is their point of contact.”

NuVision’s research into what millennials want from their financial services providers has concluded that mobile banking services, more so than online banking via web browsers, are the way of the future. “We think mobile [banking] is eventually going to take over in terms of our volume of transactions, largely driven by millennials,” Ballard said. Millennials desire mobile banking services for convenience – to be able to bank anywhere at any time, he explained.

Cody Brown, a 28-year old living in Baton Rouge, Louisiana, who uses Long Beach-based Bryson Financial for his financial planning needs, said accessing mobile and online financial services is very important to him. “I go online several times a week on to my accounts, just checking things and maybe doing some transactions and moving some money around,” he said. “I pay most of my bills online.”

Wells Fargo, F&M and NuVision, among many other financial institutions, offer mobile apps for their clients to make deposits, pay bills and more. They also make mobile payment options available to their clients through increasingly popular products such as Apple Pay and Google Wallet.

A recent study by social network LinkedIn of the financial habits of affluent millennials – those holding more than \$100,000 in investable assets, excluding real estate – found that one-third of these affluent millennials use Apple Pay or Google Wallet. “We think, in time, there is going to be more growth in digital wallets,” NuVision’s Ballard said, referring to mobile payment methods.

Alvarado said Wells Fargo is also turning to technology when it comes to supplying millennial clients with information. “We set up a variety of educational videos around how accounts work and other banking tools,” he said, explaining that the bank has found that millennials find watching videos to be a convenient method of learning.

Wells Fargo also now supplies its new clients with their account information kits, which are many pages long, electronically. “They can receive it on their mobile device at the time of opening the account,” Alvarado said. “It saves paper. It’s a green option for our customers, and that is something we find is of interest to millennials, and that they appreciate.”

F&M has found that millennials prefer to communicate electronically, as well. “Probably text is number one, and e-mail is second,” Magness said. “Those are our sources of communication with those individuals.”

Aside from simple, easily accessible on-

line and mobile services, financial institutions have found that one of the most important factors to a millennial in selecting a financial services provider is trust. In general, “there is a trust issue” among millennials when it comes to financial institutions, according to Ballard.

Trent Bryson, CEO of Bryson Financial, observed that, when it comes to the financial services industry, millennials’ trust issues appear to be a result of the times. He suggested that the Great Recession might have impacted how millennials view financial institutions. “When the financial crisis happened, nobody blamed those that were applying for loans they couldn’t afford. They blamed the financial institutions that gave them the loans,” he noted. “A millennial doesn’t have the same trust that a baby boomer would, so they are huge on transparency.”

“The biggest thing is the trust factor, and that’s what helps me sleep at night,” Brown said of what he looks for in a financial services provider. That’s why he selected Ryan Niedbalski of Bryson Financial, a friend since high school, to be his financial planner.

“He is a very smart guy and I know he will improve as his career goes along,” Brown said. “Like I told him a couple times . . . Hey, could I have maybe gone with somebody else who was more experienced and be getting better returns right now? Who knows. That’s very subjective,” he continued. “But I tell you what, it helps me sleep at night that you have my best interests at heart, and at the end of the day you’re not going to screw me.”

Brown’s trust is upheld through weekly conversations with Niedbalski about his finances and plans for the future, both which are highly important to him. Research has shown that, in general, millennials place great emphasis on saving, working hard and living frugally to achieve financial success. And 51 percent of millennials say they conduct their own research and make their own investment decisions when it comes to their personal finances, according to LinkedIn. In other words, millennials want more control of their finances, LinkedIn’s study concluded.

“When we are talking to millennials about things like financial services and products, it’s not ‘trust and find out later,’ it’s ‘I want to know more, I want complete transparency on how everything works and what it costs’ and that sort of thing,” Bryson said.

While baby boomers often hire financial planners and then step back and let them work, millennials are more hands-on, Bryson explained. Millennials “want to be more active in the decision-making on a day-to-day basis,” he said.

“They are looking for financial institutions who will treat them as individuals and not a number,” Ballard said of millennials. “Most of all, what we think millennials are really looking for is a financial institution they can trust.”

## Appealing To The Millennial Workforce

Financial institutions aren’t just concerned about the needs of millennials as clients; they are also keenly interested in their needs as employees. And with reason: this year, millennials surpassed generation X as the largest generational component of the U.S. workforce, according to Pew Research Center.

“What we have learned from some of our studies and research is they want to have a clear guide to what lies ahead,” Alvarado said of millennials. In other words, they want a

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Together we'll go far



# Millennials

(Continue From Page 6)

clear sense of their career path when they start working at a new company. “We do this for everybody, but we know it is extra important to our millennials that they have a very clear career path and plan, and that the plan is being visited regularly,” he explained.

Also very important to millennial workers, according to Wells Fargo’s research, is knowing that they work for an organization with a strong corporate conscience. For this reason, Wells Fargo educates new hires right off the bat about its community and environmental efforts.

“We talk about increasing energy efficiency by 40 percent by 2020 and reducing greenhouse gas emissions by 35 percent,” Alvarado said. “Enterprise-wide, we have \$100 million set aside for community grants to fos-

ter environmental innovations, for example, the Solar Decathlon in Orange County, which Wells Fargo is sponsoring.” Wells Fargo also gives employees 16 hours off if they want to dedicate time to volunteer work.

Ballard said NuVision has been making a concerted effort to understand the desires of its millennial employees, which may differ from those of previous generations of workers. “I think they are looking for interesting work,” he said.

“It’s not just a job to them, it’s something they can really enjoy doing and apply some creativity to,” Ballard continued. “If we can give them some opportunity to provide influence within the organization . . . about how we might better serve members or improve processes, that’s really important to them as opposed to just having a rigid job description.” ■

# Stock Market And The Economy

(Continue From Page 1)

in China that made investors squeamish: the country devalued its currency; and its Shanghai Composite Index tumbled 12.5 percent after three straight months of losses.

“It brings into question not only the growth of the Chinese economy but of the global economy as a whole, because China is linked to economies around the world,” Cochrane said.

“Are we going to fall into some kind of global recession because the Chinese economy is going to have a hard landing and not be able to grow as rapidly as they have?” Doss queried. “That’s the ultimate worry I would say that everybody has

across the globe. And our answer is no, we don’t think we are going to fall into a global recession.”

Cochrane acknowledged that, if China’s economy were to grow at a slower than expected pace, it could have implications globally and in the U.S., but he doesn’t expect that to happen. “We haven’t baked that into our forecast,” he said.

Cochrane and Doss attribute China’s recent stock market downturn and its monetary devaluation to a longer-term shift in the country’s economic structure. Recent tumult has been caused by “emerging imbalances in the economy as it shifts from being an export-led and investment-led economy to a more domestically driven, consumer-led economy,” Cochrane explained.

“Ultimately the long-term, sustainable way to grow is to have a consumer-based economy,” Doss said, adding that China is trying to move towards this model.

Jon Slangerup, chief executive of the Port of Long Beach, closely monitors macroeconomic trends in China because so much of the port’s trade is done with China. During the first half of this year, about 52 percent of all imports coming through the port were from China, while about 46.5 percent of all exports were destined for China, he said. Imports from the country have decreased between about 5 to 6 percent in the past few years, he explained, because of a shift in China’s economy.

“China is clearly attempting to wean itself from export dependency into more of a consumer economy like we enjoy in the U.S.,” Slangerup said. “The United States has this amazing resiliency to its economy because we consume so much of what we make. . . . China sees that as the answer to its long-term stability.”

During his 20 years serving in international trade and logistics executive roles, Slangerup visited China numerous times, and observed the country’s transition to a consumer-based economy.

“In the last 10 years, it has really accelerated,” he said. “The issues with China are interesting because, if you think of it from a policy and macroeconomic perspective, China has been working very hard to build a consumer economy based on the influx of lots of people into traditional middle class roles,” he explained.

While that might mean the share of imports coming from China may decrease somewhat in coming years, Slangerup predicts those goods will still come in through West Coast ports to meet consumer demand – they’ll just come from other places. Because quality of life and wages in China are increasing, the country is looking to other countries to outsource its manufacturing – a trend that occurred in our own country and others like Japan, Slangerup noted. “For example, a significant amount of the Apple iPhone production went away from China to Brazil,” he pointed out.

There have actually been some upsides to slower global growth, which should also be a sign to investors that turmoil in China doesn’t necessarily mean an economic crisis is on the way, Cochrane said. “Slower global growth has also brought down the price of oil, so that actually has benefited consumers and off-



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# City Place's Contemporary Redesign Aims To Carry Downtown Renaissance Northward



"Everyone talks about downtown going through a renaissance, and I think we're there," 1st District Councilmember Lena Gonzalez said at an event announcing the redesign of City Place, a shopping center in the heart of Downtown Long Beach. Pictured behind her from left are: Michael Bohn, senior principal of Studio One Eleven; which is designing the center's improvements; Mayor Robert Garcia; and Tony Shooshani, owner representative of City Place. At right, Shooshani discusses his plans with Long Beach City Manager Patrick West. (Photographs by the Business Journal's Larry Duncan)

■ By **SAMANTHA MEHLINGER**  
Senior Writer

Before a crowd of business owners, residents, media and city staff, City Place owner representative Tony Shooshani announced on September 2 that Studio One Eleven of Long Beach-based Perkowitz + Ruth Architects is going to breathe new life into the shopping center. The firm's designs aim to carry the momentum of what many refer to as "the renaissance of Downtown Long Beach" north of 3rd Street.

Demonstrating their dedication to this vision, Studio One Eleven's senior principal, Michael Bohn, announced at the same press conference that Perkowitz + Ruth and Studio One Eleven are moving to the former Nordstrom Rack location on Promenade North.

The multi-million-dollar project to transform City Place spans four years, and includes building renovations that are more simple, contemporary and minimalist than the current center aesthetic, according to a City Place news release. Mayor Robert Garcia pointed out that the project includes reconfiguration of roadways and sidewalks, and building "bulb-outs" to create additional sidewalk space at corners.

The first phase of the project focuses on 3rd Street between Pine Avenue and Long Beach Boulevard, and Promenade North between 3rd Street and 4th Street. Some demolition work is expected to begin this November or December, according to Bohn.

Shooshani said plans call for City Place to be "integrated into the adjacent downtown." The six-block area will eventually become "a vibrant mixed-use district featuring a hub of unique restaurants, businesses and retail for all residents of Long Beach," he explained.

Bohn hopes the project transforms and revitalizes the surrounding neighborhood. "It's just been overlooked for so many years," he said. "And with the Nordstrom Rack leaving, it just hasn't reached its potential." Studio One Eleven plans to incorporate smaller "incubator spaces" for local artisans and makers with the intention of attracting the creative class to the area, Bohn said.

Shooshani said he hired Studio One Eleven partially because the firm's principals expressed interest in relocating to City Place. "They came out and showed interest to look at the space, and immediately I said, 'Well if you are going to be there, I'd like to hire you to redo the whole center,'" he said. "So it was a partnership from day one, and it is a partnership that has been wonderful every step of the way."

The Downtown Long Beach Associates (DLBA), the nonprofit organization that runs downtown's business improvement district, is launching an online public forum to come up with a new name for City Place. Shooshani said he wants the residents to rename the center to give them a sense of ownership over the area. "If we're going to reface it and resurface it, why not give the opportunity as a commu-

nity to come up with a name they're going to use for years to come?" he said.

Kraig Kojian, president and CEO of the DLBA, said that by hosting the name-changing effort, his organization is taking on a public role in the shopping center's future. "We want to brand it as part of the growing downtown and really give it some local identity and local flavor," he told the Business Journal.

Kojian hopes the redesigned City Place carries the growth that Downtown Long Beach is experiencing south of the area to the north. "We will continue working with

this center as well as other parts of downtown from a business development, business recruitment and business retention perspective," he said.

Garcia said the City Place redesign is critical to the success of downtown. He hopes it connects all of the area's different districts. "This is going to be a home run, so we're excited," he said. "It's going to be great for visitors, but especially for residents [who] live there." ■



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# Perkowitz+Ruth Architects And Studio One Eleven Announce Move To City Place

■ By **SAMANTHA MEHLINGER**  
Senior Writer

Downtown Long Beach’s shopping center City Place will soon have a new vibe and energy thanks to Long Beach-based Perkowitz+Ruth (P+R) Architects and its subsidiary, Studio One Eleven. In addition to redesigning the center, Studio One Eleven and P+R are set to become an anchor tenant there – a decision Senior Principal Michael Bohn said should help better connect the firm with the community and inject more activity into the sleepy shopping center.

Through City Place’s redesign and P+R’s relocation, Bohn said his company is “leveraging millions of dollars to an area that has been overlooked.” The firm signed a 10-year lease to occupy a portion of the former Nordstrom Rack location on the north side of 3rd Street between the Promenade North and Long Beach Boulevard beginning October 1, 2016. P+R is likely to invest about \$1.5 million in tenant improvements, Bohn said.

About a year ago, P+R began reevaluating its current location in the Wells Fargo office tower on Ocean Boulevard. “We have these great views of downtown, but we really feel disconnected,” Bohn explained. “We thought by having a storefront accessible . . . on the street level, we could serve as a much better resource for the community and have a stronger public face.”

Bohn and his peers were drawn to the former Nordstrom Rack location because they recognized the area directly south of it was already experiencing a transformation. “We noticed the Promenade [South] was improving with some great restaurants like Michael’s Pizzeria and Beachwood BBQ,” Bohn said.

Lee & Associates’ work to redesign a retail building at the southwest corner of Long Beach Boulevard and 3rd Street also drew P+R’s attention, and inspired the firm to carry the momentum created by that development northward. “We said, wow, what if we moved our offices here and infused 120 office workers [to the area]?” Bohn said.

Bohn credited City Place owner representative Tony Shooshani with supporting his company’s move and its vision for the area. “In the beginning, when he talked about how his vision aligned with ours, it was almost unbelievable,” Bohn said. “His vision has not floundered.”

The former Nordstrom Rack will be divided up so that retailers occupy the corner-facing locations at Long Beach Boulevard and Promenade North, with P+R and Studio One Eleven sandwiched in between. But don’t expect to see desks lining the windows facing the street, Bohn said. The firm envisions more active uses along the street, including an art gallery, a seminar room, a cafe and small sidewalk patios. “When people walk by, it is going to have a very commercial presence on the street.”

The new location should also benefit employees by creating a more connected office culture, rather than the disjointed situation the firm currently has in its two-floor suite in the Wells Fargo tower. Planned amenities for employees include an outdoor garden and barbecue area in what was formerly a loading bay for Nordstrom Rack, bicycles to check out, and more.

“Our hearts are here,” Bohn said of his company’s commitment to Long Beach. “We have worked in every council district, so this is our home.” ■



New Long Beach Water Department General Manager Chris Garner is pictured outside administration offices on Wardlow Road. The former head of the city’s oil and gas department faces several challenges in the new job. (Photograph by the Business Journal’s Evan Patrick Kelly)

## Garner Takes Helm Of City’s Water Department

(Continue From Page 1)

there already to try to get up to speed on their plans going forward. So we’ll implement that – with the blessing of the commission – and continue that process.”

The commission is the five-member Long Beach Board of Water Commissioners, which oversees the department, including the hiring of the general manager. The board is appointed by the mayor and approved by the city council.

As water supplies get tighter and the demands for efficient management of those dwindling resources increase, the competition for not just good but excellent and experienced water managers also increases. Wattier recently told city councilmembers that his department’s success has had the effect of making its employees highly desirable to other water departments – and that is creating a “brain drain” of knowledge from the city.

A longtime administrator, Garner knows how critical keeping knowledgeable and effective employees is to the efficient operation of any municipal department.

“When I get over there I will certainly sit down with the water commissioners and discuss that. I need to get a better feel of who the competition is for the talent and how we compete with that,” Garner said.

“It’s not always money. It’s work environment and promotional opportunities. I’ll be looking at the entire package. It’s a major concern with the Los Angeles Department of Water and Power, which basically surrounds us, and their ability to throw money at this can be pretty scary in the scheme of things! We have in the city done a pretty good job at retaining talent, because we understand that it’s our most important resource. Sometimes you have to spend a little bit more to keep that. It pays dividends in the long run.”

Garner’s lengthy term in gas and oil led him to consider new challenges, and right now, water definitely offers challenges. But that experience in gas and oil has tested his administrative skills in equally challenging circumstances. Go back and track the swings of crude oil prices over the past decade and imagine trying to run a department in that economic environment.

“I’ve been at the gas and oil utility for 28 years now. We’ve accomplished quite a bit here. We’ve changed the culture. Things are running fairly smoothly. I’ve built up a team of managers that is working very well,” Garner said.

“I’ve looked at what’s going on with water, with what’s going on with the drought, and it looked like a good challenge. I faced a similar challenge back in 2000, 2001, when we had the energy crisis in California. And I think

I can take some of the lessons I learned then and bring them over to water and help them to survive this.”

Indeed, the stability that Garner and his team have brought to city residents is among his proudest achievements at the utility.

“We’ve completely changed the culture of the gas utility. When I came here in 1987, the gas industry was just restructuring, or deregulating,” Garner said. “And we were really the same model that we had been since the 1920s. We weren’t investing much in the infrastructure. Over the past 28 years, we’re putting in, I think, between 10 and 15 times as much pipeline replacement as we did when I first started.

“And our gas bills today are lower than they were five, 10, 15 years ago. We have a 30-year long-term gas supply contract, which we used to buy on the spot market. So we have locked in our gas supply at a significant discount. We’ll save the residents of Long Beach something like \$200 million just from that contract alone. On the gas side, we’ve instituted new technology, so we’re much more efficient. We’ve brought over the call center to the gas department from city hall so we can really get on top of customer service. I think we’ve really improved that quite a bit.

“On the oil side, we’ve gone through the highs and lows of oil prices. We’ve entered into long-term contracts with the state and our oil contractor to sort of buffer against the highs and lows and protect the city’s interests. And I tell you, I think that was huge for our peace of mind.”

Garner faces a new management challenge – for most of his career, he has reported to a single manager directly above him. For the first time, he will be reporting to a political entity, the board of water commissioners. Garner is aware that things will be different. He is confident that he is up to the challenge, in large part because his goals and the board’s goals are the same, he said.

“It’s a new concept for me. I’ve been able to run Long Beach Gas & Oil – obviously with the blessing of the city manager and the city council – but they’ve let me run the organization pretty much as I see fit,” Garner said. “And that (serving a commission) is going to be a little bit of a different environment for me. The good thing is that the commissioners are going to be focused in the same direction as me – what’s best for the City of Long Beach and the residents and the water department. So, I don’t see a problem with that.”

Garner is looking forward to his challenge and bringing his experience to bear at a time when effective leadership is critical.

“Hopefully, an old dog can learn some new tricks,” Garner said. “I’m going over there with a set of fresh eyes. I’ll try to build on what they’ve done well, tweak some things and hopefully make it an even better water utility.” ■

# City Council To Vote On Contract With LAEDC For Minimum Wage Study

■ By **SEAN BELK**  
Staff Writer

The Long Beach City Council will vote tonight, September 15, on a \$65,000 contract to commission the Los Angeles County Economic Development Corporation (LAEDC) to conduct a study on the potential impact of passing a citywide minimum wage policy.

The LAEDC's Institute of Applied Economics recently completed a similar study for the County of Los Angeles, which passed a policy increasing the minimum wage for unincorporated areas and county employees to \$15 an hour.

Public entities, states and cities across California and the country have recently passed such policies with mandatory minimum wage increases, which are mainly being pushed by union labor groups.

A 2016 ballot initiative, meanwhile, would raise the minimum wage throughout California by \$1 an hour annually until it reaches \$15 an hour by 2021. The minimum wage mandated by the state is currently \$9 an hour and is set to increase to \$10 an hour on January 1, 2016.

Officials with LAEDC have told the Business Journal that the nonprofit corporation commissioned a third-party independent company, San Diego-based Market

Enhancement Group (MEG), to conduct a survey for Los Angeles County's minimum wage study and would likely hire the firm for the Long Beach study as well. ■

# Interior Designer Garnica Takes Aim At City Council Seat

■ By **GEORGE ECONOMIDES**  
Publisher

Joel Garnica, proprietor of Garnica Interiors on The Promenade in Downtown Long Beach, announced she is seeking the 2nd District City Council seat being vacated by term out Councilwoman/Vice Mayor Suja Lowenthal. The primary election is next April, and the filing deadline is January.

She becomes the third person to enter the race for the prized council seat, which encompasses the Port of Long Beach and much of the downtown area. Also running are small businessman Eric Gray and union labor advocate Jeannine Pearce. Gray owns ITO Solutions, a technology company, and Pearce serves as director of the Long Beach Coalition for Goods Jobs and a Healthy Community.

Garnica, a 12-year resident of the district, currently serves as president of the East Village Association. Among her many community involvements, she serves on the board of directors for the Downtown Long Beach Associates, the Downtown Residential Council, the Long Beach Day Nursery and the Long Beach City College Foundation. ■



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Turf Conversion	R-7033	10/2/2015
Pine Avenue Pier Public Dock	R-6995	9/28/2015
Fuel System Replacement Project for Site 39 - West Police Substation	ITB FS15-151	9/28/2015
Purchase of Three (3) Ford F-250 Super Cab CNG Trucks	ITB FS15-183	9/25/2015
Feasibility Study for a Federal Inspection Service Facility at Long Beach Airport	RFQ AP15-203	9/23/2015
Public Health Earthquake Response Plan	RFP HE15-179	9/23/2015
Purchase of Two (2) Ford F-250 Trucks	ITB FS15-181	9/22/2015
Groundwater Treatment Plant Chemical Tank Replacement Project - Phase III	WD-22-15	9/17/2015
Ford F-150 Extended Cab CNG 4x2 Qty one (1)	ITB FS15-193	9/17/2015
Purchase of one (1) Chevrolet Colorado Extended Cab	ITB FS15-165	9/17/2015
Provide Labor, Parts, and Equipment For Crane Inspections	Contact Water Department	9/16/2015
Improvements of Studebaker Road Between Spring Street and Wardlow Road	R-7013	9/16/2015

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

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## State Senate Passes End Of Life Option Act

■ By **SAMANTHA MEHLINGER**  
Senior Writer

If Gov. Jerry Brown signs legislation that was recently approved by the state legislature, terminally ill Californians with six or less months to live will have the right to end their lives with assistance from a physician.

The End Of Life Option Act would allow individuals over the age of 18 who have been diagnosed with a terminal illness, who are residents of California, and who are determined by a mental health specialist to have the capacity to make medical decisions, to procure drugs for the purpose of aid in dying. Only the terminally ill individual would be able to make this request, and that individual would be required to self-administer the life-ending medication.

Various safeguards have been put in place by the bill to ensure the new law is not abused. The terminally ill individual seeking life-ending medication must submit a written request and two oral requests, 15 days apart, to an attending physician. The written request must be signed and dated in the presence of two adult witnesses who are somehow related to or in a domestic partnership with the

terminally ill individual, or are entitled to that person's estate after his or her death.

"This bill would make it a felony to knowingly alter or forge a request for drugs to end an individual's life without his or her authorization, or to conceal or destroy a withdrawal or rescission of a request for a drug, if it is done with the intent or effect of causing the individual's death," according to the legislation text.

The bill was passed after a years-long public debate about whether California residents should be granted what proponents of the legislation call "the right to die" and opponents call "physician-assisted suicide." The End of Life Option Act was authored by Senate Majority Leader Bill Monning, Senate Majority Whip Lois Wolk and Assemblymember Susan Talamantes Eggman.

Following the state senate's 23 to 14 vote in favor of the bill on September 11, a 47-year old single mother from Santa Clarita who is dying from multiple cancers expressed relief, as well as gratitude to the legislature. "I do not want my daughter to carry with her forever the emotionally damaging memory of watching me die painfully over several days or weeks," she said. "I ask the governor now to open his heart and mind to signing the bill."

Opponents of the bill, including those interviewed earlier this year by the Business Journal, believe its passage could cause a slippery slope in which access to life-ending drugs would eventually be expanded.

If Brown does not sign or veto the bill within 12 days, it becomes law. ■

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# City Council Approves State Property Tax Sharing Program For Weber Metals To Expand In Long Beach

■ By **SEAN BELK**  
Staff Writer

In an attempt to prevent a major aerospace supplier from relocating out of California, the Long Beach City Council approved a state property tax sharing program to help Weber Metals, Inc. expand its operation and build a 60,000-ton hydraulic forging press that city officials said would be the largest in the United States.

The city council voted unanimously at its September 1 meeting to establish a citywide capital investment incentive program (CIIP), which was created by the state after the elimination of redevelopment and enterprise zones.

Like the city's own sales tax incentive program, the CIIP establishes a property tax base required to be achieved by the property owner before an economic subsidy can be considered and in order for the property tax sharing to occur.

The base established in the CIIP is the sum of the existing property tax base, plus the ad valorem value of the next \$150 million in investment.

Under the program, Weber Metals, Inc., which specializes in metal forging for the aerospace industry, would be able to receive 75 percent of the net property tax revenue above the base for a 15-year period, estimated to total \$790,000, according to city staff.

The City of Long Beach would receive \$2.8 million under the CIIP, which includes the remaining 25 percent of the net property tax revenue received above the base, \$265,000, plus about \$2.5 million in property tax revenue for the 15-year period.

The County of Los Angeles is also entering into a CIIP with Weber Metals, Inc. and plans to provide assistance of more than \$1 million over 15 years while retaining \$350,000 in tax revenue, according to city staff.

The company, which operates on a nearly 22-acre site in North Long Beach at 6976 Cherry Ave. that is partially located in the City of Paramount, is requesting the economic incentives to build a 60,000-ton hydraulic forging press complex to produce forgings of aluminum, titanium and nickel alloys for the commercial aerospace industry.

Michael Conway, director of Long Beach economic and property development, said Weber Metals' parent company, German-based Otto Fuchs Company, has proposed relocating out of California, adding that without the incentives the company would be operating at a loss and would have to implement layoffs.

With the economic incentives, however, the estimated \$295 million expansion is expected to allow the company to grow its workforce by about 86 employees by

2020 at full operation of the new forging press that Conway said would be the largest in the United States. ■

## City Council To Vote On Passing Proposed FY 2016 Budget

■ By **SEAN BELK**  
Staff Writer

The Long Beach City Council is scheduled to vote on passing several items related to the proposed Fiscal Year (FY) 2016 budget at its meeting tonight, September 15. The city's new fiscal year begins on October 1.

The council action comes after Mayor Robert Garcia released City Manager Patrick West's proposed budget to the public and city council on July 28, with recommendations, after which five budget hearings were conducted. The city also held five budget oversight committee meetings and nine community meetings to gather public input.

The total FY 2016 proposed budget for all city departments and funds is \$3.1 billion, which comprises \$2.6 billion in new appropriation and nearly \$450 million in estimated carry-over from FY 2015 for multi-year grants and projects, according to a city staff report.

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# The Westside Business Climate

(Continued From Page 1)

industrial area mostly comprises small- to medium-size manufacturers, specializing in everything from aerospace to automotive. The area is also home to longtime, family-owned operations, many related to the local ports, in wholesale distribution, metal fabrication, warehousing, maintenance and repair.

The industrial area covers two separate districts divided by the Los Angeles River that both have their own special needs and concerns.

A property and business improvement district (PBID) that levies an assessment on property owners to provide services, such as security enforcement, on the east side of the river from about Anaheim Street to Pacific Coast Highway is represented by the Magnolia Industrial Group (MIG). The area includes about 300 businesses.

Another group of about 400 businesses on the west side of the river is represented by the Westside Project Area Council (PAC), which once oversaw the use of redevelopment funds for the area and has carried on as a nonprofit after redevelopment was eliminated by the state.

## Industrial Activity Increasing

Several manufacturers and industrial businesses interviewed by the Business Journal reported an increase in business activity, especially those serving the local ports. Some businesses are now reaching capacity and have expressed interest in expansion.

“The people around us all seem to be doing well and you can tell by the amount



Phillips Steel Company employee Salvador Pacheco (Photograph by the Business Journal’s Larry Duncan)

of trucks that are parked in front of businesses these days,” said Stan Janocha, president of Superior Electrical Advertising, Inc., which manufactures signs for major restaurant chains, retailers and theme parks. Its clients include Disney Theme Park, Universal City Walk, McDonald’s,

Starbucks, Denny’s and scores of other well known operations.

He said that his business, with locations in Las Vegas and Northern California, has increased so much that the company, which employs about 130 people, is currently looking to expand to a larger location.

The problem, however, is that finding space in the Long Beach industrial market is currently tougher than ever.

“We’re trying to expand, but we don’t have the property here to do that,” Janocha said, adding that the company wants to stay on the Westside if possible.



With 17 million pounds of steel in its warehouse, Tell Steel – which opened in 1959 – supplies stainless steel, aluminum, alloys and carbon steel to construction, aerospace, naval, aviation and transportation industries. Greg Moore, pictured, is CEO of Tell Steel. (Photographs by the Business Journal’s Larry Duncan)



Local industrial real estate brokers state that the vacancy rate, hovering at about 3 percent or below, is the lowest in the area's history and will likely continue to decline.

"If you take a look at the market in general, everything has picked up," said Bill Townsend, president of MIG and a principal commercial real estate broker for INCO Commercial. "For the industrial market in Southern California, the vacancy is low . . . There's very little out there right now. It's a tight market for all industrial."

First District Councilmember Lena Gonzalez, however, said the city is working to find space in Long Beach for Superior Electrical Design, Inc. in hopes the company won't move to another city.

"We would love for them to stay on the Westside, and we don't want them to go to another city," Gonzalez said, adding that she is working with the city's economic development staff to help the company find a new location.

Gonzalez, who was elected to the city council last year, taking over for now-Mayor Robert Garcia, added that the city is committed to streamlining permitting processes by implementing new software such as OpenCounter, which allows business owners to navigate the process online.

**Business 'Back To Normal'**

Other businesses in the Westside industrial area have seen an increase in business as well.

Karen Hewus, owner of Look Graphics, which manufactures graphics and signs for small retail shops in Long Beach and surrounding areas, said business hasn't surpassed her best years yet but certainly has improved over a few years ago.

Hewus, who opened her business in the Westside industrial area in 2006, said, just

in Long Beach alone, people are opening up new shops again while new businesses are making changes and are in need of services.

"Things are improving quite a bit," she said. "Last year was much better than the year before, and this year is definitely on the same track of back to normal . . . I would say things are much improved and everybody's pretty much getting busy again."

Gil Ficke, owner of Long Beach Travel Center, located at 1670 W. Pacific Coast Hwy., where lines of trucks carrying cargo from the ports fuel up on a daily basis, said business has been "strong" as port cargo volumes have increased. He said the business climate has drastically improved from years ago. However, Ficke said a major issue is the area has become more cramped for space.

Hartmut Schroeder, president and CEO of SnugTop, a manufacturer of truck caps and camper shells for pickups, said his business has seen substantial sales growth as the automotive industry has improved across the country.

In fact, the company, which employs 240 people and celebrated its 55-year anniversary last year, is currently at capacity for the amount of business coming in and may have to look for new warehouse space soon, he said, adding that the industry has greatly recovered from the recession.

"We're building back up to where we used to be," Schroeder said. "The automotive sector has been doing quite well."

As an exporter, proximity to the Port of Long Beach is important, he said. Schroeder added that the Westside industrial area creates a synergy among businesses, noting that SnugTop often contracts with Phillips Steel, another longtime business on the westside, for services.

Mark Shutts, who has run Shutts Fabricators at 1632 W. 15th St. with his family for nearly a decade, said he has also seen business pick up, fulfilling projects for such clients as Mercedes Benz. In fact, his company has recently taken jobs working on storm drains at terminals in the local ports, Shutts said.

"Our problem isn't what we can sell, it's what we can produce," he said. "I always have to build whatever I sell so it's a matter of getting the manpower and skills together to produce parts that are viable."

**Properties On The Market**

Businesses interested in expanding may find some opportunity among the city's former redevelopment properties, many which are currently vacant lots and that are now being put on the market for sale after the state eliminated redevelopment.

So far, only one former redevelopment property on the westside has been sold, which includes a 3,252-square-foot property at 1478 Cota Ave. According to Mary Frances Torres, project manager for the Long Beach Economic and Property Development Department, the buyer plans to construct a commercial building for a business to employ eight to 10 people.

Frances Torres said a vacant, 13,000-square-foot property at 2136-2144 W. 16th St. is still on the market. In addition, the city has issued a request for proposals (RFP) for prospective developers interested

(Please Continue To Page 18)



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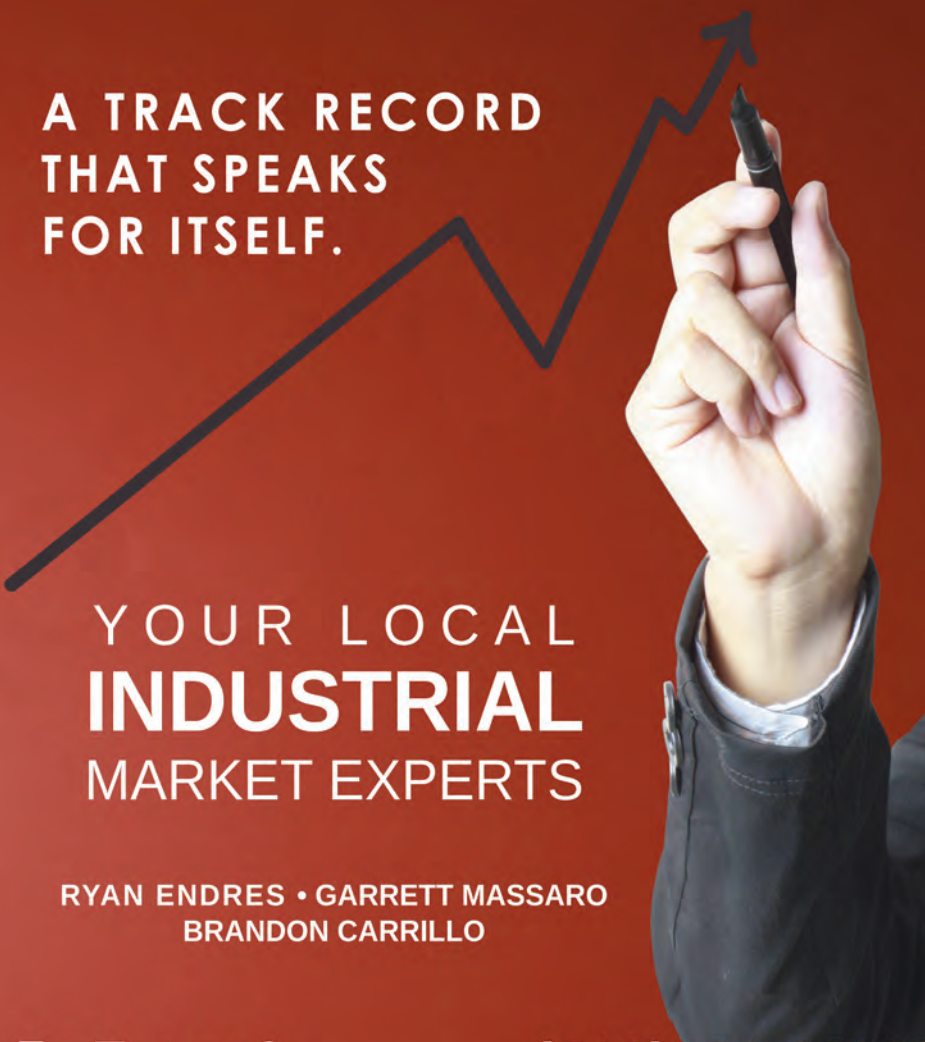


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Superior Electrical Advertising, Inc., which employs more than 130 people at its Long Beach facilities, has been in business for more than 50 years specializing in manufacturing signs for major restaurant chains, retailers and theme parks. With business on the upswing, the firm needs more space for its operations. (Photograph by the Business Journal's Larry Duncan)

## The Westside Business Climate

(Continued From Page 17)

in a property at 1404 Hayes Ave. while the city plans to release three RFPs for Westside properties in December.

Two more properties, 1545-1551, 1565 Santa Fe Ave. and 2021 Gaylord Ave., are to be considered for possible development proposals by the city's successor agency and oversight board on September 22 and September 23, respectively, she said.

### Outdated Infrastructure

While the Westside industrial area has improved its conditions dramatically from years passed, many business owners state that the area still suffers from major deficiencies, including truck congestion and unsafe parking conditions.

The top concern for Greg Moore, president and CEO of Tell Steel, which has 54 employees and has been in operation for 35 years, is the high number of trucks parking around his business that create poor visibility for drivers making turns.

"Trucks are parked in every corner on the Westside and the safety issue of people getting in and out of streets with their cars is a very big concern here," he said.

Moore added that the lack of proper



Stan Janocha, left, chief operating officer of Superior Electrical Advertising, Inc., and Patti Skoglund, president of the company, are pictured at the firm's headquarters in the Westside industrial area of Long Beach. The company is a leading fabricator of signs for major corporations. (Photograph by the Business Journal's Larry Duncan)

electricity, phone and Internet connections on the Westside is also a major concern for most business owners. He said Verizon has yet to upgrade phone lines to modern standards.

"For the most part, it's copper wire and when it rains we get a whole lot of folks here that lose their phone lines," Moore said.

### Rail Project Concerns

Some business owners also see major concerns on the horizon.

One project that may have an impact on

local businesses and nearby residents is BNSF Railway's proposal to build a Southern California International Gateway (SCIG) rail yard. BNSF is proposing the \$500 million project on a 156-acre site adjacent to West Long Beach and the Terminal Island Freeway to create a near-dock rail facility.

According to the railroad company, the plan would significantly eliminate overall truck trips and reduce pollution. However, Westside business owners, environmental groups and Long Beach

city officials disagree, claiming that, by BNSF's own projections, the project would add 5,000 more daily truck trips down Anaheim Street.

In addition, the project stands to oust several businesses located at the site for the proposed rail yard in the unincorporated area of Wilmington.

The project is currently held up in court after the City of Long Beach, the Long Beach Unified School District and other entities filed a joint lawsuit against the City of Los Angeles and BNSF, claiming an environmental impact report (EIR) is inaccurate.

"SCIG is a big issue for us right now because of the truck congestion," said Larry Maehara, vice chair of the Westside PAC.

Michael Mais, Long Beach assistant city attorney, confirmed that, after all parties have filed opening briefs, the case against BNSF and the City of Los Angeles is set to go to trial on November 16. A judge has moved the trial to be heard in Contra Costa County in Northern California for fear of bias.

Mais noted that the Office of State Attorney General Kamala Harris is intervening in the case, which shows there is some merit to the lawsuit.

Another project in the pipeline that may impact industrial businesses is the Port of Long Beach's plan to redevelop an existing rail yard on Pier B to remove rail bottlenecks in the port and allow additional on-dock rail use.

While the project stands to eliminate truck trips while increasing efficiency at the port, so far, plans include eliminating a bridge on 9th Street, the main access that Westside industrial businesses have to Downtown Long Beach.

"We don't want to see that [9th Street bridge] go," Maehara said. "It's so much easier for people to get to Downtown Long Beach through that 9th Street bridge. Without it, it's a long trek to get to the city and to downtown."

Port of Long Beach spokesperson Lee Peterson said port staff is developing a draft EIR on the Pier B project that should be out for public review and comment in mid 2016. ■



SnugTop, a manufacturer of truck caps and camper shells is located at 1711 Harbor Ave. It celebrated its 55-year anniversary last year. Hartmut Schroeder, left, president and CEO of the company, is seen inspecting a truck cap with employee Ramon Marquez. (Photograph by the Business Journal's Larry Duncan)

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Recent upgrades to Anaheim Street have been well received by business owners in the Westside industrial area, but more infrastructure improvements are necessary. (Photograph by the Business Journal's Larry Duncan)

# Port And City Invest In Westside Streetscape Improvements, With More Upgrades On The Way

■ By **SEAN BELK**  
Staff Writer

Taking over for the defunct redevelopment agency, the City and Port of Long Beach have recently made a commitment to invest in sprucing up the Westside industrial area, which for decades has lacked basic infrastructure.

Last year, the port completed an \$8 million project to improve a nearly one mile-long stretch of Anaheim Street from the Los Angeles River to the Terminal Island Freeway.

The thoroughfare, heavily traveled by trucks off the I-710 Freeway, was upgraded with new pavement, sidewalks, curbs and medians, along with drought-tolerant landscaping, energy-efficient lighting and stormwater-filtering tree planters and swales.

"It has really changed the whole streetscape," said 1st District Councilmember Lena Gonzalez during a phone interview with the Business Journal. "It was a huge facelift for that area . . . A lot of the westsiders were amazed. They thought that no one pays attention to the Westside and now, all of a sudden, all of these things are happening. It was really

a good surprise for them that it actually happened and it looks beautiful."

Many business owners in the area have also lauded the recent streetscape improvements, adding that the upgrades were long overdue.

The need for public infrastructure in the Westside industrial area has been an issue for decades with a long history behind it.

The city once attempted to improve the area by utilizing state property tax increment funding through redevelopment, forming the Westside Project Area in the mid-1970s.

The effort, however, became a double-edged sword by the very nature of using eminent domain as a means for economic development.

With fears the city would raze the entire industrial area, Westside business owners quickly banded together and filed a lawsuit against the city. In the early 1980s, the California Supreme Court ruled in favor of the businesses.

The Westside Project Area Council (PAC), which oversaw redevelopment funds and now operates as a nonprofit community group, was to remain intact through the life of the project area, but many plans that were in the works went

by the wayside when the state eliminated redevelopment.

Stan Janocha, president of Superior Electrical Advertising, Inc., said the recent improvements have made a big difference for his business, adding that his building used to shake like an earthquake when trucks rolled by an intersection of Anaheim Street and Santa Fe Avenue because of old railroad tracks under asphalt. The street has since been paved over with concrete, he said.

"Anaheim Street was a real mess," Janocha said. "You can really tell how big the improvement is when you continue on and go into Wilmington."

City officials have confirmed that there are even more plans in the works to upgrade public infrastructure in the Westside industrial area.

Derek Wieske, Long Beach assistant city engineer, said the city's public works department is resurrecting a former redevelopment project to enhance storm drains on the Westside.

With redevelopment eliminated by the state, the Long Beach Harbor Department has tentatively agreed to use port funds to pay for construction, which is expected to cost about \$3 million, he said.

Wieske said the city is currently working with the harbor department on a memorandum of understanding to fund the construction of the storm drain project, which has already been designed.

While the Anaheim Street upgrades have been well received, some business owners east of the Los Angeles River that are part of a property and business improvement district known as the Magnolia Industrial Group (MIG) have their own concerns.

Mike Zupanovich, who owns Harbor Diesel and Equipment, Inc., said there haven't been any major street improvements in the MIG area in nearly 40 years.

"The condition of the streets is horrible," he said. "The blight is just increasing steadily."

Gonzalez, however, said she plans to recommend costing out the completion of streets in the MIG area as part of the Fiscal Year 2016 budget, which is up for city council approval tonight, September 15.

In addition, Gonzalez said the city plans to add banners to the Westside industrial area, highlighting longtime businesses, in addition to adding a "Welcome to Long Beach" sign. She added that the city is looking to partner with Tell Steel



The Long Beach Travel Center, located at 1670 W. Pacific Coast Hwy serves as the main gas station for local truckers carrying cargo to and from the local ports. The truck stop also features a Carl's Jr., Green Burrito, a convenience store and other services for truckers and area workers. For more information, call 562/983-7827. (Photograph by the Business Journal's Larry Duncan)

and Sav-On Signs, both Westside industrial businesses, to develop and install the banners and the welcome sign.

Some business owners, however, expressed concerns about an influx of homeless encampments moving into the industrial area in the last few months after being displaced from another area.

Zupanovich said brand new parts from his warehouse had recently been stolen, adding that he is now investing in a camera surveillance system.


Lester Duncan, owner of Specialized Transport, a tow truck company, echoed concerns about the homeless population, adding that people are living in tents along the bike path on the Los Angeles

River as well as in cars and motor homes in the industrial area.

“It’s really gotten to be a problem down here, and I think the city needs to address it,” he said.

Paul Collins, chair of Westside PAC, said he’s optimistic about the future of the Westside industrial area and Long Beach in general, adding that many new developments are on the horizon.


“In the next three or four years, there’s going to be some good development in the area that will clean up some of the real bad lots,” he said. “I think the new city council and the mayor are going to make big changes in this city. Long Beach has been a gem waiting to happen.” ■



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Marisa Passanisi and her brother Vince Passanisi are pictured in front of the popular Santa Fe Importers, an authentic Italian delicatessen they operate at 1401 Santa Fe Ave. in the Westside industrial area of Long Beach. In 1947, their grandfather, Vincent Passanisi, opened a small Italian deli and market, with recipes from his native Sicily and imported Italian foods. Today, Santa Fe Importers has a second location in Seal Beach. (Photograph by the Business Journal's Larry Duncan)

## Feeding A Local Workforce: Where To Eat On The Westside

■ By **SEAN BELK**  
Staff Writer

Between bustling warehouses and manufacturing companies exists more than a handful of hidden culinary gems in the Westside industrial area of Long Beach, serving up an array of ethnically diverse fare.

Dining options, mostly along the Los Angeles River and down Santa Fe Avenue, abound with international flavors, from your traditional greasy spoons with hearty American and Greek dishes to authentic Mexican, Colombian and Italian cuisine.

Thousands of workers and customers look to grab a bite to eat during the work-week, lunchtime being the busiest for the industrial area's eateries.

The Business Journal spoke with business owners and employees in search of places to eat in the Westside industrial area and learned about a few local favorites.

### Berth 55: Seafood In The Port

Where can you find fresh grilled or fried seafood, a comfortable place to sit and a near perfect view of the Port of Long Beach?

For decades, that place has been Berth 55 Fish Market and Seafood Deli at 555

Pico Ave., where on any given day you'll find throngs of longshoremen and area residents lining up for lunch. The eatery, which also serves beer and wine, is located next to a sport fishing operation and Queens Wharf Restaurant.

Although the longtime establishment was nearly forced to close its doors about three years ago for a fireboat station at the site, that proposal was eventually dropped after Westside business owners banded together to save the place from the wrecking ball.

Today, Larry Maehara, who runs the fish market and seafood deli that his mother took over nearly 27 years ago, said he's grateful to still be in business, adding that Berth 55 is "doing fine." In fact, he's working on a proposal to eventually redevelop the site.

"That's the next step for us," said Maehara, who now serves as vice chair of the Westside Project Area Council (PAC), which was instrumental in saving the place. "We have to come up with a business plan, and we are looking to present it to the port to see how they feel about it. Hopefully, they'll be on board."

Menu options at Berth 55 have remained the same, including an assortment of fish (sea bass, halibut, swordfish, yel-

lowtail, salmon and red snapper) either fried or grilled, scallops, shrimp, New England Clam Chowder, fish tacos, cheeseburgers and fries.

"Why fix what's not broken? . . . People seem to enjoy it," he said. "For the most part, it's basic, fresh seafood. You fry it up or grill it up, one way or the other."

### Santa Fe Importers: Italian Deli And Market

Santa Fe Importers, an authentic Italian delicatessen has been a staple of the Westside community at 1401 Santa Fe Ave. for 68 years.

Vince Passanisi, the current owner, said his grandfather started the business in 1947, mainly as a small grocery market. Over the years, the store has evolved with the community, which has transformed from an ethnically diverse residential neighborhood to mostly port-related industrial businesses.

"We still have the market, but mostly we're doing lunches and food to go," Passanisi said. "We get people from downtown, the oil refineries and the port . . . On the weekends there are people who come all the way from Riverside."

The deli, which serves anywhere from 500 to 600 people during lunchtime hours, offers hot and cold sandwiches, pasta,



Berth 55 Fish Market and Seafood Deli has been serving plates of fried and grilled seafood for decades at 555 Pico Ave. and remains the last location for public access in the Port of Long Beach. (Photograph by the Business Journal's Larry Duncan)

pizza and salads, along with authentic Italian dishes made with family recipes passed down from generations, while the market sells imported cheeses, meats and other specialty items.

Passanisi also manages an Italian food manufacturing operation, selling products such as meatballs, sausage and salami for restaurants all over the country, he said.

Santa Fe Importers, which employs up to 50 people, now operates two other locations, one in Seal Beach, which opened in 2008 and a new spot in Irwindale that opened earlier this year. He said the company continues to stick to its core values, which are serving quality food in a timely manner while keeping the restaurants as clean as possible.

“What’s been successful for us in the past is just trying to execute on the values that we’ve always had: the speed of the service, the quality of the food and the cleanliness of the restaurants. We know that if we can do that, we’ll be able to continue serving the community, and, if we don’t, we won’t be here for very long.”

### Birrieria Tepechi: Authentic Mexican Cuisine

Across the street at 1440 Santa Fe Ave., Birrieria Tepechi has already attracted a loyal following of customers after opening nearly five years ago. The restaurant relocated from its original spot in Wilmington of 23 years after being displaced by a school.

The main draw is that it is one of the only places in the region to get birrieria, a lamb and goat dish served in either a broth or with a side of rice and beans. Few Mexican restaurants serve the dish, said Manager Rigo Castaneda, who said the restaurant was started by his grandparents in Mexico.

“Not a lot of Mexican spots have it, so it’s either you know how to make it or you don’t, so there’s no in between,” he said, adding that the restaurant also serves traditional Mexican food, including burritos, tacos and enchiladas.

While the restaurant draws a large lunch crowd from 11 a.m. to 2 p.m., Sundays have started to become busy as well, some-

times with a 30- to 45-minute wait time.

“It’s a small mom and pop joint so we do our own sauces,” Castaneda said. “Everything’s made from scratch. There is no canned salsa or anything like that, so you could say it’s pretty authentic and fresh.”

### 5,000 Pies: Deep Dish With A Cause

About a year ago, 5,000 Pies opened at 2064 Santa Fe Ave. across the street from Cabrillo High School and just north of the Westside industrial area. It’s mostly known for its deep-dish pizza inspired from the traditional Chicago-style pizza in which the cheese is on the bottom, other ingredients are in the middle and the sauce is on top.

“We’re calling it Long Beach style, but it’s definitely inspired by deep dish that you would find in Chicago,” said Business Manager Rebecca Bacon. The restaurant also serves regular pizzas, an assortment of dessert pies, sandwiches, salads, chicken wings, fries and other food items.

As a “social enterprise” of Fountain of Life Covenant Church, the Christian-based restaurant isn’t only in the business to serve food but to serve the community as well by providing employment opportunities, mentorship and culinary training with help from a professional chef.

“We’ve been meeting for about eight years as a church and we really just wanted to be doing more than just preaching the Bible and learning and growing as disciples,” Bacon said. “We also wanted to be in the city helping to make it better.”

A social enterprise is different than a typical business model in that the restaurant’s goal is to not only make a profit but to improve the lives of people as well.

The name of the restaurant comes from a story in the Bible in which Jesus started with a small amount of food and was able to feed 5,000 people after blessing it and performing a miracle, Bacon said.

“That’s kind of our hope, that we’re providing more than just good food to the neighborhood and the community,” she said. “It’s also an onramp to talk about spiritual food and spirituality.” ■



5,000 Pies, a social enterprise of Fountain of Life Covenant Church located at 2064 Santa Fe Ave., serves pizza, dessert pies, sandwiches, salads, chicken wings, fries and other food items while providing employment opportunities, mentorship and culinary training. (Photograph by the Business Journal's Larry Duncan)



# Westside Business Profile: Phillips Steel Company

## Celebrating 100-Year Legacy As Family-Owned Operation

■ By **SEAN BELK**  
Staff Writer

In its 100 years in business, Phillips Steel Co. has literally gone from rags, or recyclable materials, to riches – full-service metal.

Celebrating its centennial anniversary this year, the family-owned company has operated for decades as a full-service metal distributor at the edge of the Port of Long Beach, just over the 710 Freeway on West Anaheim Street.



Daryl Phillips, left, runs Phillips Steel Co., founded in 1915 by his grandfather, Paul Phillips. Also pictured are Daryl's nephews, Todd Phillips, center, and Greg Phillips. Below is one of the Westside company's 60 employees. (All photographs by the Business Journal's Larry Duncan)



But that wasn't always the case. Paul Phillips, a Russian immigrant, founded the company in 1915 as a "scrap" recycling center a little more than a decade after arriving in America with his family, explained Daryl Phillips, Paul's grandson and the company's current president.

"In those days it was called scrap, which was fat, paper, metals and rags," Daryl told the Business Journal. "That's how they started." While working for his cousin's butcher business, Paul had discovered that fat, oil and other byproducts could be recycled and reused.

Tired of brutally cold walk-in freezers and accidental knife cuts, he traded his butcher job for a wagon, cart, flatbed truck and small warehouse located on what was then called American Avenue, now Long Beach Boulevard.

After moving the scrap operation from downtown to Long Beach's burgeoning port area on the southern most portion of the Westside industrial zone, the company expanded and refined its products and services, eventually pursuing the metal service industry more seriously.

"We realized at some point that we were buying scrap metal from customers who were producing things," Daryl said in a statement about the company's centennial history. "They were buying their metal from somewhere, companies selling raw product, and it dawned on us that we could offer full-service metal."

Since the early 1930s, the company has been located at the corner of West Anaheim Street and Harbor Avenue, where one of the company's original warehouses still stands.

"This is the original warehouse my grandfather and dad built themselves," said Daryl, pointing to a structure surrounded by fully automatic commercial band saws, used for cutting large pieces of metal for customers.

After listening to the needs of customers, which today are mostly oil refineries, chemical companies and power plants, while fine tuning its offerings, Phillips Steel modernized its equipment with the latest technologies.

The company, for instance, operates large

high-definition plasma-cutting machines, which use hot plasma to cut all types of metal. The company also uses water jet cutting machines, which use highly pressurized water to provide a more "high tolerance" precision cut, eliminating the need for a machine shop for cutting anything from plastic and wood to fiberglass and metal.

"We'll cut one piece for a customer or we'll cut 1,000 pieces for a customer," said Greg Phillips, Daryl's nephew, who joined the company in 1989. "We do everything here. We're open to the public. We don't have any minimums. We take orders, big and small."

Slowly expanding over the years, the company now encompasses more than 100,000 square feet, which includes another site nearby at the corner of West Anaheim Street and Canal Avenue that is used for metal fabrication and processing.

The company's main building at Harbor Avenue and West Anaheim Street also houses a retail shop that sells tools and accessories.

Daryl noted that Phillips Steel is one of only a handful of companies in Long Beach that have remained in business for 100 years. A major part of the company's formula for success and a selling point to customers is maintaining a "legacy" as a family-owned business that now spans four generations, he said.

Daryl's two nephews, Greg and Todd, have joined the company to carry on that legacy, along with his wife, Sandy, and daughter, Sara. Daryl came on board full time 50 years ago after learning the business from his father, Ted Phillips, Paul's son.

"It takes a family commitment," Daryl said. "Being in a family business, you have a long-term view, goals and concern about a legacy. It doesn't happen overnight. You realize it's worth working for."

Throughout the decades, the company has lasted through numerous financial hardships, including the Great Depression and the recent recession brought on by the burst of the housing bubble. Still, the company has never had to lay off an employee, according to Greg.

In fact, within the past 25 years, the com-

pany’s workforce has grown from 11 to nearly 60 employees. Some employees have remained with the business for up to 30 years, Greg stated, adding that, “it’s all about cutting expenses, wages or perks, but not people.”

Daryl noted that relations between the City of Long Beach and Westside industrial businesses has improved, recalling that redevelopment at one point threatened to take over the industrial area through eminent domain but was defeated in court after businesses banded to together and filed a lawsuit.

He said the company now has plans to expand into another warehouse in the near future, adding that the Port of Long Beach area remains the best location to operate despite ongoing issues, such as lack of parking, poor utility connections, ongoing construction and less room because of port expansion.

“There’s a lot of concerns, but we’re survivors on this end of town,” Daryl said. “It’s a viable area. It’s a good business climate. The city encourages new business, and [the city] is easier to work with than it was years ago. This has been our home base for 100 years.” ■



# Westside Business Profile: Mag-Trol Long Beach Distributing Electrical And Automation Equipment For Port, Industrial Needs

■ By **SEAN BELK**  
Staff Writer

With the goal of providing “solutions – not compromises,” Mag-Trol Long Beach, Inc. has operated for 34 years as a wholesale distributor of electrical and automation equipment for port terminal operators and manufacturers in Southern California.

The company, which sells products such as sensors on rubber tire gantry cranes (RTGs) and electrical components for air-conditioned enclosures, continues to grow as industrial customers seek new ways to stay efficient, safe and environmentally friendly, said James Shanahan, the company’s principal owner and president.

Shanahan, who acquired Mag-Trol from its founder, Tom Johnson, in 2005, said the company was created in 1981 primarily to supply electrical and automation equipment to industrial businesses in and around the ports of Long Beach and Los Angeles, to help them remain competitive in the international trade industry.

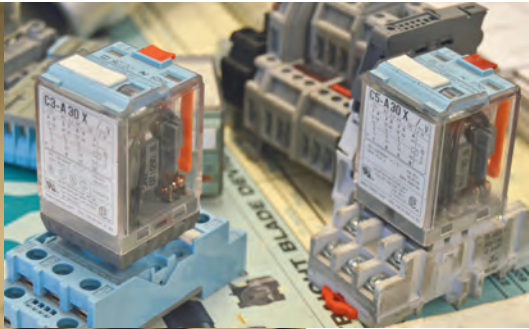
“The ports are going to continue to modernize and they’re going to continue to improve the work environment there for the employees,” he said. “The ships keep getting bigger, so you need the sophisticated unloading systems in order to accommodate those bigger ships.”

Located at its current Long Beach facility at 705 W. Anaheim St. for 16 years, the company sells products from nearly 50 equipment manufacturers, including General Electric (GE), Siemens, Square D and ABB.

Mag-Trol also manages two other locations, one in Huntington Beach and another in Ontario, both which focus on supplying equipment to commercial construction customers and operate under the name Turtle & Hughes, a New Jersey-based company that acquired a portion of Mag-Trol Long Beach, Inc. in 2012.

In total, the company employs 46 people, Shanahan said. Aside from some driver, warehouse and administrative positions, Mag-Trol hires sales representatives required to have engineering backgrounds or experience in automation or motor controls, to be able to work with customers on solutions to industry problems.

Shanahan said the distributor, which has grown from a \$5 million company to about a \$35 million company in the past 10 years, continues to see sales growth. In fact, the company is currently seeking to relocate to a larger facility in Long Beach about 50 percent larger than its current 8,000-square-foot location, he said.



James Shanahan is principal owner and president of Mag-Trol Long Beach, Inc., a leading distributor of electrical components to port terminal operators and manufacturers in Southern California. Pictured are devices known as relays, or electrically operated switches, that can be used in any motor control application. (Photographs by the Business Journal’s Larry Duncan)

The company’s primary operation in Long Beach is assisting terminal operators at the local ports to become more efficient, such as maintaining equipment and cranes that load and unload cargo containers from ships, Shanahan said.

Long Beach-based Pacific Crane Maintenance Company, LP (PCMC) helps facilitate the maintenance of many cranes at the ports, while the terminal operators themselves place the orders for equipment, he said.

Despite fears from unions of long-shoremen and warehouse workers that automation may wipe out manual labor positions, Shanahan said new technologies are likely to create new jobs, such as using radio frequency identification

devices (RFID) and global positioning systems (GPS) to track containers.

He said some new automation at the ports is inevitable as container ships are being built much larger than in the past and terminals will need to have the technology to turn them around quickly, within a week’s time.

Still, despite worries that the opening of the Panama Canal this year would take away cargo, Shanahan foresees the ports of Long Beach and Los Angeles remaining a major job producer as the main gateway for international trade from Asia.

“I think you’ll continue to see these ports be the major place for Asian ships to be unloaded just because a lot of it’s consumed here and we have a lot more infrastructure than any of the other port complex in the country,” he said. “This terminal is just used to handle the volume that nobody else is able to handle.”

Aside from terminal operators, Mag-Trol’s other customers are original equipment manufacturers (OEMs) along with maintenance, repair and operations (MRO) businesses.

While many manufacturing businesses have left Southern California for other states with cheaper operating costs, the exodus seen over the past several years has recently “subsided,” Shanahan said.

He added that oil and gas companies as well as food manufacturers continue to be a local mainstay while manufacturing companies in emerging industries such as electric vehicles and solar installations are helping to fill the void.

Looking forward, Shanahan said the main challenge for Mag-Trol is finding enough skilled applicants to fill positions. Though it may take several years of training on the job to learn about the components the company sells, the unemployment rate in the electrical distribution industry is “extremely low,” he said. ■

# Long Beach VA Opens Spinal Cord Injury Long-Term Care Unit

Recognizing the need for premium health care and assistance for veterans with spinal cord injuries, an existing portion of the Veterans Administration's (VA) Long Beach Healthcare System campus was re-constructed into the Spinal Cord Injury Long Term Care Unit. The new unit creates permanent living quarters for 12 residents, and is the only such VA unit on the West Coast.

According to the VA, the unit provides "access to highly specialized care and assistance 24 hours a day. Designed and built for non-acute patients, the new unit will utilize the latest high-tech equipment allowing our veteran residents greater access to entertainment, socialization and independence."

The campus is located at the northeast corner of 7th Street and Bellflower Boulevard in Southeast Long Beach.

(Photographs by the Business Journal's Larry Duncan and Erin Kleekamp).



The building on the VA Long Beach campus housing the new Spinal Cord Injury (SCI) Long Term Care Unit was named after the unit's first chief, Dr. Ernest Bors, who was considered a pioneer in SCI medicine.



The lobby of the upgraded facility includes the above photograph and inscription.



Participating in the September 9 ribbon cutting ceremony for the new facilities were, from left: Al Kovach Jr., president of National Paralyzed Veterans of America; Dr. Sophie Chun, service chief; Lana McKenzie, associate executive director of medical services and health policy of Paralyzed Veterans of America; Michael Fischer, director of the Long Beach campus; and Sherman Gillums Jr., deputy executive director of Paralyzed Veterans of America.



Above are several of the veterans who will benefit from the new Spinal Cord Injury Long Term Care Unit. Pictured, from left, are: Ray Monzon; Robert Oliver; Jemal Williams; Michael DeBose; Enrique Chavez; Toki Katsuki; Terry Thomas; Arthur Lyles; and Alex Calvo. At right, nurse Kristin Pressler discusses the improved bedside accessible electronic resources that allow patients to access TV entertainment and the Internet, and at left is one of the 12 new rooms. Each room is equipped with a full bathroom, visitor seating, a bedside operating system and ample space for the resident. The unit also offers communal dining, recreational activities and access to numerous social events.





### New Affordable Senior Housing Project Opens On Long Beach Boulevard

Low-income seniors in Long Beach have a new place to call home. Last week, a 41-unit, affordable rental housing complex for seniors called the Long Beach and 21st Apartments opened at 2114 Long Beach Blvd., in the city's 6th Council District. The housing complex is four stories and floor plans include one- and two-bedroom units. On-site amenities include "a community room and kitchen, computer room, outdoor seating, a library" and laundry, according to a city press release. The residences were built by Meta Housing Corporation with funding from Bank of America, the Long Beach Department of Health & Human Services, the California Tax Credit Allocation Committee, PATH Ventures and other county, state, federal and nonprofit organizations. "Meta Housing worked closely with the city and other partners to ensure that seniors have access to high-quality, affordable housing along with supportive services that will help them live healthy, productive lives," Mayor Robert Garcia said in a statement. Sixth District Councilmember Dee Andrews said the new apartments "strengthen our community by creating a space for seniors to enjoy active and engaged lives" and are helping to uplift the neighborhood. "Meta Housing appreciates the work of the city and the mayor in investing in projects serving vulnerable groups like seniors and those who are homeless," Chris Maffris, senior vice president of Meta Housing, stated. "We know that Long Beach is committed to expanding the number of quality, affordable units in the city." Pictured at top are, from left: Maffris; Long Beach Deputy Chief of Staff Daniel Brezenoff; and Joel John Roberts, CEO of PATH and PATH Ventures. (Photographs by the Business Journal's Larry Duncan)



### Hamburger Mary's Debuts New Parklet

Hamburger Mary's in Downtown Long Beach recently debuted a new parklet for outdoor dining. The parklet takes up sidewalk space, one parking space and part of Pine Avenue's pavement, according to designer Brian Ulaszewski of City Fabrick. It is the largest parklet for outdoor dining in the entire city, he noted. Like other parklets throughout Long Beach, there remains about seven feet of sidewalk space in between the front of the building and the parklet for pedestrians to pass by. Having the parklet enhances Hamburger Mary's visibility, Ulaszewski said. "Having diners out front of the building is your best advertisement for your product," he explained. The indoor restaurant has no windows, so hopefully the outdoor dining space will be appealing to Pine Avenue's bustling lunch crowd from local office buildings who want to get some sun, he added. He also emphasized that the parklet is safe – not only is traffic on Pine Avenue typically slow, but a heavy steel planter lines the parklet for added protection from the street. "We were trying to be sophisticated with the parklet itself but still fun with the colors of tables and chairs," he said of the design. Hamburger Mary's is open daily from 11 a.m. to 2 a.m. and is located at 330 Pine Ave. For more information, call 562/436-7900. (Photograph by the Business Journal's Evan Patrick Kelly)



### Oops!

In our last edition, we misspelled Barry Matsumori's name. He recently joined Virgin Galactic at Douglas Park as senior vice president of business development and advanced concepts.

## Helping Long Beach Businesses Grow EmpowerCare



La'Keisha Phillips, right, director of case management for Long Beach-based EmpowerCare, hired UC Irvine student Yajaira Ramirez through the Pacific Gateway Workforce Investment Network's Youth Jobs Program. Pacific Gateway covered her wages while she gained work experience and EmpowerCare benefited from her assistance around the office. (Photograph by the Business Journal's Larry Duncan)

■ By **SAMANTHA MEHLINGER**  
Senior Writer

With assistance from the Pacific Gateway Workforce Investment Network, Long Beach-based EmpowerCare has been able to increase workplace productivity while supporting the community by employing local youth. Administered by the City of Long Beach, Pacific Gateway helps meet employment needs of residents and businesses in Long Beach, Signal Hill, Torrance and Lomita.

EmpowerCare, located on Spring Street, is a care management and care coordination company for local seniors and disabled adults who have recently been hospitalized or in a care facility. EmpowerCare helps these individuals transition back into independent living in their own homes, according to La'Keisha Phillips, director of case management and social services.

The business employs independent contractors to go out to clients' homes for consultation, but there are few employees working in the office. "We are basically always looking for help," Phillips said. She first found out about Pacific Gateway through a colleague about four years ago. "Obviously, being a small business and women- and minority-owned, we didn't have a lot of resources," Phillips said.

When EmpowerCare needs extra help around the office, Phillips simply calls Pacific Gateway, explains what she needs, and the organization sends over resumes of qualified candidates. Primarily, EmpowerCare has employed students through Pacific Gateway's Youth Jobs Program, which covers youths' wages while they gain around 100 hours of work experience.

"The biggest needs we had were organizing files and answering the phones," Phillips said. Workers hired on through Pacific Gateway have also helped the business gather information about local resources available to their clientele. "Believe it or not, seniors and disabled adults don't necessarily know what could be down the street in terms of what types of resources are available," she explained. "That's where we come in, and that's where the Pacific Gateway students have helped us."

EmpowerCare is currently employing a third-year University of California, Irvine student, Yajaira Ramirez, through the Youth Jobs Program until she goes back to school. She fulfills duties others in the office might not have time for, such as entering client information into the company's database, composing letters, scheduling meetings and more.

In a small business with few employees, having someone to accomplish these tasks frees Phillips to focus on other matters. Without Ramirez's help, the work she has been doing might not have been completed for another month, Phillips estimated. "She is the perfect candidate because she follows instructions, takes directions easily and writes down everything. I love that."

Phillips is so happy with Ramirez's work that she offered her a position at the business, although Ramirez could not accept it because her university is too far away. "I hate to see her go, but I told her, 'When you graduate in a year and a half, come back.'"

EmpowerCare plans to continue to use the Youth Jobs Program both to meet its employment needs and to provide local youth with work opportunities, Phillips said. "I have nothing but positive things to say about the program," she reflected. "I wish it were around when I was young." ■

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[www.pacific-gateway.org](http://www.pacific-gateway.org)

# HealthWise

## New Procedure Revolutionizes Treatment For Enlarged Prostate



By Jennifer Liu, MD

More than half of men over the age of 60 have an enlarged prostate, also called benign prostatic hyperplasia (BPH). This condition occurs when a man’s prostate gland grows larger as he ages. If a man has an enlarged prostate, it does not mean he has or will have cancer – it does not cause prostate cancer.

For men, urine flows from the bladder through the urethra. When the prostate is enlarged, it blocks the flow of urine through the urethra. The enlargement puts pressure on the urethra, which can cause some issues with urination.

**Symptoms of an Enlarged Prostate** – About one-third of men with an enlarged prostate experience some type of symptom. Symptoms of an enlarged prostate include:

- Weak/slow urinary stream
- Feeling of incomplete bladder emptying
- Difficulty starting urination
- Frequent urination
- Urgency to urinate
- Getting up frequently during the night to urinate
- Straining to urinate

**Diagnosing an Enlarged Prostate** – Depending on your symptoms, a man’s physician will pick different tests, including:

- Digital rectal exam to check for prostate enlargement
- Lab tests of urine and blood
- Ultrasound
- Urine flow study
- Cystoscopy (a thin tube inserted in the penis to evaluate the urethra and bladder)

**Treating an Enlarged Prostate** – Cutting down fluids, including alcohol and caffeine, is one of the most common things men can do to alleviate some of their symptoms.

A patient’s physician will prescribe the right medication to treat the patient’s individual needs. If necessary, a physician may prescribe a combination of medications. In some cases, surgical intervention may be necessary.

Medications and surgery are the traditional methods for treating an enlarged prostate, but new technology has opened the door for new options.

**New Treatment Option – HoLEP** – Recently, a new procedure became available to treat an enlarged prostate. Holmium Laser Enucleation of the Prostate (HoLEP) uses a laser to remove the obstructive portion of the prostate. It is similar to prostate surgery, but does not require incisions. It is a more effective and less invasive method for removing prostate obstructions.

**Talk to A Physician** – If a man thinks he is suffering from an enlarged prostate, it is important for him to speak with his physician. His physician will be able to perform the necessary tests to officially diagnose an enlarged prostate. Then, he will decide the appropriate treatment option for each man’s unique needs.

*(Jennifer Liu, M.D., is a urologist at Long Beach Memorial )*

# Effective Leadership

## Four Ways Being ‘Average’ Leads To Happiness



By Mick Ukleja

Rarely have I heard anyone say to me, “Have an average day.” We have been programmed to believe that average is substandard. “Exceptional” has become the “new” average. Facebook depicts one exceptional life after another – all bliss – no downside – frozen in time. We are fooled even further by not realizing that the pictures posted on Facebook and Instagram are the highlight reels, and not the backstage drama.

A world where everyone is trying to be “exceptional” has some side effects.

One effect is an increase in felt failure. If everyone is exceptional then exceptionality, by its very definition, becomes commonplace. It takes a pretty big load of denial to feel exceptional in a room full of exceptional people

Another side effect of being exceptional is loneliness. Deep down inside folks know they are just an average human being. The truly exceptional often recognize this more than those observing them. Striving for exceptionality can set us up for isolation and estrangement from our peers. We can do this by trying to hide our humanness. Posting and posturing are self-inflicted curses.

As contradictory as it may sound, reframing our need to excel leads to excellence in living – and just happens to be the key to happiness. We reframe it by realizing that excellence starts on the inside – it’s an inside out job.

Here are four truths that help keep us going in the right direction – from the inside out.

1. Your beauty is more than skin deep. Real beauty starts beneath the skin. We appreciate external beauty, but over time we tire of it. Yet we do not tire of a person’s kindness, honesty, energy, sense of humor, and positive approach to life. Inward growth makes our outward imperfections less relevant. Physical beauty attracts us, but does not hold us. Appreciate it without getting attached to it.

2. Your contentment does not go beyond what you give. The contentment you feel is in direct proportion to what you give. As humans we are designed to give. When we have a gracious attitude toward others we become more human – more average – and the result is more happiness. It’s counterintuitive.

3. Your soul is poisoned by bitterness and envy. Life is

brief. Wasting time on the drama that comes from slights – perceived or real – is counterproductive. Being bitter or envious is like drinking poison and expecting the other person to die! It’s an inside out job. Cleaning out this clutter frees your soul to soar.

“You don’t have a soul. You ARE a soul. You have a body.” – C.S. Lewis

4. Your greatest gift is your present. Living in the past or future is setting yourself up to miss your precious moments. Regrets from yesterday and anxieties about tomorrow wastes energy needed for today’s activities. Anxiety is a thought-created experience and not an experience-created thought. Check the way you are thinking. Remember that today’s energy will take care of tomorrow and the past doesn’t care.

External comparison and conformity – outside in thinking – lead to anxious feelings and frenetic activity. This tempts us to pose as something other than our authentic self – our average self.

Practicing these four mindsets will help you be an authentic, average human being – deeply engaged and fully alive! And this is what makes you beautiful.)

*(Mick Ukleja keynotes on topics related to leadership and personal productivity. He’s president of Leadership-Traq, and author of several books. His clients have included Fortune 500 corporations and nonprofit organizations. Check his weekly blog at [www.leadership-traq.com](http://www.leadership-traq.com).)*

# Small Business Dollars & Sense

## Are You Aware Of The EMV Liability Shift



By BEN ALVARADO

Have you heard about the impending EMV (EuroPay, MasterCard, Visa,) chip card conversion? If not, you’re not alone. In fact, a recent Wells Fargo/Gallup survey revealed only 49% of business owners who accept point-of-sale card payments are aware of the impending liability shift coming this October. To put this industry shift into perspective, according to Visa and EMVCo studies, card-present fraud in other countries was reduced by 84% with EMV implementation. Since converting to EMV chip technology, there has been a 69% decrease in card-present fraud in the U.K., 80% decrease in Brazil and 84 % in Malaysia.

**What is EMV chip card technology and why is it more secure?** – EMV chip card technology helps protect consumers and merchants against counterfeit fraud by encoding cardholder information within an encrypted microchip that changes with every transaction. This makes EMV chip-enabled cards more difficult to counterfeit than traditional magnetic swipe cards. Most issuers also may require either a PIN or a signature for additional cardholder authorization, making card-present transactions even more secure.

**What changes on October 1?** – Today, credit card companies are liable for credit and debit card fraud on card-present transactions. On October 1, the liability for fraud will shift. Beginning then, the party, either the card issuer or merchant, who does not support EMV, will assume liability for counterfeit card transactions that occur.

**What are the benefits of switching to EMV?** – There are many upsides to EMV and if you own a business that offers card payments to customers, transitioning to EMV technology could hold numerous benefits for your business including:

- Reduced risk of fraud. Upgrading to an EMV-enabled payment system may prevent your business from becoming a target, as card fraudsters likely will concentrate on merchants that have not upgraded to EMV.
- Fewer financial risks. Merchants who do not accept an EMV chip card when presented may be liable for any resulting fraud and related costs.
- More methods of payment. Most EMV equipment can accept NFC (near field communication) contactless payments, enabling you to accept mobile payments from your customers with smartphones.

**What do small businesses need to know?** – In short, now is the time for business owners who offer point-of-sale (POS) card payments to assess the payment options and make sure they are prepared for the liability shift. If you don’t have EMV-enabled payment equipment, talk with your payment provider about upgrade options. Your business may require a simple software update or additional peripheral, such as an EMV-compatible PIN pad, or you may need a new terminal or POS system. In addition to upgrading, it’s also important to stay up-to-date on the latest developments, laws and programs surrounding payment card fraud.

While the liability shift may mean new technology, different processing, and additional costs for many businesses, card fraud is expensive. If your business is liable for card fraud, it could make a significant impact to your bottom line and reputation, and lead to lost time and money disputing fraudulent claims. So even though switching to EMV technology may seem cumbersome, continued reliance on less secure, magnetic stripe technology isn’t worth the risk.

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

# Realty Views

## Overseas Money Going After American Housing



By **TERRY ROSS**

Wall Street has been on a roller coaster ride of late and it is no secret that the reason behind the wild fluctuations has been the economic instability of countries such as China, where the stock market there is influencing investors in the U.S. and in many other countries around the world.

But, while this has been a cold shower for many stock investors, the flip side of this turmoil is doing just the opposite for real estate in this country – specifically high-end homes in key markets across our country, where foreign investors are pouring their cash into housing investments to protect their money from the financial turmoil in their own countries.

Although not entirely due to foreign investment, the median price of all types of homes across the U.S., according to the National Association of Realtors (NAR), jumped 5.6 percent in July from a year earlier to \$234,000 – a level 1.7 percent above the June 2006 peak, prior to the bubble that burst.

And, while a slowly recovering economy also has something to do with increasing home prices, the fact remains that billions of Chinese dollars are flowing into residential real estate in this country because of the political and economic instability in that country and the growing concerns by the wealthy there that the bubble may burst.

“For economic and political reasons, Chinese investors want to protect their wealth by diversifying their assets by buying U.S. real estate,” said William Yu, an economist at UCLA’s Anderson Forecast. “The best place for China’s smart money to invest is the United States.”

In the 12-month period ending March 2015, buyers from China have for the first time ever surpassed Canadians as the top foreign buyers, plowing \$28.6 billion into U.S. homes, at an average price of \$831,800, according to the NAR. In dollar terms, Chinese buyers accounted for 27.5 percent of the \$104 billion that foreign buyers spent on U.S. homes. They are hedging their bets to protect their wealth . . . and more.

“China’s economic elites have one foot out the door, and they are ready to flee en masse if the system really begins to crumble,” explained David Shambaugh, professor at George Washington University.

China has capital controls in place to prevent this sort of thing for the average guy. But Yu said there are ways for well-connected Chinese to

transfer money to the U.S., particularly those with business relationships in Hong Kong or Taiwan.

In overall percentage terms across the country, foreign investment is not a huge piece of the pie. According to NAR, foreign buyers purchased 209,000 homes over the 12-month period, accounting for 4 percent of existing home sales, but in terms of dollars, their purchases amounted to 8 percent of the volume – showing that they are going for pricier homes. In the majority of U.S. states, foreign buyers account for 3 percent or less of home sales, but in specific markets that foreigners gravitate towards, the percentages are much higher, such as in Florida (21 percent), California (16 percent), Texas (8 percent) and Arizona (5 percent).

And, according to analysts and brokers in those areas, foreign money is certainly driving prices up for the higher-end homes and even spurring new construction to meet this need. For example, in Arcadia, California, where it is estimated that 80 percent of the new buyers are Chinese, the median home price in one zip code was \$1.28 million in May, up 18.5 percent from a year earlier, according to research firm DataQuick.

Chinese buyers bought 32 percent of homes sold to foreign buyers in the state, double the share sold to Canadians, according to an April survey by the California Association of Realtors. About 70 percent of international buyers pay cash, the survey also showed.

Foreign countries other than China are fueling various markets as well. In addition to California, New York City and Florida appear to be preferred safe havens for foreign money. In Manhattan, one appraiser estimates that 15 percent of all housing transactions are with foreign buyers, and in Florida offshore money accounts for 25 percent of all real estate sales, twice as high as in California, according to a joint report by the Florida Realtors and NAR. In 2014, foreigners gobbled up 26,500 properties for \$8 billion. Based on data by the Miami Downtown Development Authority, offshore money powered 90 percent of residential real estate sales in downtown Miami. Brazilians are among the top buyers in South Florida’s luxury condo market, largely because they are fretting over the economy at home and current government policy. Miami Beach has seen a huge influx of these buyers; according to NBC, they own nearly half of the condos in one South Beach development.

Other nationalities are also playing a big role in U.S. residential sales, including Canadian snowbirds and the Japanese, who are increasingly worried about their government’s dedication to resolving its insurmountable debt problem by crushing the yen. So, while the U.S. stock market continues its wild ride, the flood of foreign capital to a relatively stable U.S. housing market continues to push prices in some markets to new heights.

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

# Trade And Transportation

## The Value Of Research



By **TOM O'BRIEN**

While Labor Day marks the traditional end of the summer season and the start of the academic year, the fact is that the university is a year round business. More and more students use the summer to complete needed coursework; and in the world of continuing education and professional development, which is central to the mission of a state university like CSULB, academic calendars don’t matter. When, where and how we deliver programs is dictated by the needs of the customer.

Research is also a year-round business. And the contributions of your home town university in this area are significant. This is particularly the case with regard to trade and transportation. I’m proud to say that over the past two years, CSULB’s Center for International Trade and Transportation (CITT) has added three new affiliated research centers and secured \$500,000 in new funding opportunities for faculty research and student employment opportunities on our campus.

Since 1998, CITT has partnered with the University of Southern California to run the METRANS University Transportation Center (UTC), which is a U.S. Department of Transportation (DOT) designated university transportation center with a mission to undertake research, education, and outreach in the area of metropolitan-wide transportation. Caltrans also provides research support to the Center.

In 2013, CITT became the Long Beach home for two new research centers: the U.C. Davis-led National Center for Sustainable Transportation which produces research that directly supports the efforts of policy makers and professionals to improve the sustainability of the transportation system; and MetroFreight, a Volvo Research and Education Foundations Center of Excellence in Urban Freight based at the University of Southern California. MetroFreight’s focus is on the “last mile” of service delivery, a topic of key concern to our region which is a gateway for international trade.

In 2014, CITT was awarded a fourth center, the Federal Highway Administration’s Southwest Transportation Workforce Center (SWTWC) covering eight states – California, Arizona, Nevada, New Mexico, Utah, Colorado, Oklahoma and Texas. SWTWC is undertaking research in transportation labor market analysis.

The criticism of university-based research is that it is conducted in the “ivory tower” with, at best, little real world implication. At worst, critics fear that research conducted in a vacuum can be used to support the development of policy and regulatory measures that result in unintended – and negative – consequences for residents and businesses alike.

But university research does play an important role in areas like policy analysis and technology advancement in part because of the peer review process which is designed to protect the integrity of the research in the first place. This often results in a slower process than many would like. Many would argue that research is rarely timely enough to do any good. But a well-designed research program with fully vetted findings can help to inform the discussion that occurs outside of the walls of the university.

This fall and winter, some of the newly funded research projects on our campus will address topics of vital importance to the local trade and transportation community.

These include optimization methods for chassis processing, transportation network resiliency, and truck route characteristics. While some of this work is what is referred to as pure basic research designed to further our knowledge, much of it is applied to real world problems. Policy analysis for example that investigates the development and outcomes – often unintended – of policies, programs and legislative measures can help provide lessons for those interested in designing similar measures.

This can include agencies like Caltrans and USDOT which fund research in part to allow them to perform at a higher level. Their return on investment is realized, for example, through tests on the strength of pavement materials and by research-driven data on freight mobility patterns that make statewide infrastructure investments easier to justify. Economic cost-benefit analyses are another useful tool. And we shouldn’t forget the value of historical research that provides insight into long-term transportation trends. All of this knowledge benefits industry too.

A successful research agenda pays off in the classroom as well. It provides opportunities for our students to learn and to apply their knowledge in ways that prepares them for the workplace. It also develops critical thinking skills and writing skills that pay dividends for employers later on.

So while criticisms of university-based research are often valid, the research process contributes much to our understanding of how society, including industry, works. The support of our partners in gathering data and reviewing our findings helps ensure that the work we do has value outside the ivory tower.

*(Dr. Thomas O'Brien is the executive director of the Center for International Trade and Transportation at CSULB and an associate director for the METRANS Transportation Center, a partnership of USC and CSULB.)*

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# ART MATTERS in the New Long Beach Civic Center

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

**P**laygrounds that are functional works of art, landscape lighting that's also an art installation, artist images projected on the sides of new LEED-certified government buildings and public art RFPs weighted toward Long Beach artists – these are a few of the suggestions proposed by members of the arts community at the latest public meeting to discuss the plan for an entirely new Long Beach Civic Center. This meeting, hosted by the Arts Council for



Long Beach as part of its monthly Open Conversations series, gleaned input from the arts community about how the Civic Center's developers Plenary/Edgemoor can incorporate art throughout the multi-block development. Jeffrey Fullerton, director of Edgemoor Infrastructure and Real Estate, showed the current layout and design for the nearly 16-acre site, which already includes some opportunities for art and artistic elements. The meeting was one of the more than 75 community outreach events Plenary/Edgemoor has participated in so far.

"We look at this as a long term project," Fullerton said, noting that they are still in the information-gathering stage. "We want to put infrastructure and plans in place now that will support arts programs for a long timeline that are sustainable and incorporated into the community."

Plenary/Edgemoor's vision for a new Civic Center was chosen out of the three finalists by the Long Beach City Council in December 2014. Its large public space, which includes a re-imagined Lincoln Park complete with a flexible outdoor event venue, was a driving force in their plan.

The City's request for proposals mandated that the new Civic Center accommodate the relocation of several monuments and historical el-

ements, including the bronze statue of Abraham Lincoln. Plenary/Edgemoor's public space includes a Cultural Loop and Historic Walk that will serve as a foundation for additional art elements that can be incorporated throughout the six-square-block complex.

The Cultural Loop works as a spine that wraps through the park and into the library with stations located along it. The Historic Walk runs east-to-west and will include many of the memorial elements mandated by the RFP. Thanks to community input, the events space has already been read-

justed to accommodate two mid-sized events simultaneously as well as one 11,000-capacity performing arts event.

"The public space is the platform for the art, whatever form that art may take — installations, performances and more," Kelly Sutherlin McLeod, the project's local architect, said. "We're building the infrastructure, and we want to see ownership from residents throughout the city, including the arts community."

Despite not having a specific public arts budget, the meeting brought dozens of new, creative ideas to the Plenary/Edgemoor team.

As far as the Arts Council is concerned, every part of the new Civic Center can include art, from the lobbies of City Hall and the Port of Long Beach headquarters to turning the sidewalks and benches into works of public art themselves. The art community was also asked if they would be interested in having a dedicated commercial space, like a gallery, as part of the development's proposed retail elements.

"We got a lot of good feedback from the Arts Council meeting and it's a great start of a conversation," Fullerton said.

Construction on the Civic Center will begin June 2016 with a three-year timeline to complete City Hall and the Port headquarters. Phase two, which includes the new Main Library, Lincoln Park and the public space, is slated to complete in 2020-21. ■

# CSULB Opens Dynamic Exhibit on the Intersection of Public Art, Industry and Technology

■ By **BRIAN TRIMBLE**  
University Art Museum Director

**T**hrough December 13, the University Art Museum at California State University, Long Beach presents *Far Sited: California International Sculpture Symposium 1965/2015*, an archival exhibition that explores the first International Sculpture Symposium held in the United States and the nine monumental modernist works realized during the summer of 1965 on the CSULB campus. That 1965 symposium captured the attention of the art world across the country and internationally.

The brainchild of Sculpture Professor Kenn Glenn, *The California International Sculpture Symposium* was a significant undertaking in the history of U.S. public art. Not only was it the first sculpture symposium held in the country, it was also the first to occur on a college campus and the first large-scale initiative to partner artists with industrial partners in an exploration of new materials and technology.

Like most of the symposium sculptors, Israeli artist Kosso Eloul used materials and techniques that were not only new to him but also had not been generally used by artists anywhere else. In order to resolve the issue of bonding stainless steel to other metals, Eloul worked with specialists in space technology, particularly Leo Gatzek, consultant for the Apollo and Saturn lunar vehicles at North American Aviation. Canadian artist Robert Murray worked with Bethlehem Steel in the Port of Los Angeles to construct his immense steel slab construction, *Duet: Homage to David Smith*, a tribute to the artist who died that same summer. Artist Piotr Kowalski, who represented France at the symposium, also worked with North American Aviation in a process of experimental explosion forming of his sculpture, *Now*.

The artists' work was not limited to the campus. Each artist also completed prints related to their sculptural work with legendary Tamarind Lithography and met with art and community organizations across Southern California.

*Far Sited* includes original artwork from symposium artists, archival documents, period photographs and historic media to fully explore what transpired during the 1965 symposium. The exhibition highlights the careers and accomplishments of the participating artists and examines the long-standing legacy and significant influence of the event on art, design, architecture and technology from both a local and international perspective.

Since 1965, the Outdoor Sculpture Collection has grown to twenty-six works. The collection is an integral aspect of the CSULB campus, which is known for its modernist architecture by campus master planner and Case Study House Architect Edward A. Killingsworth (1917–2004).

The Far-Sited exhibition offers an opportunity to explore an important part of history that belongs to Long Beach but extends far beyond. We hope you will join us. ■



Installation of Piotr Kowalski's *Now*, 1965

## Gallery Corner

The Growing Experience Urban Farm is a seven-acre urban farm located in North Long Beach. On Saturday, October 24 from 10 a.m.–6 p.m., the farm will transform into a sustainability celebration called Dia de los Verdes. This multifaceted event is a spin on the traditional Dia de los Muertos, a day to remember loved ones through celebration and creativity. Dia de los Verdes aspires to create a day to remember and celebrate the planet. There will be altars created by local artists and organizations, music, food, yoga, fun workshops and farm tours. The event is a collaboration between Green Long Beach, Squeeze Art Collective, Mixt Media Arts and the Growing Experience and others. The farm is located at 750 Via Carmelitos, Long Beach, CA 90805, and the event is free to the public.



Creating Safe Enriching Spaces and Places for Kids to be Kids



Andrea M. Sulsona,  
Executive Director  
YMCA of Greater  
Long Beach  
Early Childhood  
Education

"I knew I had to find a better place for her to stay after school, while my husband and I worked," Florisela Orozco shared about her daughter Jasmine. "She was in a childcare situation that wasn't appropriate with bad influences. There were no activities. Homework wasn't getting done. The TV was her babysitter."

For low income children across our nation, this is the unfortunate reality that results in negative outcomes such as teen pregnancy, gang involvement, and dropping out of high school. Through afterschool programs like the one Jasmine attends at Stevenson Elementary school in Downtown Long Beach, thousands of youth in the Greater Long Beach area are cultivating the values, skills and relationships that lead to much different and better outcomes including positive behaviors, better health, education and academic achievement.

For kids like Jasmine, afterschool programs are like a second home, they offer a safe place where children can get the extra support and guidance to keep them on the right track. When the school day ends, continued learning can have a positive influ-

ence on how well youth perform in school. According to Alvaro Rodriguez, Director of Afterschool Operations, when kids attend afterschool programs at the Y, they improve their study habits and reading skills, build healthy eating and physical activity habits, and gain exposure to the arts, STEM (science, technology, engineering and math), global learning and more.

Families of youth in afterschool programs feel more informed and included in the program and in their child's development. "The YMCA has been life changing," said Mrs. Orozco, "It has changed Jasmine, it has changed me, and it has changed our whole family. My husband and I would never be able to afford these experiences that the Y has created. These memories don't just last a day, or a month, they last a life time." Afterschool programs offered by the Y align with children and teens' interests, perspectives, ideas and customs in an effort to help them feel valued by peers and staff through daily leadership opportunities.

The results of afterschool programs are undeniable. Over six years ago, Lorena Retano was a little girl from the Willmore City/Drake Park Historic District attending the Y-WRAP after school program at Stephen's Middle School. She did not connect with the crime and violence that plagues the area and instead enrolled in the Youth Institute, a year-round afterschool program

that uses technology as an integral mechanism for promoting positive youth development and developing pathways to post-secondary education and career readiness, for low income, culturally diverse urban high school youth. Lorena credits the Youth Institute for providing a positive place to learn and grow socially and emotionally. She also says that the skills learned at the Y gave her the tools to go above and beyond in her classwork. This June, Lorena graduated from Renaissance High School with honors at nearly the top her class with a 4.11 GPA. She was accepted into every college she applied to and this fall began her studies at UC Barbara, the first in her family to attend University.

California's investment in afterschool programs is remarkable. Bob Cabeza, Vice President of Community Development at the YMCA of Greater Long Beach & Change Agent Productions, shared, "California spends more on academic afterschool programs that the other 49 states spend combined!" In 2002 the State of California placed Proposition 49 on the ballot, heavily pushed and backed by then Governor Arnold Schwarzenegger, for before and after school programs, resulting in an additional annual state costs of up \$500 million for after school programs. Since the funding was passed through the initiative process, "general funds are permanently earmarked for this pro-

gram and cannot go away like many other categorical funding sources" said Cabeza.

The passing of California Proposition 49, increases state grant funds available for before/after school programs, providing tutoring, homework assistance, and provides priority for additional funding to schools with predominantly low-income students.

Nonprofit News

Welcome to.....

**Samana Budhathoki,**

Power4Youth Match Supervisor.

The nonprofit leaders of the Leadership Long Beach Class of 2016: **Adam Anderson**, Kingdom Causes; **Jason Lehman**, Why'd You Stop Me; **Marcos Lopez**, Habitat for Humanity; **Sarah Soriano**, Young Horizons; **Andrea Sulsona**, LB YMBC.

Congratulations to.....

Project ECHO was selected to be featured in C-Suite Quarterly's October magazine as one of Los Angeles' top charities that executives should get to know.

**Marcelle Epley**, LBCF CEO, recipient of the Long Beach Rotary's President's Award for the 2015 Rotarian of the Year.

And.....

Shared Science, in partnership with Long Beach Community College, will be part of the City of Long Beach's Kindergarten to College Pipeline with its new STEM after school program at 10 schools in Long Beach.

Capacity Corner:  
Upcoming Calendar of Events

From the Nonprofit Partnership

Supervising Skills for Success

Wednesday, September 16, 2015, 9:00am-4:00pm

This workshop will help you learn tips and tools to excel in supervising others. Learning take-aways include: role exploration; identifying factors that lead to success; addressing challenges; communication and motivation methods.

Evaluating the Executive Director

Thursday, September 17, 2015, 1:00-4:00pm

This interactive workshop will explore the steps to create an effective performance review tool and process, develop performance standards, and ensure a value add feedback system.

Meet the Funder – A Conversation on Capacity Building

Tuesday, September 29, 2015, 8:00-10:00am

This special session is designed to provide nonprofit professionals with an opportunity to meet and have conversations with a panel on capacity building. Join us for the exciting opportunity to hear from the funders and nonprofits themselves about best practices to advocate for capacity building support!

From our Partners

Leading Change Summit

September 13-26, 2015

The Leading Change Summit is for nonprofit leaders and changemakers who are invested in their work and their mission. It is designed to help form ideas and create a real path forward. For more info, visit: nten.org.

State of the Nonprofit Sector

Tuesday, September 15, 2015 FREE WEBINAR

Over 5,000 organizations from across then nation shared about their opportunities, challenges and financial realities in the Nonprofit Finance Fund's 2015 State of the Nonprofit Sector Survey. For more info, visit nff.org.

Afterschool by the Numbers

- Participation in afterschool programs are on the rise with 18 percent of children participating in an afterschool program
- 23 percent of families have a child enrolled in a program
- Yet, 11.3 million children across the US are without supervision between the hours of 3 and 6 pm
- 3 percent of elementary school children and 19 percent of middle school children are looking after themselves
- Approximately 41 percent of children not currently in an afterschool program would be enrolled if one were available to them
- Afterschool programs help working parents according to the study
- 83 percent of parents of children in afterschool programs agree that afterschool programs help working parents keep their jobs

Afterschool Alliance's 2014 America After 3PM National Report



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