

Inside This Issue



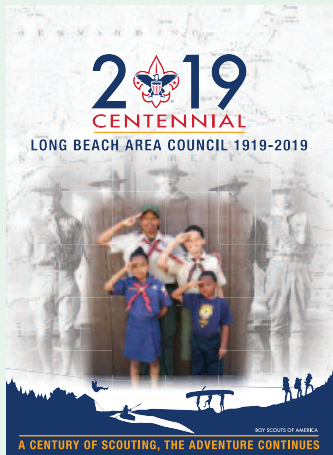
The Executive . . . CEO Dan Salas
Page 3



Grants Help Port Transition To Zero-Emission Technology
Page 8



Building A Better Long Beach: City Ventures' Huxton Townhomes
Page 10



Celebrating Its Centennial
See Center 12 Pages

- 2 PortSide
- 6 Going Green
- 10 Real Estate & Development
- 10 Realty Views
- 13 Newswatch

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Annual Focus On Carson – Pages 19-32



Dignity Health Southern California VP of Operations Julie Sprengel, left, and Dignity Health Sports Park General Manager Katie Pandolfo stand inside the sport park's stadium, which is home to the L.A. Galaxy of the Major Soccer League and the Los Angeles Chargers of the National Football League. The complex includes the 27,000-seat stadium, an 8,000-seat tennis stadium, a track and field facility and a velodrome. Dignity Health, whose system stretches throughout California and into Arizona and Nevada and includes St. Mary Medical Center in Downtown Long Beach, recently became title sponsor of what was previously the StubHub Center. (Photograph by the Business Journal's Brandon Richardson)

Long Beach Restaurateurs Remain Hopeful, Despite Prominent Closures

By **ALENA MASCHKE**
STAFF WRITER

Judging by the numbers, the restaurant industry continues to play a significant role in the economy, both in California and nationwide. According to the National Restaurant Association, 10% of all workers both on a state and federal level, were employed

in restaurant and foodservice jobs in 2018. For California, that meant 1,768,100 jobs. By 2028, the association expects this share of the California workforce to grow by another 176,200 jobs.

In Long Beach, however, the past year has brought on a slew of restaurant closures. At least 17 restaurants closed their doors in the past year, including short-

lived health food eatery The Organic Fork, Big Mista's Barbecue, Russo's of Naples, Seoulmate, Forbidden City and French bakery Babette's Feast.

"It just came to a point where for us, [when] Long Beach wasn't really catering to mom-and-pop type businesses like they used to," Neil "Bigmista" Strawder told the

(Please Continue To Page 13)

Logistics Giant NFI Leaving Port Of L.A. Amidst Sweeping Changes In The Trucking Industry

By **ALENA MASCHKE**
STAFF WRITER

After months of negotiations with the Los Angeles Board of Harbor Commissioners, California Transload Services, LLC, which encompasses the operations of Long Beach-based California Cartage and its parent company

NFI Industries at the Port of Los Angeles, announced that it will be leaving the port.

On January 24, a vote by the board of harbor commissioners finalized a settlement with the company requiring it to vacate its Wilmington facility within six months. "This is a very sad day for Cal Cartage, our employees, our customers and the Wilming-

ton community," Sid Brown, CEO of NFI, said in a press statement released a week prior to the board's final vote.

The company has been under pressure from labor unions and local politicians to address questions about the classification of workers, especially truck drivers, as contractors rather than employees.

(Please Continue To Page 14)

Mayor Garcia Highlights Top Issues

Urges City Action On Homelessness, Housing And Community Hospital

By **SAMANTHA MEHLINGER**
EDITOR

At his fifth annual State of the City address, Mayor Robert Garcia highlighted accomplishments of his tenure and described a positive momentum for the City of Long Beach. He also announced plans to address concerns of importance to the community, including rising housing costs, homelessness and the still-shuttered Community Hospital.

As Garcia noted, Long Beach and cities throughout California are contending with rising housing costs.

(Please Continue To Page 16)

Talking Tariffs Will The U.S.-China Trade War Continue, And Is It Worth It?

By **SAMANTHA MEHLINGER**
EDITOR

Both the Port of Long Beach and the Port of Los Angeles broke their all-time cargo volume records in 2018, as each of their executive directors detailed at their respective State of the Port events in late January. In 2018, the Port of Long Beach's cargo volumes increased by 7%, and the Port of Los Angeles's grew by 1.2%. Just how much of that growth is attributable to fervor among beneficial cargo

(Please Continue To Page 15)



Now I Fold My Clothes In Upright Stacks: The Subliminal Power Of Netflix

By Editor Samantha Mehlinger

Sitting on the bottom shelf of my IKEA bookcase lay a rejected copy of Marie Kondo's "The Life-changing Magic of Tidying Up." It had taken me a

solid half hour to find the little thing, which resembles the type of novelty book perpetually on sale on the register-adjacent racks at

(Please Continue To Page 17)

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PortSide Keeping Up With The Port Of Long Beach



As capital projects coordinator for the Port of Long Beach, Pear Utrapiromsuk is tasked with creating budget reports and forecasts for major capital improvement projects. Utrapiromsuk first joined the port as an analyst in 2012, after having worked at the City of Long Beach for about five years. She previously served as a project manager for the city's former redevelopment agency, as well as a budget analyst for the California Department of Finance. Now, as a member of the project controls division, she creates financial reports for numerous projects at a time. "On my part, the biggest challenge is just gathering all that information and making it into a format that is useful for other people [working on a certain project] to make good decisions," she said. "I'm learning a lot everyday and it's challenging, but it's also rewarding. There is a lot of opportunity to use my skills and I am grateful for that . . . It's a great place to work." Utrapiromsuk primarily spends her time gathering project information and crunching numbers at the port's interim administrative offices, and relishes the few moments she gets to visit project sites, such as Middle Harbor. "Seeing these big numbers and then coming out here and seeing it come to life is really cool," she said. "These projects are so huge – that is one of the gratifying things . . . being able to work at a place that contributes so much to the community, the country and the city."

Article and photograph by the Business Journal's Annette Semerdjian

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Professional services firm **Dewberry** has promoted **Rachel Vandenberg** to senior

vice president of its Long Beach office. She previously served as the firm's national director of ports and intermodal. Vandenberg has nearly 30 years of industry experience, encompassing a variety of multimodal projects. Her areas of expertise include port facilities, light-rail transit, streetcar systems, bus rapid transit and freight, intercity, high-speed and commuter rail. She has a bachelor's degree in civil engineering and a master's in business administration, and is a professional engineer in several states. . . .

Mayor Robert Garcia has appointed his former deputy chief of staff, **Daniel Brezenoff**, to serve as his senior advisor and to lead his office's efforts on housing and homelessness. Brezenoff worked as a clinical social worker in the Long Beach area for over 15 years. "There is no bigger challenge than housing and homelessness, and no bet-

ter person than Daniel to guide this work in the coming years. We are excited to have him back on the team," Garcia said. . . . **Debra Johnson**, deputy CEO of **Long Beach Transit** (LBT) has been recognized as one of 10 top transportation innovators by the Conference of Minority Transportation Officials (COMTO). She is receiving the recognition at The Celebrating Women Who Move the Nation Breakfast in Washington, D.C., on March 20. The honor is given to women "who have provided inspirational leadership by opening career pathways for women and for their extraordinary achievements in transportation," according to a statement from LBT. COMTO is a nonprofit dedicated to advocacy for minority professionals working in the transportation industry. . . .

Karen Rindone has been promoted to District 1 battalion chief of the **Long Beach Fire Department**. She is the first woman to serve as battalion chief for the department. In her new role, Rindone is assigned to the operations bureau. She first joined the department in 2004, and spent six years as a firefighter before becoming the department's first female engineer. In 2015, she attained the rank of fire captain. "I feel very fortunate to work alongside an elite group of men and women that serve in the Long Beach Fire Department," Rindone stated. . . . The Long Beach-headquartered wealth advisory firm **Halbert Hargrove** celebrates its 85th anniversary this year. The firm's Chief Operating Officer **JC Abusaid** said that there are plans to expand the firm for decades to come. Halbert Hargrove recently added four new hires to its Long Beach team: Wealth Advisors **Samantha Garcia** and **Vincent Birardi**, and Client Service Managers **Ariel Bolant** and **Katie Clapps**. It also added **Cheryl Burgmaier** as regional director of its Houston office. The firm has \$2.5 billion in client assets under management (AUM).



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Capt. Dan Salas, Founder & CEO, Harbor Breeze

■ By **SAMANTHA MEHLINGER**
EDITOR

Editor's note: Capt. Dan Salas founded Harbor Breeze Cruises in 2001 after spending years working on tugboats and tow-boats along the West Coast. The company started out with one vessel based in Rainbow Harbor, and now operates eight boats offering sea life tours, dinner and lunch cruises, harbor tours and special event bookings. Harbor Breeze has 45 employees.)

LBBJ: What was the idea behind Harbor Breeze Cruises?

Salas: Being on the ocean my whole life, I developed a strong respect for the sea. I was coming home from Catalina Island one day on my charter fishing boat, and I had a newborn baby and I was looking toward the future. I thought about what I wanted for my life and my brand-new family. . . . I saw an opportunity to take customers out to view the magnificent sea life we take for granted when we're fishing: the sea lions, the whales, the dolphins. Also, to see the large ships coming from all over the world, the barges, all the activity in the busiest port complex in the western hemisphere. I decided to take a chance and open a business in Long Beach. At the time, Rainbow Harbor had been open for about a year and a half, and there was nothing here. People told me . . . Long Beach was at the end of the Los Angeles River, it was always full of trash and there was no way I was going to make it with the tour business; that I was wasting my time. But I knew better. So, I went for it.

Our first day was January 1, 2001, and our first scheduled trip was at 12 o'clock. The weather was absolutely beautiful. We put our sign up and opened for business. . . . Not one person showed up. I went and stood at the parking lot and welcomed every person who walked out and told them, "Welcome to Long Beach. Our next sea life cruise today will be at 3 o'clock at Dock 2, if you're interested. We're going to take you out and look for dolphins and whales." At 3 o'clock, the boat was sold out. We were in business.

LBBJ: How have you grown the company over the years?

Salas: When I figured out that all you had to do is be personable, deliver what you say you're going to deliver and be reasonably priced, it was magic. The first six months in business were phenomenal; we were selling out. I decided I needed a bigger boat. . . . I upgraded to [a boat purchased from a San Francisco company] which took the first tourist ever to Alcatraz. . . . I named it after my daughter, Christina. It carried 200 passengers. I started daily harbor cruises, 364 days a year, rain or shine. . . . We acquired another vessel, a dinner cruise boat called The Caroline, named after my first daughter. Then, in 2003, I bought a company in San Pedro called Los Angeles Sightseeing Cruises, and their website, 2seewhales.com. . . . Our business exploded. We took one of their vessels, and that became our dedicated full-time whale watching and dolphin cruise boat. It carried 150 passengers. Business continued to grow.

In 2004, during one of our whale-watching trips, I saw my first blue whale. It was the most amazing creature I had ever seen. I said, "If I had a faster boat, I could start blue whale-watching trips." I discovered a company in Seattle, Washington . . . that builds catamarans for humpback whale cruises. After the 2004 season, which was very successful for us, I flew to Seattle and gave the owner of the boat-building company a check for \$100,000. I didn't have a clue how I was going to pay for it. . . . Lo and behold, after mortgaging my house, borrowing money from friends and doing whatever it took, on July 4, 2005, we had a brand-new boat and we were in the blue whale business. It was a 20-knot, modern boat with stadium seating. I called it The Christopher after my newly born son.

LBBJ: What would you say makes Harbor Breeze Cruises unique to other charter vessel and sea life tour operators?

Salas: Since the day we started Harbor Breeze Cruises we have always looked toward the future to modernize and provide a better service for our customers. We were the first company to build ramps so we could get people who had mobility issues on our boats. We developed key partnerships, such as with the Aquarium of the Pacific. Each of our whale-watching tours is guided by an educator from the Aquarium. We have worked with NOAA [the National Oceanic and Atmospheric Administration] gathering vital information on the



Capt. Dan Salas is pictured next to his newest vessel, the five-deck, American-made Sir Winston, which can accommodate up to 500 passengers for special events. (Photograph by the Business Journal's Brandon Richardson)

"It's not about money. It's about doing something that you believe in. . . . Any profit that comes will be a byproduct of your hard work and your dedication. You have to absolutely in your gut believe what you're doing is the right thing. From that, the benefits will come."

habits of whales. The data we with the Aquarium collected actually moved the shipping lanes out a few miles further to not interfere with the blue whales' feeding grounds.

LBBJ: The tourism industry is one of the first hit in a recession because it's largely fueled by discretionary income. How have you navigated tough economic times, and could you do it again?

Salas: During the last recession we didn't know what to expect. . . . We actually grew by 15%. We figured out later that the people who were struggling, who didn't have the funds to go to Disneyland or go see a movie or go out to a nice restaurant, would gravitate towards the water for peace and tranquility. . . . We had reasonably priced tickets. It was \$10 for an adult, \$5 for children. People took advantage of that. They didn't have money to spend, so they enjoyed something that didn't cost them much.

LBBJ: You've been a long-time local. How have you seen Long Beach change over the years, and have those changes been to the benefit of your business?

Salas: When we started in 2001, I believed in Long Beach. The Navy base was just closing. Ocean Boulevard was still a little rough. You couldn't go very far inland from downtown; you'd be taking your chances. Today, Long Beach is amazing thanks to what Mayor Beverly O'Neill started and Mayor Bob Foster kept going. Now Mayor [Robert] Garcia has carried the torch to make Long Beach a world class destination. The folks at the Long Beach Convention & Visitors Bureau led by Mr. [Steve] Goodling have championed Long Beach, which is now getting recognition worldwide. . . . We're very proud, fortunate and appreciative to represent the City of Long Beach to tourists. We take that seriously because of all the hard work everyone has done to build what I would call a world class city. . . . The future looks bright in Long Beach. You can drive around anywhere in this town and see growth and opportunity.

LBBJ: If a startup CEO were to ask you for your most important piece of business advice, what would you say?

Salas: It's not about money. It's about doing something that you believe in. . . . For us, it's about providing a service to our customers, keeping our customers safe, and believing in our product. Any profit that comes will be a byproduct of your hard work and your dedication. You have to absolutely in your gut believe what you're doing is the right thing. From that, the benefits will come.

LBBJ: What are some traits or skills every executive should strive to cultivate?

Salas: Honesty, integrity, reliability, dependability, compassion, giving back, sharing your mistakes, sharing your accomplishments and passing it on.

LBBJ: Are you pleased with the development of the waterfront, or is there more the city could be doing?

Salas: The city has been on track with the waterfront. They've done a fantastic job. . . . The water quality since we have been here in the waterfront has improved tremendously from when we first came to Long Beach. But we always need to work harder and improve. We have a lot of work to do. For too many years, we have taken the ocean for granted, and now we need to work to give back and protect the ocean for generations to come.



City of Long Beach Economic Development Officer Seyed Jalali and Start It Up CEO Goli Ameri are pictured at the Long Beach City Civic. Prior to her career in the private sector, Ameri served as the U.S. assistant secretary of state for educational and cultural affairs and the U.S. representative to the United Nations under George W. Bush. (Photograph by the Business Journal's Brandon Richardson)

Growing Long Beach Is Presented In Partnership With The Long Beach Economic Development Department

City Partners With Tech Company To Develop App For Small Businesses

■ By **ALENA MASCHKE**
STAFF WRITER

The City of Long Beach has joined forces with a Pasadena-based tech company to deliver mentorship and assistance to small business owners and entrepreneurs planning to start businesses in Long Beach. Together, the city and its partner, Start It Up, are developing an app that connects local entrepreneurs with experienced mentors who can guide them through the at times arduous process of starting a small business.

To jumpstart the project, the city invested \$25,000 from its Innovation Fund into the development of the app, according to Economic Development Officer Seyed Jalali. "This was very unique," Jalali pointed out. "We like to see it as an example of how government can act as an investor."

After several months of testing and reviews by the first round of mentees, Start It Up and its Long Beach partners, which include Long Beach City College's Small Business Development Center and several local business improvement districts, are now looking for 60 more budding businesses to fill the remaining app subscriptions purchased by the city.

The app, which is subscription-based, works as a pocket coach for entrepreneurs, Start It Up CEO Goli Ameri explained. "Oftentimes, the entrepreneurs don't know where to start or how to start," Ameri said. The app is designed to help mentees overcome some of the initial hurdles of start-

ing a business. It keeps users engaged through live chats with their mentor and checklists to monitor their progress. "It takes [them] by the hand and walks them through the process step by step," Ameri explained.

Belinda and Miguel Flores, a Long Beach couple with plans to open up their own breakfast restaurant, were among the first users. The two had already taken courses at the LBCC Small Business Development Center but felt like they needed something more tangible to move their project along. "We felt like we were missing something; we needed an extra push," Miguel Flores remembers.

Starting in January 2018, the husband and wife duo joined the initial phase of the program, testing the app and providing feedback to both Ameri and the mentor the company selected for them. A few months later, when the app moved towards a more functional phase, Miguel and Belinda said they started to see the benefits. "Before, it was just a dream," Miguel said. "It helped us push along, gave us more confidence."

A majority of small businesses fold within less than two years, said Ameri, a failure rate she attributes to a lack of support, especially compared to other business sectors. "When you're a tech entrepreneur there's a tremendous amount of help that's available to you. There's accelerators, incubators, advisors, money, you name it," Ameri said. "Small businesses really do not have the same opportunities."

Through its app, Start It Up is hoping to close that gap. "We developed our app based on what we understood the needs of small businesses to be and using the tools that had a proven track record of helping small businesses," Ameri said.

In her review of research on the subject, Ameri learned that mentorship had proven to be one of the most effective ways to improve entrepreneurial success. "Studies have shown that when you're paired with a mentor, your chances of success shoots up," Ameri explained. In addition to a designated mentor, the app also provides subscribers with access to an expedited licensing process and micro-loans provided by the City of Long Beach, Ameri added.

After an extensive pilot phase in Long Beach, Start It Up is hoping to expand its services to three other Southern California cities. "We were interested in Long Beach from the beginning, because it's a very innovative city," Ameri said. "Southern California is really a microcosm of the world; Long Beach is a microcosm of the world." The app's next trial roll-out is in Bakersfield.

Jalali said he's optimistic that the app will help local businesses like Miguel and Belinda Flores' restaurant, which the couple is thinking of calling it "My Butter Half," succeed. "The whole point of this was to create and provide some innovative and efficient way for businesses to assess their readiness," Jalali said. "It's a toolkit that we feel is innovative, it's a public-private partnership and it's all designed to strengthen the survivability of new businesses." ■



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Solo Violinist Ilia Korol

Saturday, February 9 | 7pm

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Saturday, February 16 | 8pm

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Look for future performances.

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Safely Eliminating Household Hazardous Waste

■ By **PIERCE NAHIGYANN**
STAFF WRITER

In 2018, Long Beach and Los Angeles County residents safely disposed of more hazardous waste at the EDCO Environmental Collection Center than in any previous year. In fact, the Long Beach Public Works Department reported that more waste is being collected at EDCO every year, with total tonnage increasing more than 35% from 2015 to 2018. “To put it into perspective, in 2018 people dropped off about 420 tons of materials at the facility,” Deputy Director of Long Beach Public Works Diko Melkonian told the Business Journal.

EDCO, a waste collection and recycling company, has partnered with the City of Long Beach to facilitate bi-monthly collection events of both electronic waste and household hazardous waste (HHW) at its Signal Hill facility. These events were doubled in August 2017 to the second and fourth Saturday of each month, from 9 a.m. to 2 p.m. Waste Diversion and Recycling Officer Erin Rowland said the pro-



More people are participating in the bi-monthly collection events for electronic and household hazardous waste every year. “This was truly a successful public/private partnership,” Deputy Director of Long Beach Public Works Diko Melkonian said, referring to the city’s partnership with EDCO. Pictured, from left: Jose Zavala, EDCO’s director of recycling and transfer; Luis Arriaga, EDCO shift lead; Elisa Calderon and Sarah Adams, recycling specialists for the City of Long Beach; Erin Rowland, Long Beach waste diversion and recycling officer; and Christy Serrano, clerk typist for the Long Beach Environmental Services Bureau. (Photograph by the Business Journal’s Brandon Richardson)

gram hit capacity with just one event per month, prompting the change. Only so many people could move through the line, she added. “L.A. County worked closely

with us and EDCO to expand it to the fourth Saturday as well.”

What Is Household Hazardous Waste?

HHW includes items that should not be

disposed of in your garbage can. “Really, it’s the stuff that you find in your garage that you never know what to get rid of,” Rowland said. Examples of HHW include:

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Check the Compliant Product Guide online to verify your packaging materials are compliant with the ordinance.



Fill out the online application at LongBeach.gov/FFLB



Once approved, you will get your kit and your restaurant will be featured on our website and social media.



EPS (Expanded Polystyrene) Ordinance

What is the ordinance about?

The City of Long Beach passed an ordinance prohibiting the use of polystyrene and other non-compostable single-use, take-out food containers.

When do restaurants need to comply?

>100 seats - March 3, 2019
<100 seats - December 3, 2019

What materials are allowed under the ordinance?

Recyclable or compostable materials such as plastic #1, #2, #5, aluminum, or compostable paper. Check LongBeach.gov/FFLB for the “Compliant Product Guide.”

More information and resources, including the #FoamFree Kit can be found at LongBeach.gov/FFLB

- Paint and paint thinners
- Cleaners with acid or lye
- Used motor oil and filters
- Pool chemicals
- Turpentine
- Expired pharmaceuticals
- Batteries
- Car batteries
- Weed killer/pesticides
- Metal polishers
- Waste anti-freeze

These materials are considered hazardous because they contain chemicals that contaminate the environment and endanger human health. "Proper disposal of this material ensures that it's not getting into our city streets," Rowland said. "We really want to make sure that we're not having excessive toxins released from these products and going into our stormwater system."

Electronic waste, or e-waste, is another classification of hazardous material that may contain lead, copper and other heavy metals or toxic substances that should not be dumped in a landfill. Examples of e-waste include:

- Cell phones
- Computers
- Hairdryers
- Scanners/printers
- Televisions
- Computer monitors
- DVD, CD or VCR players
- Other computer peripherals
- Radios
- Alarm clocks
- Computer mice and keyboards

"Home-generated sharps," such as needles, syringes and lancets, may also be dis-

posed of at the EDCO center. Additionally, the center accepts used tires, with a maximum limit of nine tires per person.

More Waste Disposal Means A Cleaner Long Beach

Once upon a time, Long Beach residents had only two opportunities per year to conveniently dispose of their hazardous waste. That was back when the city held its waste roundups at Veterans Stadium at Long Beach City College. Melkonian recalls more than a thousand cars lining up to drop off their trash. "Most cities got one roundup, but because of Long Beach's size and participation, we got two roundups per year," Melkonian said. When the participation rate did not diminish, the city pursued funding for a more efficient system.

The California Department of Resources, Recycling and Recovery awarded the city a grant of about \$400,000 to develop its own disposal facility, Melkonian explained. Fortuitously, EDCO was already building such a facility near the Long Beach Environmental Services Bureau's office. "We just happened to be having a conversation with them and they said, 'Well, we're building a little section here for household hazardous waste drop-off,'" Melkonian said. Striking up a partnership with EDCO, the public works department reallocated its grant funds to make architectural revisions to the HHW facility and to assist in purchasing equipment. "That allowed us to get started much faster."

The bi-monthly collection events are made possible by the coordination of several public and private entities, including the City of Long Beach, the City of Signal

Hill, the Los Angeles County Department of Public Works, the Sanitation District of L.A. County and EDCO Disposal. The handling and transportation of the waste from the EDCO facility is overseen by Clean Harbors Waste Disposal Services, a waste management company that contracts directly with the county.

Reducing waste is a primary goal of the Sustainable City Action Plan, adopted by the city council in 2010 to help guide environmentally sustainable operational, policy and financial decisions in Long Beach. This means cutting down on waste and taking a more proactive approach to recycling. "Environmentally responsible management of waste . . . combines the efforts of both government and residents," the report states.

According to public works staff, residents have shown their commitment to this goal by participating in HHW collection in ever-increasing numbers. "People in Long Beach and the surrounding communities are utilizing this," Melkonian said. Since expanding its collection events from once to twice per month, the household hazardous waste (HHW) program has recorded a 12% increase in participation, from 7,798 cars visiting EDCO in 2017 to 8,767 cars in 2018.

"Having proper disposal of hazardous waste is really a key component to long term sustainability," Rowland said. The ultimate goal is waste prevention and identifying alternative products with less toxic byproducts, she added. "But we recognize that it's going to be a long time before we have all of those options easily available to folks, so in the meantime our highest priority is making sure that all material is disposed of properly."

Total Pounds Of Household Hazardous Waste/Electronic Waste Collected During Saturday Collection Events

Year	Pounds Collected	% Increase From Previous Year
2017*	782,004 lbs	11%
2016	705,302 lbs	14%
2015	617,805 lbs	14%
2014	539,696 lbs	17%
2013**	381,836 lbs	

*Additional monthly event added starting August 2017

**Partial year. First event was held in March 2013

Participation

2018: 8,767 cars
2017: 7,798 cars
2016: 7,233 cars
2015: 6,584 cars

Source: City of Long Beach Public Works Department, Environmental Services Bureau

Long Beach residents can also request special collections for oversized or "odd-sized" items, such as televisions, refrigerators and other appliances. The city provides each resident with four free special collections annually. "It's part of what you're already paying for," Melkonian explained. There are limitations on what items qualify, as well as regulations for the amount of material that may be collected at one time. For more information, contact the Long Beach Environmental Services Bureau by calling 562-570-2876, or visit their webpage on special collections at longbeach.gov/lbre-cycles/refuse/special-collections/request-a-special-collection/. ■

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Grant Funds Help Port Prepare For Transition To Zero-Emission Tech

■ By **PIERCE NAHIGYAN**
STAFF WRITER

The Port of Long Beach (POLB) is receiving more than \$147 million in public and private funds to develop six projects for zero-emissions equipment and advanced energy systems for its operations. These projects are intended to demonstrate the feasibility of meeting the goals outlined in the 2017 Clean Air Action Plan (CAAP), which called for a transition to zero-emissions cargo-handling equipment by 2030 and zero-emissions trucks by 2035. CAAP pertains to both POLB and the Port of Los Angeles.

"There is no other port complex in the world that is doing the level of testing and demonstration that we are in terms of zero-emission equipment," Renee Moilanen, manager of air quality practices at POLB, told the Business Journal.

In total, the port has received more than \$78 million in grants from the California Energy Commission (CEC) and the California Air Resources Board (CARB), as well as almost \$69 million in matching funds from other sources, for the development of the following projects:

- The Zero-Emissions Terminal Equipment Transition project, one of the nation's largest demonstrations for zero-emissions cargo handling equipment, received \$9.7 million from CEC. To be undertaken at Piers G, J and F, the project involves the deployment of nine electric gantry cranes, 12 yard tractors, four hybrid and electric drayage trucks, as well as workforce training programs.



Construction on Middle Harbor is still in progress behind Tracy Egoscue, president of the Long Beach Board of Harbor Commissioners. The Port of Long Beach has called Middle Harbor "the world's greenest container shipping terminal." When complete, the facility will handle twice as much cargo as the terminals it replaced and reduce air pollution. (Photograph by the Business Journal's Brandon Richardson)

- The Sustainable Terminals Accelerating Regional Transformation (START) project has received \$50 million from CARB. It funds 34 pieces of zero-emission cargo handling equipment designated for Pier C.

- The Port Advanced Vehicle Electrification (PAVE) project has received \$8 million from CEC to deploy electric infrastructure at Pier T.

- A proposal to develop an electricity microgrid at the Joint Command and Con-

trol Center (JCCC) on Pier F received \$5 million from CEC.

- The Commercialization of POLB Off-Road Technology (C-PORT) demonstration project received \$5.3 million from CARB. It includes a head-to-head comparison of a hydrogen yard truck with a battery-electric yard truck.

- The Port Community Electric Vehicle Blueprint project received \$200,000 from CEC. The blueprint would provide a path towards an electric transition that other ports could replicate.

"The grant funds from the public agencies have been very significant in advancing these demonstrations, but there's also a lot of private dollars that are going into these demonstrations as well," Moilanen said.

Tracy Egoscue, president of the board of harbor commissioners and an environmental lawyer by trade, said that the move to zero-emission equipment is the next stage of the port's green efforts. The transition is a challenge, Egoscue said, in part because the technology to realize that goal hasn't been fully developed. Particularly, impacts related to future costs must be analyzed. But that does not make it impossible, she emphasized. "Starting at the very beginning with the Green Port Policy, there were a lot of people saying, 'We're not ready for this yet and we're never going to get there.' You can see how far we've come," she said.

The Long Beach Board of Harbor Commissioners adopted its Green Port Policy in January 2005. This guide for environmentally-friendly port operations included goals for reducing port-related emissions of ocean-going vessels, heavy-duty trucks, harbor craft, cargo-handling equipment and trains. According to its website, the port has since cut emissions of nitrogen oxides by 48%, diesel particulates by 84% and sulfur oxides by 97%.

In developing new technologies to meet its clean air goals, Egoscue said the financial support from both state agencies and private firms is highly encouraging. "One of the benefits to the recent grants and commitments we've received . . . is the idea that we will facilitate and incentivize the development of the equipment," she said. "I think we will engineer our way there."

Some of the new electric equipment will

begin rolling out in the next few months, Moilanen said. The bulk of the deployment is set to occur in 2020. "We've already started building out the charging infrastructure that has to be in place before the equipment comes in," she said.

Through the PAVE program, the port would design, install and deploy electrical charging infrastructure to support battery-electric yard tractors and forklifts at the Total Terminals International facility at Pier T.

Meanwhile, CARB has directed \$50 million towards the START Project, which includes not only the Port of Long Beach but also the ports of Oakland and Stockton. Funds from this project would go towards the deployment of approximately 100 pieces of zero-emission terminal equipment to be distributed across all three ports. "We recognize that Long Beach cannot drive this effort towards zero emissions alone," Moilanen said. "We are partnering with these other ports so we can share our lessons learned."

One-third of the equipment being developed for the START project is going to Long Beach, including two container ships, an electric tugboat, five electric trucks and two heavy-duty truck charging outlets. Additional funding is being provided by both public and private organizations through cash and in-kind contributions. These contributors include the ports of Long Beach, Oakland and Stockton; the South Coast Air Quality Management District; Southern California Edison; Tetra Tech; Harley Marine Services; Matson; Shippers Transport; and SSA Marine.

The microgrid project at the JCCC, currently in its pilot phase, would enable the facility to generate local power, store it and protect against failure of the larger centralized grid. "If the port can create and understand [energy] storage, then we'll also be able to add that to our [reduced] footprint," Egoscue said.

"The cooperation of the entire goods movement industry is going to be necessary to make these goals come to fruition," Moilanen said. "We have been very fortunate that our Long Beach business partners are stepping up and engaging with us in these demonstrations and helping us to take those steps towards a zero-emissions future." ■

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BUILDING A BETTER LONG BEACH

More Than Half Of City Ventures’ New Townhomes Sold

■ By **BRANDON RICHARDSON**
SENIOR WRITER

For the first time in more than a decade, Long Beach has new, for-sale townhomes in Downtown Long Beach. The townhomes in the small planned community, called Huxton, are selling fast, according to Phil Kerr, CEO of homebuilding for project developer City Ventures.

“We’ve got four buildings, plus a community center, for a total of 40 homes across the project,” Kerr told the Business Journal. “We’ve sold over half of those at this point.”

Located at 227 Elm Ave. in downtown’s East Village Arts District, two of the project’s buildings are completed and almost sold out, with some owners already moved in. The remaining two buildings are expected to be completed separately in March and April, Kerr explained. Of the 40 homes, 19 have sold – seven of which are still under construction – which Kerr said speaks to a strong demand for home ownership.

The project has five different floor plans ranging from 1,254 square feet to more than 2,000 square feet, with prices from the low \$600,000s. Each home is four stories and includes a one- or two-car garage on the ground level. The second floor is dedicated to kitchen, dining and living areas. The third and fourth levels are reserved for two or three bedrooms and/or a loft area that serves as a second entertainment space, as well as an outdoor rooftop deck.

Each townhome is powered by solar electricity and equipped with a two-kilowatt system integrated with a Nest thermostat – one of the top-rated smart thermostat brands, according to product review website CNET. Smart thermostat technology allows homeowners to better control energy costs by providing personalized cli-



City Ventures has sold more than half of the 40 townhomes at its new Huxton development located at 227 Elm Ave. in Downtown Long Beach’s East Village Arts District, according to CEO of Homebuilding Phil Kerr, pictured at the project. (Photograph by the Business Journal’s Brandon Richardson)

mate control, Kerr noted. By also equipping the homes with energy efficient appliances, Kerr said Huxton owners should have minimal electric bills.

“The homes bring those aspects all together, so you’ve got great livability in a walkable downtown,” Kerr said of the project’s popularity. “Combine that with the price point; a lot of buyers here were Long Beach renters and this is an opportunity for them to own. They love Long Beach. They wanted to stay in Long Beach.”

Rather than building condominiums, Kerr said City Ventures prefers townhomes because they give buyers the feeling of a single-family home, while providing as many units as possible for an urban infill development. Owning a home in an urban environment such as Downtown Long Beach with no one living above or below you is a unique opportunity, he added.

“[Long Beach] is a great place to live. It’s a fun place to live,” Kerr said. “It’s also just a great long-term investment. When you buy a home in a downtown, urban location like this, there’s always someone that wants to live there.” ■

Signal Hill Mercedes Dealership Has Plans To Expand

Exclusive negotiations are underway between the City of Signal Hill and Signal Hill Properties LLC for the sale of five former Signal Hill Redevelopment Agency-owned properties to expand Mercedes-Benz of Long Beach’s operations, according to City Manager Charlie Honeycutt.

“We’re always trying to expand the auto center because the city is heavily reliant on sales tax. We’re what’s known as a low/no property tax city,” Honeycutt said. “In order to provide services to the community, the city has had to be strategic in its economic development.”

The properties include vacant lots located at 2650-2660 Cherry Ave., 2065-2099 E. 27th St., 2701 St. Louis Ave. and 1850 E. 28th St. The property located at 2700-2730 Cherry Ave. is an existing building that is currently occupied by several tenants, including mobile phone repair shop Long Beach iRepair.

The city is required by the state to sell former redevelopment properties regard-

less of their current use, Honeycutt explained. The buyer intends to expand Mercedes’ operations with a new pre-owned dealership and various auto-related support services. The properties in question are zoned for auto-related use, he noted.

The City of Signal Hill has hired a consultant to assist soon-to-be-displaced businesses, Honeycutt said, adding that the tenants are also being offered financial assistance to offset relocation costs. Negotiations with the prospective buyer are expected to be completed in the next several months, according to Honeycutt.

Laserfiche Unveils Campus Expansion Plan For Long Beach Boulevard

Prominent software firm Laserfiche has announced the details of its planned Long Beach headquarters expansion to accommodate the company’s growth, with local employment expected to double from 300 to 600 by 2025. The company currently has 420 employees worldwide.

“Laserfiche is entering an era of accelerated innovation, which requires workforce

Realty Views

Appraisal Regulation Battle Heats Up



By **TERRY ROSS**

A battle is brewing behind the scenes in the mortgage industry between regulators and appraisers over new proposed regulations that would streamline many residential borrowing transactions by decreasing the requirements for a full-blown appraisal.

After the Federal Reserve, the Federal Deposit Insurance Corporation and the Office of the Comptroller proposed raising the threshold on residential transactions, requiring a lender to conduct a full valuation by a licensed appraiser from \$250,000 to \$400,000 in November, 16 appraisal organizations called on regulators to hold public hearings to justify the move.

According to the FDIC, this would

amount to 28% more loans that would NOT need an appraisal and “reduce burden in a manner that is consistent with federal policy interests.” The exemption does not apply to loans guaranteed by Fannie Mae, Freddie Mac, the Federal Housing Administration or the Department of Veterans Affairs.

On the one hand you have federal agencies trying to streamline the home loan process that got more onerous after the 2008 housing crises and pave the way for more automated valuations that do not require someone to physically inspect the property. On the other side, you have the appraisal industry protecting their turf (and their industry), but also standing up for the integrity of the process where licensed individuals perform due diligence in researching like properties to give an expert opinion backed by years of education and research.

For those lenders and transactions that fall into the exempt category, all they must do is obtain an evaluation “consistent with safe and sound banking practices” as opposed to an appraisal. But some critics of this practice are concerned that it could lead to the types of lending mistakes and abuses that help trigger foreclosure crises.

“A huge part of the housing and then

economic meltdown in 2008 was impacted by very, very terrible abuses done in the appraisal field – people getting false appraisals and appraisals that were intentionally inflated that gave consumers a false sense of security on what the value of their home was,” said Yana Miles, the senior legislative counsel at the Center for Responsible Lending. “I would think that lenders would want assurances that there’s adequate collateral for the loans that they’re lending,” she said. “That plays a huge role into what you get back as a lender.”

She also noted that eliminating appraisals would not speed up most transactions. “Changing this one requirement will not make the home-buying process easier or go faster,” she added. “I can say that with confidence.”

James Murrett, the president of the Appraisal Institute, likened the role of the appraiser as an independent fact checker in the home purchasing process who both protects the bank and the buyer.

“The appraisal is the one aspect of a transaction where the appraiser is the independent, objective and impartial participant in the transaction,” Murrett added. “They don’t have a dog in the fight, so to speak,

the way that the broker who wants to try and get the deal closed and the banker who wants to try and get the loan approved.”

He also noted that those performing evaluations “have absolutely no risk of being disciplined for improper methodology or even fraud. Appraisers would lose their license, so there’s that standard of care that is commensurate with the license that they have.”

The Dodd-Frank Act that came to be after the 2008 financial crises codified the uniform standards and independence of appraisers – and even made it possible for appraisers who violated certain requirements to be prosecuted and fined. Now it appears that regulators are willing to loosen things up and put this important task in the hands of a computer program.

Everyone is looking for less expensive and faster ways to get things done. The question is, will regulators be willing to live with the consequences if this ends up costing banking institutions more money? Only time will tell..

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



Laserfiche recently unveiled plans for a new 100,000-square-foot corporate office on Long Beach Boulevard near Wardlow Road. The building is an expansion of its existing campus along the corridor. (Rendering courtesy of Laserfiche)

growth and the evolution of our headquarters to align with our visionary products,” Chairman and CEO Chris Wacker stated. “We are committed to continued investment in Long Beach, and look forward to bringing hundreds of well-paying tech jobs to the city.”

Located on Long Beach Boulevard near Wardlow Road, the planned 100,000-square-foot creative office building was designed by Long Beach-based Studio One Eleven and will be developed by Urbana Development LLC, also a Long Beach company. The project is the first new-construction office building in the area in nearly 30 years, and will be Laserfiche’s fourth structure along the corridor, according to a press release. It is scheduled for completion in 2021.

According to Laserfiche Public Rela-

tions Manager Linda Domingo, the company will continue to occupy its current building at 3545 Long Beach Blvd., less than a block north of the new site. Official plans for the current building’s future use have not been announced.

Laserfiche moved its headquarters to Long Beach in 2001 and maintains offices in Washington D.C., Guadalajara, Hong Kong, London, Shanghai and Toronto.

Multiple New Businesses Open In Belmont Shore

The vacancy rate for retail and restaurant space on 2nd Street in Belmont Shore has fluctuated several percentage points over the last three years, according to data from Long Beach-based Kinnery’s Brokerage

(Please Continue To Next Page)

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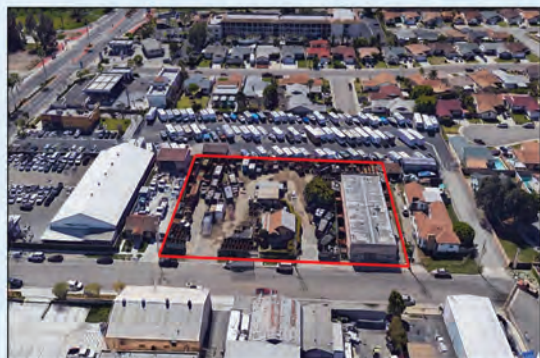


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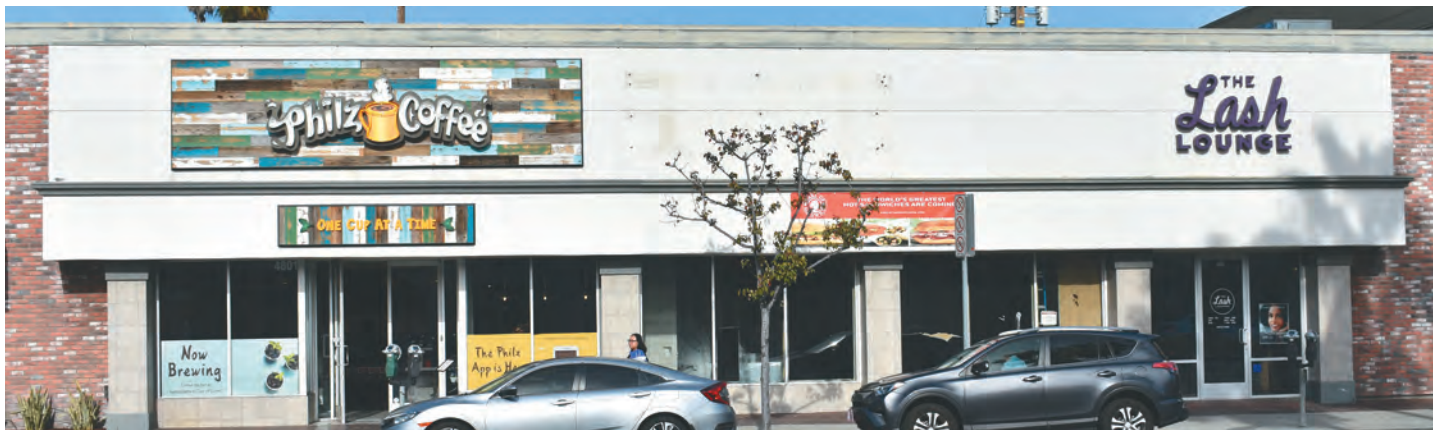
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Philz Coffee and The Lash Lounge are open for business in the former Children's Place building at 4801 E. 2nd St. in Belmont Shore. Earl of Sandwich is currently under construction between the two storefronts. (Photograph by the Business Journal's Annette Semerdjian)

(Continued From Page 11)

House. In the second quarter of 2016, it hit a low of 3.3%. In the fourth quarter of 2018, it reached a high of 5.1%. Today, the vacancy rate in Belmont Shore sits at 4.5% with no sign of change, according to Kin- nery Vice President Brian Russell.

"We've seen a constant acceleration in lease rates because the markets can support that," Russell said, noting that he expects rates to flatten. "Because of that, larger spaces are being carved up into smaller spaces."

The former Children's Place building, located at 4801 E. 2nd St., closed about a year ago and has since been divided into three smaller storefronts. Two are already open for business, including Philz Coffee and The Lash Lounge, the first entrepreneurial endeavor of Mark Price, husband of 3rd District Councilmember Suzie Price. An Earl of Sandwich location is currently under construction in the third space.

On social media, Belmont Shore and other Long Beach residents have voiced

concerns about the business corridor ranging from unsustainable rents to disapproval of chain stores and eateries. However, Belmont Shore Business Association Executive Director Dede Rossi said the Shore is as strong as ever. "We need corporate. We need The Gaps, we need the Banana Republics to attract people," Rossi said. "But we're tending to get more small businesses now."

Over the last year and a half, numerous long-time Belmont Shore staples such as The Rubber Tree, Babette's Feast, Magic Lamp and Romance Etc., have closed or, in the latter's case, relocated. Even the Jack in the Box called it quits after 57 years. However, it did not take long to attract new tenants. The following is a list of recently opened or forthcoming stores in Belmont Shore:

- @Sushi, 5372 E. 2nd St. – opening soon at the former Theory Café location
- El Pollo Loco, 5252 E. 2nd St. – formerly Jack in the Box
- House of Intuition, 5018 E. 2nd St. – formerly The Rubber Tree

- LB Tap House, 5110 E. 2nd St. – formerly Tavern On 2
- Louie's On 2nd, 5283 E. 2nd St. – formerly Acapulco Inn
- Lungu Law Group, 5320 E. 2nd St., Suite 6
- Mac's on 2nd, 5340 E. 2nd St. – formerly Belshore Liquors
- Natura Bowls, 4816 E. 2nd St.
- OGourmet, 4621 E. 2nd St. – formerly Babette's Feast
- Pressed Juicery, 4923 E. 2nd St. – formerly Jamba Juice
- Proper LBC, 5209 E. 2nd St. – formerly Romance Etc.
- Quality Wellness Center, 201 Covina Ave., Suite 9
- Stanfield Real Estate Group, Sotheby's International, 5375 E. 2nd St.
- Shara, 4900 E. 2nd St. – formerly Laurenly
- Urban Eden, 200 La Verne Ave.

Both Russell and Rossi agree that the impact of future retail development 2nd & PCH to the small businesses on 2nd Street remains unclear. However, Rossi is confident the

area will remain a Long Beach attraction.

"It's a destination," Rossi said. "When you get to Long Beach you have to come to Belmont Shore because of what we have surrounding us – the beach, the bay [and their activities] – and our shops. We're going to keep doing what we do."

Stepp Commercial Closes Two Multimillion Dollar Sales

Stepp Commercial Principal Robert Stepp, Vice President Todd Hawke and Senior Vice President Michael Toveg have closed two multimillion-dollar transactions this month.

On January 17, the company announced the \$4.4 million sale of a 20-unit apartment property near Downtown Long Beach. Located at 737 W. 5th St., the complex was built in 1963 on a 12,059-square-foot lot in the Willmore City Historic District and features 11 one-bedroom units and nine two-bedroom units. Fifteen units were recently renovated by the seller, Long Beach-based Keely Partners LP. Stepp and Toveg represented both the seller as well as the buyer, Santa Monica-based Hollywood Properties LLC, in the transaction.

On January 25, the company announced the \$4.53 million sale of a portfolio consisting of two apartment buildings with 14 units. Stepp represented the seller, Miramar Capital Managing Partner Paul Fuhrman, while Hawke represented an overseas all-cash buyer. The two properties, located at 314 Hermosa Ave. in Alamitos Beach and 4321 E. 10th St. in Belmont Heights, consist of eight units and six units, respectively. Both properties were built in the 1980s and feature two-bedroom townhouse units. ■

CITY OF LONG BEACH BID OPPORTUNITIES

TITLE	BID NUMBER	DATE
West Seaside Way Storm Drain Project	R-7104	01/30/2019
Westside Storm Drain Phase 3	R-6751	01/30/2019
Library Hearing Loop System	RFP PW19-044	01/31/2019
Shuttle Transportation Services	RFP HE19-061	01/31/2019
Community-Based Organizations for Minimum Wage Education & Information Outreach	RFI FM19-051	02/05/2019
Sanitary Sewer Rehab & Replacement PGM Project	WD-04-19	02/07/2019
Hydraulic Tools, Misc. Equipment & Repair Svcs	WD-14-19	02/07/2019
Industrial Electrical Services	RFP	02/08/2019
Comprehensive Fee Study for Public Health Lab	RFP HE19-005	02/14/2019
Panasonic Toughbook Tablets & Accessories	ITB TI19-070	02/14/2019
Blueprinting, Reprographic & Related Product/Svcs	ITB LB19-008	02/19/2019
City Fiber Infrastructure Utilization	RFI TI19-064	02/20/2019
On-Call Services for Emergency Water/Sewer Repair	WD-13-19	02/25/2019
S-18 Sewer Lift Station Rehabilitation Project	WD-03-18	02/27/2019
Steams Park Irrigation Upgrade	R-7061	02/28/2019
Law Enforcement Records Management System	RFP PD19-065	03/12/2019
Concessions & Rentals Opportunities at the Beach	RFP PW19-018	03/21/2019
Qualification and Selection of Peer Reviewers	RFQ DV17-112	Continuous

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

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LOCAL EXPERIENCE | GLOBAL STRENGTH

Restaurant Closures

(Continued From Page 1)

Business Journal. Together with his wife, Phyllis, Strawder decided to close both of their Long Beach restaurants, Bigmista's Barbecue and Bigmista's Morning Wood, and move to Oregon.

Strawder said the increasing cost of living and the business environment played a role in their decision to pack up and leave. "It was just becoming way too corporate. It was like [it was] turning into San Francisco, getting to be a place where nobody could afford to live," Strawder explained. Additionally, he said he struggled to find qualified and dedicated staff. "It was rising rents, the cost of labor and just trying to find people who wanted to work was so hard," Strawder said.

A passionate grill master, Strawder said the stress of the business started to chip away at his excitement for the craft. "I was working too many hours; it took the fun out of it," he said. Unsatisfied with his revenues and distressed by the administrative work required to comply with regulations, keep the landlord happy and pay the bills, Strawder said he had enough. "The cooking part isn't the stressful part. It's the paperwork and the business and the taxes and the insurance, dealing with the landlord. That's the stressful part," he explained. "We were just doing enough to keep the doors open. Why do I need the stress if I'm not making any money?"

The challenges faced by Long Beach restaurants are as diverse as the city's food scene itself. "Our customers, our guests would give us high compliments," Dave



Babette's Feast on 2nd Street was among several prominent locations in Long Beach that closed their doors in 2018, while the bakery's Poly Plaza location remained open. (Photograph by the Business Journal's Annette Semerdjian)

Lazaro, The Organic Fork's marketing manager told the Business Journal. Instead, Lazaro believes it was the location that stifled the restaurant's success.

"We need to be in an area where we have enough foot traffic by the customer base [that] we need to be sustainable," he explained. "Long Beach is a very diverse area, not just of ethnicities, but of income groups. We were hoping that we could serve everybody, but in the end — unfortunately — there's a difference between serving everybody and being able to sustain yourself."

The restaurant closed after only a few

months at its first location on 7th Street and Bellflower Boulevard near Cal State Long Beach. But Lazaro said the company, which also owns The Buffalo Spot chain, is hoping to relaunch the concept in a different location, preferably near similar businesses. "When you're on an island on your own, it's harder to get your customer base to go there just for your concept," Lazaro said. "Brands like that, that gear themselves towards natural and organic, have to cluster together to become successful."

Mike Mendelsohn's Baja Sonora recently reopened its storefront location on Clark

Avenue after surviving a challenging period of transition as a new landlord undertook renovations that displaced all of the strip mall's previous tenants. "It ended up taking him a year to complete the building, and it took us almost seven months to re-open," Mendelsohn, who temporarily moved his business into a food truck, told the Business Journal. "No one else could last."

Some of his former neighbors re-opened in different locations, while others closed. The rent for Baja Sonora's space increased. Still, Mendelsohn said it was worth it. "It's a beautiful shopping center now, and it had been an eyesore," he said. The new development has attracted new tenants as well. In addition to a bakery specialized in Bundt cakes, Creative Cakery, a local craft beer brewery, Steady Brew Beer Co. has opened a tap room and guests are allowed to bring in food from Baja Sonora next door. "It's a very symbiotic relationship, which we really appreciate," Mendelsohn said.

Despite the challenges of rising rents, increased labor costs and regulatory requirements faced by many California businesses, The Buffalo Spot's Dave Lazaro is optimistic about the future of the local restaurant industry. "The people in Long Beach are great people and they're actually very loyal to the small businesses in the area," Lazaro pointed out.

As for "Bigmista" Strawder: He said he enjoys the uncongested streets of rural Oregon and being able to support his wife's professional aspirations as a writer and educator, while still barbecuing for private parties at his leisure. "I take a lot of naps," he said, laughing. ■

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Trucking Industry

(Continued From Page 1)

ees. In January 2018, the Los Angeles City Attorney announced that his office had filed lawsuits against three subsidiaries of NFI – California Cartage, K&R Transportations and CMI – alleging they had misclassified truckers as independent contractors “in order to evade their obligations to provide benefits and pay relevant taxes, and shift operating costs.”

One day after Los Angeles City Attorney Mike Feuer filed his complaints, Long Beach Mayor Robert Garcia commented on the misclassification of truck drivers during his State of the City address. “While there are some great trucking companies, hundreds of employees have been misclassified and too many drivers are working for poverty wages. We need to ensure that labor laws are followed and that truckers earn a living wage,” Garcia said. He also noted that the current trucking system was not sustainable.

While the city attorney’s case is still pending, NFI and its subsidiaries have been hit with several orders from the state and federal level to back pay benefits and wages as a result of misclassifying truck drivers.

In September 2018, the U.S. Labor Department announced that it had concluded an investigation of California Cartage’s employee classifications and ordered the company pay \$3.6 million in back wages and benefits to 1,416 workers, whom the department considered misclassified. In January 2019, the California Labor

Commissioner awarded 24 NFI truck drivers a total of nearly \$6 million dollars on the same grounds.

In the meantime, a Los Angeles Superior Court ruling, which sided with a former employee of courier service provider Dynamex and set a new standard for classifying workers as independent contractors rather than employees, continues to be litigated in court. The superior court’s decision, which embraced a standard that presumes workers are employees unless they fulfill a list of newly instated criteria, is being challenged by the California Trucking Association and two independent truck drivers, who say it would unfairly restrict their freedom to work independently.

In a statement announcing NFI’s departure from the Port of Los Angeles, the company’s PR firm said NFI’s failure to negotiate a renewal of its permit to operate on port property was “a direct result of the strategy undertaken by the Teamsters to spread misinformation and untrue statements about Cal Cartage as part of its continued effort to organize Cal Cartage’s Wilmington employees, despite the employees overwhelmingly voting against unionization.”

In its agreement with the board of harbor commissioners, the company agreed to fully vacate the property within 180 days, during which time it would not be required to pay rent. NFI also agreed to disburse approximately \$1.34 million to workers who will lose employment as a result of the firm’s departure from the port.

The company’s troubles come amidst

an increased focus on the employment conditions of truck drivers, especially those operating on the ports of Los Angeles and Long Beach, sparked by a 2017 investigation of employment contracts and real wages by USA Today.

In April 2018, less than a year after the investigation’s first installment was published, State Sen. Ricardo Lara, who has since been elected to the position of insurance commissioner, introduced State Bill 1402, which was signed into law by Gov. Jerry Brown in September 2018. The bill makes retailers jointly liable for certain wage and labor violations incurred by the trucking firms they hire, if the firm in question has been placed on a blacklist for unpaid final judgements for labor violations.

“Port truckers are driving the global economy and delivering for the biggest brands, but they can barely afford to buy clothes for their families,” Lara said in a statement released in April 2018. “These used to be good jobs, and they can be good jobs again if retailers join us in improving labor conditions here in California and putting dignity back in the driver’s seat.” ■

BizBriefs

LGB’s Passenger Traffic Decreased, Cargo Increased In December

Airline passenger traffic at Long Beach Airport (LGB) decreased 12% in December 2018 compared to the same period in 2017, with the total number of passengers falling to 298,102 compared to 339,183 last year. Total air cargo increased from by 360 tons in December compared to the same month in 2017, a jump of 19.1%.

Long Beach-based Pedal Movement Takes Over City’s Bikeshare Program

The City of Long Beach has awarded the contract for its bikeshare operations to locally-owned Pedal Movement. The bikeshare program, which was kicked off in March 2016, has grown from an initial 12 bikes available at two downtown stations to a network of 400 bikes and 60 stations. There are plans to more than double the number of bikes in 2019, according to Michelle Mowery, mobility and healthy living programs officer for the city’s public works department. Pedal Movement has of-

fered basic operations and maintenance services for the program since August 2017 and was able to secure the contract through a formal bid process in September 2018, according to a statement from the company. “We are bicyclists and residents of the city and are committed to making the bikeshare program a part of the everyday transportation network in Long Beach,” Pedal Movement COO John Tully stated.

Long Beach PD Hires New Quality Of Life Officer For Department’s North Division

The Long Beach Police Department has added a new officer to its Quality of Life Team, which is tasked with improving the homeless population’s access to services and resources. Officer Arturo Trujillo is joining the North Division, which is headquartered on Del Amo Boulevard near Atlantic Avenue. The funding for his position came from Measure A dollars, according to a newsletter from 8th District Councilmember Al Austin. According to the newsletter, the new officer is spending his first days on the job by connecting with community groups.

Nonprofit Director Announces Run For 8th Council District In 2020

Tunua Thrash-Ntuk, executive director of Local Initiatives Support Corporation - Los Angeles (LISC-LA), announced today that she is running for Long Beach’s 8th District City Council seat in 2020. The seat is currently held by Councilmember Al Austin, who is a candidate in a March 26 special election for the state’s 33rd senate district. Campaign Consultant Danielle Cendejas said that if Austin wins the election, Thrash-Ntuk is interested in pursuing the seat at that time.

In her role at LISC-LA, Thrash-Ntuk has overseen the distribution of more than \$35 million to build more than 1,000 units of affordable housing and community spaces, as well as grant funding to address housing, health, employment and other community priorities. She recently co-chaired the City of Long Beach’s Everyone In Economic Inclusion Policy Task Force and last year organized the city’s Economic Inclusion Summit. Thrash-Ntuk resides with her daughter and husband, Long Beach Community College District Trustee Uduak-Joe Ntuk, in Uptown Long Beach’s Riverdale community. ■



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Talking Tariffs

(Continued From Page 1)

owners who rushed to ship goods ahead of threatened tariffs remains uncertain, as does the outlook for cargo growth in 2019 given the ongoing trade conflict between the United States and China.

Mario Cordero, executive director of the Port of Long Beach, told the Business Journal that beneficial cargo owners began expediting shipments last September, when a 10% tariff on \$200 billion worth of Chinese imports to America was announced. The Trump administration had implemented the tariffs to pressure the Chinese government into addressing a number of policies it deemed unfair. The Chinese government responded in kind, enacting tariffs on American exports to the country.

The White House then threatened an increase to 25% tariffs by January 1, which also contributed to larger shipments by firms hoping to avoid increased costs, according to Cordero. The 25% tariff rate was delayed to March 1 after the two countries began negotiating in late 2018.

"Right now, we don't know what percentile of the growth we had in 2018 is attributed to that, because if you go back a year ago, our forecast for 2018 was a very positive one," Cordero said. However, he postulated that a percentage of cargo growth in the last two quarters of 2018 was a result of shippers trying to get ahead of impending tariffs.

At issue for the United States government is an imbalance in trade between the two countries – China exports more goods

to the U.S. than vice versa – as well as alleged practices of intellectual property theft and forced technology transfer by Chinese companies and the government in their dealings with American companies.

From January through October 2018, the trade deficit with China was about \$344 billion, according to data from the U.S. Census Bureau. The data has not been updated since the government shutdown began due to a lapse in federal funding.

Jock O'Connell, international trade advisor for Los Angeles-based Beacon Economics, told the Business Journal that the deficit figure is an overblown estimate. The full value of any product labeled "Made in China" is counted towards that deficit, even if only 5% of its value was actually manufactured in China, he explained. In this case of the iPhone, for example, China imports parts from several other countries before assembling the final product and shipping it to America. "In that respect, the size of the trade deficit with the Chinese is dramatically overstated by the archaic ways that the trade numbers are collected," he said.

"Having said that, the president is obviously obsessed with the trade deficit, and the Chinese recognize this," O'Connell continued. He speculated that if the Chinese government agrees to buy more goods from the United States to correct the trade imbalance, that the Trump administration would find that satisfactory enough to revoke its tariffs. "That should have the effect of reducing the trade deficit without having much material impact on trade around the world," he said.

However, a slowing Chinese economy could make it difficult for the government

to commit to buy more American goods, O'Connell pointed out. China's official gross domestic product projections are often questioned by analysts and thought to be suspect, he noted. "The conservative consensus is that the actual growth rate is probably 1% to 2% below what the Chinese are publicly claiming officially," he said.

Cordero told the Business Journal that tariffs are not the way to address issues of trade imbalances or intellectual property theft and suggested that taking up such matters through talks within the World Trade Organization would be a more appropriate course of action. He also argued that the issue of trade imbalance is not, as the White House has characterized, detrimental to either country.

"Let me just say this: 70% of our cargo through the Port of Long Beach comes from China," Cordero said, adding that around 35% of the port's export traffic is destined for China. He referred to the Port of Long Beach as "ground zero" as the United States' most important trade route.

If the two countries cannot come to an agreement and additional tariffs are implemented, jobs supported by port operations could be affected. Within Long Beach and the immediate local area, 35,000 jobs are directly attributed to port activity, according to Cordero. Regionally, the total is more than 300,000 jobs.

"If you take that a step further in terms of the supply chain, we're talking about an impact of anywhere from 1.4 to 1.5 million jobs as a result of the operations here at the Port of Long Beach," Cordero said. "Anytime the supply chain is disrupted and business has uncertainties, particularly when it

comes to the cost of moving that commerce, then of course one of the consequences of that is job loss."

In summation, Cordero said, "When we start having these types of events, it does ultimately impact our economy, it impacts business and it impacts the flow of commerce. The conclusion here is, going forward, we want to make sure none of this is impacted in a way that's going to be harmful not only to American business, but to the American economy." ■

Training Series At LBCC For Logistics And Supply Chain Jobs

Community members interested in pursuing jobs in the logistics or supply chain industries or at the Port of Long Beach have the opportunity to apply to the POLB Maritime Center of Excellence at Long Beach City College. Registration for the center's new training series focused on occupations in these fields is open. The series begins in February at LBCC's Pacific Coast Campus, and targets jobs that require more education than a high school diploma but less than a college degree. Positions in logistics and supply chain fields in Southern California have an average annual wage of \$63,130, according to a joint press release from the port and city college. Classes take place during the evening and on Saturdays, and cost between \$495 to \$795 per class. Scholarships are available. For more information or to register, visit LBCC.edu/maritimecenter or call 562/938-3248. ■

Aquatic Academy Spring 2019

Thriving in the Anthropocene: A Prescription for a California Model

We are in the Anthropocene, the geologic epoch within which humans have become for the first time in our 200,000 year history a global force. We are a dominant force in changing Earth's climate. California is experiencing all of the major impacts and has the opportunity to develop a model of how to thrive in the Anthropocene that could serve not only other states, but other nations. It would have great environmental and economic benefit to California.

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- When:** This course will take place on 4 Wednesday evenings, 7:00 p.m. – 9:00 p.m.
March 6, 13, 20 and 27
- Cost:** \$40 for adults, \$35 for members, \$20 for students with student ID card \$10 extra for CEU credit in conjunction with CSULB (optional)
- Where:** Aquarium of the Pacific, 100 Aquarium Way, Long Beach, CA 90802
- Parking:** We will validate parking for course participants
- RSVP:** For reservations, contact Guest Services: (562) 590-3100, ext. 0
For additional information, email: ametz@lbaop.org or visit aquariumofpacific.org/aquaticacademy



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City's Top Issues

(Continued From Page 1)

To address the ongoing issue, he urged councilmembers to approve a new tenant assistance policy in February and an inclusionary housing policy by the summer.

On January 16 of last year, councilmembers directed city staff to create a "housing for all" policy that would include a program to ensure seniors receive priority in rental assistance, options for "expanded rental assistance and relocation," programs to assist renters with homeownership and to address negligent landlords, and other concepts, according to the council agenda from that date. The council also requested

that staff include input from property owners and housing organizations.

The mayor said the policy would come before the city council in February, and that the community would have "sufficient time to give input before adoption." The Business Journal sent a series of questions to Long Beach Development Services (LBDS) staff asking for more details about the ordinance but received a general statement in return.

"Staff has conducted extensive research and is now in the process of finalizing a detailed draft report presentation, which will include proposed recommendations," an e-mailed response from Richard De La Torre, LBDS community

information officer, stated. "Once the meeting date is confirmed, the official report and related documents will be publicly released about a week in advance of the meeting. . . . Once the materials have been released, staff will be able to fully discuss the policy matter and answer any follow-up questions."

To address the need for additional affordable housing in the city, the mayor set a goal of building 8,000 new homes by 2024 and asked the council to adopt a policy requiring developers to either include affordable housing in their projects or to pay into an "affordable housing trust fund."

The mayor announced that the city has

reached an agreement to purchase a property for a 125-bed year-round homeless shelter. Kevin Lee, public information officer for the city, told the Business Journal that an agreement would likely come before the city council in February.

Although the city and the selected operator for Community Hospital, Molina Wu Network (MWN) had hoped to reopen Community Hospital by now, Garcia said in his address that the hospital would reopen sometime this year. It has been closed since July 2018, when its previous operator, MemorialCare Health System, relinquished its lease agreement with the city. Then Community Hospital CEO John Bishop, who still leads MemorialCare Long Beach Medical Center and Miller Children's & Women's Hospital Long Beach, said that seismic upgrades required by state agencies were too costly for the nonprofit to bear.

Garcia did not provide details about the status of lease negotiations for the site with MWN. John Keisler, director of economic development for Long Beach, told the Business Journal that he hoped to have an agreement hashed out and presented to the council in February.

On June 19, 2018, the city council approved a 180-day exclusive negotiating agreement with MWN with a 90-day extension. According to Keisler, the negotiating process for the lease is now in the extension period due to a number of complicating factors, including the "complex engineering of the site" required to bring it into seismic compliance. "The engineering of the site and the repositioning of the acute care services into a seismically safe portion of the site is not only complicated, but it's expensive," he said.

The city and MWN estimate it will cost \$45 million or more to retrofit the portion of the facility to be used for acute care services, Keisler said. Because these services must be consolidated onto a smaller portion of the site deemed seismically safe, the hospital must be reduced from 158 beds with 28 additional beds for behavioral care to just 45 beds overall. "Getting the return on cost for that project with all the construction financing, debt service and operations on a smaller hospital makes it harder for MWN to find a way to essentially balance the budget," he said.

Part of the negotiation process is determining whether or not MWN needs the city's financial assistance, and if the city should give it. Keisler explained, "We're going back and forth because we're saying, 'Hey, if you need our public assistance, you're going to have to prove that there is a financial feasibility gap. We are going to have to have one, maybe even two third-party experts reviewing your performance and demonstrating your costs and revenue assumptions are legitimate.'"

Coming to an agreement by February is key because MemorialCare's license to operate the hospital, which is currently in suspense, expires on April 28, according to Keisler. The license may be transferred to MWN if MemorialCare still holds it and the state approves MWN's application. However, if the license expires, the process to gain a new license is lengthier, Keisler explained. "We have real deadlines and real concerns, but we're headed in the right direction. Ultimately the time has come this spring to get it done," he said. ■

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Pine Avenue's Fitness Row

Are Emergency Room Wait Times Increasing?

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B E R N A R D I N O

2019 CENTENNIAL

LONG BEACH AREA COUNCIL 1919-2019



BOY SCOUTS OF AMERICA

A CENTURY OF SCOUTING, THE ADVENTURE CONTINUES



Congratulations to the Long Beach Area Council on reaching a century of service to Long Beach and the surrounding area! To assist in developing the year-long celebration, the Long Beach Area Council established a Centennial Committee to oversee planning activities for the centennial year. We will be celebrating our past accomplishments and look toward the next 100 years.

We have come a long way since the Council opened its first office in April 1919 with a handful of Scouts in the Red Cross Building at the corner of Long Beach Boulevard and Third Street. Have we grown! Our Council also includes the cities of Lakewood, Signal Hill, Bellflower and Avalon. Today we are focused on continued growth to propel us into our second century!

Since May 2017, a group of community leaders and Scout enthusiasts that make up our Centennial Committee have met monthly providing the leadership to deliver on our three "C's," **Celebrate, Connect and Community**. Engaging the area communities in a variety of events and activities throughout 2019 is

how we have chosen to celebrate this anniversary. To spread the word about our anniversary, the Centennial Committee has created a speaker's bureau. If you would like someone to come to your group meeting to share the story of our past and future, contact Scout headquarters.

Our anniversary theme "**Tradition Meets Tomorrow**" emphasizes that building on our century of strength we are looking toward the future. Our centennial coincides with some exciting changes in Scouting, welcoming girls into Cubs and Scouts to join their sisters already engaged in Sea Scouts and Venturing. As a Girl Scout myself and the mother of two Eagle Scouts, I could not be prouder of the efforts made by the Scouts BSA to make Scouting a family affair.

Our job is not done! The Centennial Committee will continue to guide the activities of 2019. We hope to see you and your families at our year of Scouting events, including our anniversary gala in May. Check out our calendar of events in this supplement. Together we can help today's youth grow into tomorrow's community leaders.

A Century of Scouting, the Adventure Continues! Join Us!

Sincerely,

Geraldine Knatz

Geraldine Knatz

Chair of the LBAC Centennial Committee

CENTENNIAL STEERING COMMITTEE

Geraldine Knatz - Centennial Committee Chair

Brian Russell - Current Council President

Phil Bond - Incoming Council President

Sandy Mayuga - Past Council President

Albert Guerra - Marketing

Roger Olson - Program

Richard Dempsey - Alumni

Jon Gotz - Membership

Paul Muehlebach - Council Historian

Leslie Smith - Marketing & Public Relations

Mary Hinds - Public Relations

David Thornburg - Centennial Gala Chair

John Fullerton - Scout Executive

Marc Bonner - Asst. Scout Executive



2019 CENTENNIAL

LONG BEACH AREA COUNCIL 1919-2019

100th ANNIVERSARY YEAR EVENTS

JANUARY

12 - Kick-off Breakfast for Scouters at The Grand Long Beach Events Center

FEBRUARY

28 - Council Recognition Dinner for Eagle Scouts, Quartermaster, Venturing Summit Award and Adult District and Council Leader Recipients - The Grand Long Beach Events Center

MARCH

Weekends - Council and Unit Service Projects

APRIL

2-30 - Exhibit on Long Beach Scouting at the Historical Society of Long Beach

13-14 - LB Grand Prix. Scouts will be working a Scouting Booth in the Exhibition Hall

27 - Sea Scout Reunion at the Long Beach Sea Base

MAY

9 - Centennial Gala Event at the Long Beach Arena

JUNE

1 - Scout-O-Rama: our council's largest "open house" showcasing various activities presented by Scouting units at the Long Beach City College Liberal Arts Campus

JULY

5 - Raingutter Regatta

13 - Tribe of Tahquitz Reunion at Camp Tahquitz

AUGUST

17 - Scouting Alumni Event, Long Beach Yacht Club

SEPTEMBER

Various Recruitment Events by units to take place this month

OCTOBER

18-20 - Camporall

26 - 24th Annual Historical Cemetery Tour presented by the Historical Society of Long Beach

NOVEMBER

9 - Scouting For Food

9 - Veteran's Day Parade

DECEMBER

7 - Belmont Shore Christmas Parade

For current event info, go to www.longbeachbsa.org/100

BSA TIMELINE



Boy Scouts
of America
Incorporated

1910

Eagle Scout
Rank
Established

1911

First Scout
Troop Formed
in Long Beach

1912

First Charters
to Councils
Issued

1913

First
Scout Sunday
Observed

1914

A LOOK BACK

A QUICK GLANCE AT OUR HISTORY

1910 - BSA Incorporated

- 1912 - The First Scout troop was formed in Long Beach
- 1919 - The Long Beach Council of the Boy Scouts was chartered with 150 Scouts in six troops.
- 1922 - The Long Beach Council is renamed the Long Beach District Council
- 1923 - The first Sea Scout ships were chartered in Long Beach
- 1925 - Land was donated in Idyllwild for a permanent camp that became Camp Tahquitz
- 1925 - Tribe of Tahquitz was formed to support the new camp
- 1933 - Long Beach Earthquake strikes killing two local Scouts
- 1937 - First National Jamboree. Long Beach sends one troop to Washington DC
- 1941 - Ten acres of land donated by Will J. Reid to create a weekend camp in North Long Beach
- 1943 - Scout units in Bellflower transferred from Los Angeles Council to Long Beach Council
- 1944 - Long Beach District Council is renamed to Long Beach Area Council
- 1953 - Long Beach sends seven troops to the 3rd National Jamboree at Irvine Ranch
- 1954 - The City of Lakewood is incorporated becomes part of the Long Beach Area Council
- 1954 - Current Scout Office at 37th and Elm Streets is opened, a gift of the Craig Family
- 1956 - The first Scout-O-Rama was held at Vets Stadium featuring Roy Rogers and his horse Trigger performing
- 1957 - 640 acres of mountain property located in Barton Flats is acquired for \$225,000
- 1959 - Camp Tahquitz moved from Idyllwild to the new property in Barton Flats
- 1963 - Successful capital campaign raises \$563,000 to develop the new Camp Tahquitz and a new Sea Scout Base in the Long Beach Marina
- 1966 - Long Beach Sea Base is dedicated
- 1967 - Long Beach sends a Boy Scout unit to the World Jamboree in Idaho
- 1972 - Cub Day Camp Summer Program is inaugurated at Will J. Reid Scout park, Camp Tahquitz Lake is developed along with a wooden climbing wall
- 1992 - C.O.P.E. course and horse program introduced at Camp Tahquitz. Learning for Life program is developed in Long Beach as a schools-based values curriculum augmenting the traditional Scouting program
- 1999 - Council celebrates 80th anniversary
- 2000 - Camp Tahquitz and the Tribe of Tahquitz celebrate 75th anniversary
- 2002 - New climbing tower at Camp Tahquitz
- 2010 - Long Beach Area Council celebrated the Centennial of the Boy Scouts of America. The council celebrated the anniversary by sponsoring several key events, including participation in the Pasadena Rose Parade, flag raisings at area city halls on February 8 (the BSA anniversary date), The Long Beach Grand Prix - featuring "Scout Alley" and Indy Car Driver Alex Lloyd, a Centennial Camp-O-Ree at Emerald Bay on Catalina Island, Scout-O-Rama/Eagle Reunion/Campfire at Rainbow Lagoon, A Shining Light and a "Get in the Game" Geocaching course at Will J. Reid Scout Park.
- 2012 - Puvunga Lodge of the Order of the Arrow is formed
- 2014 - Long Beach hosts the International Sea Scout Koch Cup Regatta. Pedestrian Bridge across Highway 38 installed at Camp Tahquitz. Two new bathroom/shower buildings built at Camp Tahquitz
- 2016 - Long Beach hosts for the second time the International Koch Cup Regatta
- 2018 - Funding is complete for new Dining Hall at Camp Tahquitz, First Girl Cub Scout Dens are formed
- 2019 - First girls are enrolled in the Scouts BSA program in separate all female troops
- 2019 - Long Beach Area Council celebrates 100 years

For more detailed history and more historical photos visit us at www.longbeachbsa.org/100



PIECES OF THE PUZZLE

In 2019 we are celebrating every piece that has helped create the big picture of the rich history of the Long Beach Area Council Boy Scouts of America. Every piece, big and small, is important and has led us to our bright future. During the month of December, we published a series highlighting important pieces in the Long Beach Business Journal. These pieces featured several stories that show the diversity of our programs. From the story about the First Scouts in Long Beach to the story about Carina and Milan who recently joined Scouting. These pieces serve to remind us of where we have been and where we are going. We want to thank the Long Beach Business Journal for helping us commemorate this important milestone.



First Handbook
for Scoutmasters
Issued

1915

Congressional
Charters Issued
(BSA Chartered by Congress)

1916

"Help Win
The War"
Slogan Used

1917

First Service Club
Sponsorship -
Rotary

1918

Long Beach
Council Chartered
by BSA

1919

The Willows
In-Town Camp
Opened

1920

Council Split
into
Four Districts

1922

WHAT WE DO



EAGLE SCOUTS STILL SOAR

Eagle Scout is a designation carried for life; it signifies the finest character and deft leadership. Long a measure of success among young people, the Eagle Scout award is the highest rank attainable in the Scouting program of the Boy Scouts of America.

Since 1919, more than 3,700 young men have earned the rank of Eagle Scout in Long Beach. Nationwide, that number is roughly 2.5 million since the award's inception.

In the past eight years, an impressive 505 local Scouts have completed their Eagle Scout Project -- an extensive community service project that requires planning, management, problem solving, and communication. A typical project takes 150 hours from start to finish.

Scouting's legacy of service in Long Beach is strong. From libraries to parks, schools to hospitals; community beautification and blood drives, environmental improvements to helping those in need -- Eagle Scout projects truly demonstrate the best in today's youth. We look forward to young women joining the ranks of Eagle Scouts.



Name Changed to Long Beach District Council
First Sea Scout Ship Organized in Long Beach
International Left-Handed Clasp Adopted

1923

Camp Tahquitz
Opened in Idyllwild
Tribe of Tahquitz Formed

1925

First Summer
Camp at
Camp Tahquitz

1926

First Eagle
Palms
Awarded

1927

Cub Scouting
launched by
BSA

1930

2018 PROGRAM HIGHLIGHTS

75 Eagle Scouts

86 Girls Joined Cub Scouting

558 Boy Scout Achievements Earned

768 Cub Scout Achievements Earned

2,664 Merit Badges Earned

24,103 pounds of food collected

More than 42,240 hours of service
to our community

2018 MEMBERSHIP

UNITS

Packs.....	69
Troops.....	53
Crews.....	12
Ships.....	6
Posts.....	12

Total Units.....152

YOUTH

Cub Scouts.....	1629
Boy Scouts.....	1028
Venturers.....	94
Sea Scouts.....	46
Learning For Life.....	74
Exploring.....	302

Total
Membership.....3099

Registered
Adult Volunteers.....1351



BOARD OF DIRECTORS 2018

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Erik Zandvliet (Polaris)
Jason Millett (Tribe)
Raymond Espinoza (OA)



First Silver
Beaver
Awarded

1931

Long Beach
Earthquake

1933

First National
Jamboree held in
ash. D.C.

1937

Philtum Scout
Ranch Opened in
New Mexico

1939

Will J. Reid Scout Park Created
Sir Baden-Powell Dies and is Buried in Kenya
ebelos Rank Established

19

ABOUT OUR PROGRAMS...

The mission of the Boy Scouts of America is to prepare young people to make a difference over their lifetime by instilling in them the values of the Scout Oath and Law.



Cub Scouts. For youth ages 5-10.

Cub Scouting is fun for the whole family. In Scouting, boys and girls start with their best "right now" selves and grow into their very best "future" selves. It's fun, hands-on learning and achievement that puts kids in the middle of the action and prepares them for today

-- and for life. Cub Scouting aims to promote character development, citizenship training, personal fitness, and leadership.



Scouts BSA. For youth ages 11-17.

This is the traditional Scouting experience for youth in the fifth grade through high school. Service, community engagement and leadership development become increasingly important parts of the program as youth lead their own activities and work their way toward earning Scouting's highest rank, Eagle Scout. With exposure to a uniquely hands-on learning experience and the opportunity to earn merit badges reflecting each Scout's budding interests, youth unlock a world of discovery and forge a path for the future.



Want to find out more about Scouts? Go to: bsa.org type in your zip code and ask your local Council website: www.bsa.org



ScoutReach. For youth ages 5-20.

ScoutReach is the BSA's commitment to making sure that all young people have an opportunity to join Scouting. Today, young people are faced with many challenges as they often live in fragile families and disintegrating neighborhoods. ScoutReach meets the developmental needs of youth in urban settings. By emphasizing ethics and moral values, Scouting addresses many of the social concerns of

parents and youth in our country. Scouting prepares urban and rural youth to be leaders, to accept responsibility, and to care about principles and causes beyond their own self-interest. Our biggest asset in urban and rural neighborhoods is a well-defined program based on values, learning-by-doing, fun, and positive role models.



Name Changed to Long Beach Area Council

1944

National Jamboree held in Irvine, CA

1953

Scout Service Center Opened

1954

First Scout-O-Rama Held at Veterans Stadium
First District Award of Merit Awarded

1956

ethical and moral choices

2019 CENTENNIAL LONG BEACH AREA COUNCIL 1919-2019

EXPLORING

Exploring. For youth ages 14-20.

Exploring provides exciting activities and one-on-one mentorship for you looking to discover their future. The program provides students with an opportunity to learn about a wide variety of career fields and network with professionals already working in those fields. Youth get hands-on experience to determine whether or not a particular career field is right for them. Youth develop valuable networking contacts with professionals working in their selected career fields, and they get to know other youth with their same

interests and aspirations. Most Exploring programs align with the school calendar and begin in the fall, while some also offer summer activities, annual conferences, internships and other events.

- Police Explorers • Long Beach Search and Rescue
- Homeland Security / CBP • Animal Care Services



ME IN

or have a youth join
out.scouting.org and
call (562) 427-0911
w to join.
w.longbeachbsa.org



Venturing. For youth ages 14-20.

Make friends, discover the world, and explore passions. This is where adventure comes to life. This is where teens rappel off cliffs, perfect their shot, design robots, kayak into sunsets, explore faith, and volunteer at animal shelters. The options are limitless. Each activity provides an opportunity to shine and to learn more about the

world and one's self. Venturing is a youth-led and youth-inspired program. Youth acquire life skills and gain experiences that will prove to be valuable regardless of future endeavors.



Sea Scouts. For youth ages 14-20.

Sea Scouts is a specialized program, organized to address a youth member's quest for knowledge about boating skills and knowledge of our maritime heritage. Sea Scout units, called "ships," focus on sailing and cruising on either sailboats, power vessels or paddle sports. Sea Scouts learn to operate and maintain the vessels, with focus on learning the safe and proper methods of handling them. The program is designated as a "high adventure" program.



Council Purchased
640 Acres in
Barton Flats

Camp Tahquitz
Opened in
Barton Flats

BSA
50th
Anniversary

Explorer
Specialty
Posts Started

1957

1959

1960

1961



PROPERTIES

- CAMP TAHQUITZ -

Since opening in Barton Flats in 1959, Camp Tahquitz has served hundreds of thousands of youth from greater Long Beach, Southern California, and several western states, by making available the finest possible camping experience in an incomparable setting. At 6,500 feet elevation, the camp offers clean air and an agreeable climate amid rolling green meadows, thick forests of cedars, oaks, and pines -- including some of the world's tallest Ponderosa pine trees. Its location offers many spectacular views of the mountains above and the valley below as well as an abundant variety of birds, mammals and other wildlife.



The program is varied, offering a wide range of outdoor activities -- archery, rifle shooting, wing; canoeing, climbing & rappelling, nature studies, horseback riding, camp crafts, and more. Our location on the edge of the San Geronio Wilderness Area offers many opportunities for challenging hikes through the magnificent backcountry and the highest point in Southern California, Mt. San

Geronio. Camp Tahquitz is staffed by members of the Tribe of Tahquitz, our local council honor society.

- SEA BASE -

The Long Beach Sea Base is one of the premier waterfront Scouting facilities in the country. It is located at 5875 E. Appian Way in beautiful Belmont Shore, under the 2nd St Bridge. All activities are conducted within the confines of the Sea Base and Alamitos Bay Marina. The facility is open to all Scouting units and provides programs such as paddle boarding, canoeing, rowing and kayaking. Various sailing programs are taught during the year for beginners and advanced students. In addition to on the water programs the facility is used for overnight weekend camping, Eagle courts, Cub events and Training.

The Long Beach Sea Base is also home of the Long Beach Sea Scout Squadron. The Sea Scouts have several large vessels in the fleet that are used to provide high adventure marine programs on the water. Sea Scouts is a specialized program, organized to address a youth member's boating skills and promote knowledge of our maritime heritage. Sea Scout units, called "ships," focus on sailing and cruising either sailboats, power vessels or paddle sports.



ARCHERY IN LONG BEACH

Eight years ago, Andrew picked up a bow and arrow for the first time as a Cub Scout in Long Beach Pack 67. Then he told his parents he wanted a bow for his birthday. His parents had a better idea: "We told him we would get him proper archery lessons," says Andrew's dad, Gary.

In January 2016, Andrew started breaking state and national records. He was so good, in fact, he joined the Cadet division -- for anyone 17 or younger -- at age 13. So good in fact, he earned a spot on the USA Archery Team!

Just months ago in September, Andrew competed for Team USA in Cortina d'Ampezzo, in northeastern Italy. He took home 6th place in the world, making him the highest ranked U.S. archer in his division.

Andrew is now a Life Scout in Troop 67. He is a sophomore at Millikan High School in Long Beach. Great job, Andrew!

Scout Office Selected as One of Seven Most Beautiful Buildings in Long Beach
Neil Armstrong Speaks at Eagle Scout Dinner

Sea Scout Base Dedicated in Long Beach Marina

World Scout Jamboree Held in Idaho

SUPPORT

We invite you to partner with us in our centennial celebration. **You** are an important piece of our puzzle and there are many ways for you to find a place to "fit in."



CELEBRATE

Your financial support will help us continue to provide leadership skills, character education, and outdoor experiences to our diverse community in the cities of Long Beach, Signal Hill, Bellflower, Lakewood, and Avalon. When you make a donation to the Long Beach Area Council you are supporting a 501(c)3 nonprofit organization rated on Charity Navigator with the highest 4-star rating.

To make a donation: visit us online at www.longbeachbsa.org/donate or mail a check to: 401 E. 37th Street, Long Beach CA 90807
Attn: Marc Bonner – 100 Years

CONNECT

Want to start a Scout unit or volunteer your time? We can "**Scout You In!**" It's a great place for adults to learn and grow while fostering our next generation of leaders.

Go to: beascout.org and type in your zip code and find a unit close to you and ask how you can help. Or call (562) 427-0911 and ask how to join.



COMMUNITY

All youth ages 5 - 21 are welcome in our programs. Help them hone their interests or help them discover new passions. All of our programs teach ethical leadership skills and life skills that can be applied to the 21st century work force.

To join a local unit go to: beascout.org and type in your zip code and find a unit close to you. Find one that meets your needs and that can fit into your schedule.



SAVE THE DATE

Thursday, May 9

Centennial Gala Celebration

Open to all community, family, and friends.

Sponsorships, table rates, ad info
at www.longbeachbsa.org/100gala



Cub Day Camp Started at
Will J. Reid Scout Park
Project SOAR Conservation Project Inaugurated

1972

Camp Tahquitz &
Tribe of Tahquitz
50th Anniversary

1975

United
States
Bicentennial

1976



Tiger Cub
Program
Started

1983

FUTURE



SEA SCOUTS IN LONG BEACH

For almost 100 years, the Sea Scouting program in Long Beach has been an important youth program for the city and our community. Sea Scouting provides growth opportunities for its members to acquire knowledge through instruction in water safety and practice in boating skills. Youth make outdoor memories, provide service, and gain leadership skills as well as knowledge of our maritime heritage.

Carina and Milan recently joined Sea Scout Ship 501. They are on a **three-month** apprentice program called Poseidon. Upon graduation, they **will earn full-membership status on the Sea Scout Ship "Conquest."**

The two sisters are excited about the opportunities open to them both in Sea Scouting and in joining Troop 303 as Scouts. Outdoor adventures, fun, and hands-on experience are what they enjoy most in Scouting.



STEM

"Throughout my Scouting career, I've seen some remarkable things. Recently, I witnessed another: the first all-girl patrol at Camp Tahquitz. I've seen a big supporter of girls joining Scouting. I believe the program is strong enough to benefit all kids. Every kid gets something different out of Scouting. Now these girls have the opportunity to get what they want out of it. More power to them. Quite frankly, it's about time." *Spring*



GIRLS

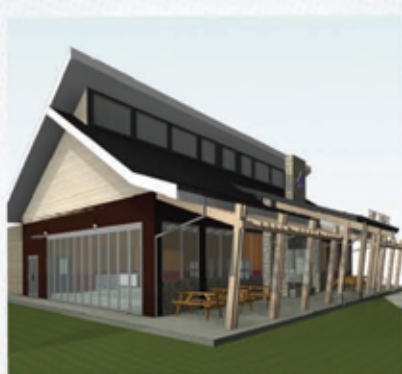
"I can't think of better training for future careers than being a Scout. From planning skills to problem solving, communication, and project management, Scouting prepares young people for life. With over 130 career and hobby interests through the merit badge program, to career mentoring, Scouting is the premier program for youth development."



CAREERS

Varsity Scouting Started	Boy Scouts of America 75th Anniversary	Women Allowed to Serve in Troop Leadership Positions	Learning for Life Started	Venturing Started	ScoutReach Program Started
1984	1985	1988	1991	1998	2005

VISION



CAMP DINING HALL

"As screen-time and technology become more prevalent, especially within our inner-city, the need to get kids outdoors will only increase. Scouting provides this outlet. The ScoutReach program will continue to be relevant meeting the needs of under-served youth in our community."

"I envision a summer camp bustling with youth, both boys and girls of all ages, eager for a hearty lunch after a morning full of challenging, fun experiences. A new dining hall at camp will be a game-changer. We've outgrown our current kitchen capacity. I'm very much looking forward to new opportunities that this new center will bring for generations to come."



SCOUTREACH



LEADERSHIP

"If there is one thing Scouting instills, it would be leadership. No matter the profession, a Scout will do the right thing, serve others, and be active in his or her community. Many of our own community leaders honed their leadership skills in Scouting."



SCOUTREACH IN LONG BEACH

Scouting in Long Beach is as diverse as the population itself. In 2005, the ScoutReach program was formed to make Scouting available to at-risk youth in town. Now in its thirteenth year, ScoutReach continues to provide underserved youth with a quality program at no cost to the family.

Participants enjoy the same Scouting program as everyone else: unmatched outdoor experiences, meaningful community service projects, and leadership opportunities that develop strong character. Youth see the sunrise from a mountaintop, learn to set up a tent, cook a meal while camping, paddle a canoe, and fold the American flag—in nearly all instances for the first time in their young lives.

Ashley, 33, explained why she finds ScoutReach valuable for both her and her son, Timothy, age 6. "Scouting is showing my son outdoors- and life-skills he would not otherwise learn." She adds, "Without Scouting, I would not have gone camping or fishing with my son. In the three months we've been involved, I have seen positive growth."

BSA
Centennial

2010

Order of the
Arrow Pavunga
Lodge Formed

2012

Council Sold
Will J. Reid
Scout Park

2013



Girls Allowed
to Join
Cub Scouts

2018

Girls Allowed
to Join Scouts BSA
Long Beach Area Council Centennial

2019

F&M, founded 112 years ago, celebrates 100 years of Scouting in Long Beach.



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(Continued From Page 1)

Barnes & Noble. Why had I paused my life to find this self-help book from the recesses of my bookshelves, home to forgotten biographies authored by former college professors and embarrassing middle school photos?

Well, I, like nearly every other person I follow on social media, had started watching Netflix's new lifestyle-oriented reality show, "Tidying Up with Marie Kondo." And I had suddenly remembered, as I watched this exceedingly tidy Japanese woman pleasantly reform the American households she visited through a truly foreign concept – downsizing – that I had a copy of the book that inspired the series. It was given to me as a gift a few years ago, undoubtedly as a hint to keep my new apartment clean. Upon receipt I had promptly sniffed and hidden its insulting presence from view, an admittedly easy task given my penchant for clutter.

But once back in my hands, I flipped quickly to its guide to folding laundry as I wrestled with an oversized load of sheets and towels. The next night, I emptied out an entire dresser and systematically held each piece of clothing in my hands, asking myself if it sparked joy, then either put it aside for donation or folded it into a neat little rectangle to be carefully stacked upright in my drawers. When I was done, I could see every remaining piece of clothing I owned in neat colorful rows and marveled, wondering why no one had ever clued me into this clearly more organized way of storing clothing. I felt the urge to Instagram it. "Look at me! I can be tidy! I'm doing the joy thing!"

I was not the only one. For weeks, friends had been posting photos of piles of clothing wrenched from their closets, quoting Kondo's adage to "spark joy." I resisted as long as I could. But the Internet's hivemind eventually got me, as it does any Millennial in possession both of Netflix and any degree of social media addiction (i.e., most Millennials).

In the same week, I removed my unused crockpot from its lair at the back of my lower kitchen cabinet – a gift bestowed to me undoubtedly as a benevolent hint to "learn how to cook already, and if you're too lazy for that just throw stuff in this pot and push a button, for goodness sake" – after having completed four full seasons of "The Great British Baking Show," (GBBS) or as a I like to call it, "The Most Pleasant Show On Earth, With Accents." I looked up a Pinterest recipe I had saved two years ago, went to not one but two stores for ingredients, and set about making soup. (OK so I didn't have the nerve to bake bread from scratch, but at least I attempted some form of cooking. Cut me some slack!)

My cat watched at a disturbingly close proximity to my chopping, but for all my efforts could not be shooed away. I was rather like an ape on display at a zoo, having been given some kind of new tool as a test of intelligence. She was the judgmental four-year-old diligently mocking through the glass.

Netflix, my parents woefully pointed out after I pridefully updated them on my newly forged lifestyle choices, within the span of weeks had convinced me to do things they hadn't been able to talk me into trying for years. I'd hazard to guess there

are grown Millennial offspring all over America currently exhibiting the same annoying habit, all thanks to widespread access to low-cost television streaming combined with a desire to share every detail of one's life on social media.

It seems to me based on the collective success of Kondo, GBBS's Paul Hollywood and Mary Berry, and my extended social media network in getting me to try new things (we'll see if they stick, though, won't we?), that the older folks who have been complaining about Millennials should recognize that they have a powerful tool of manipulation at their disposal. You want us to change our behavior? Talk to us through Netflix. And preferably, via someone lovable and more talented than we are who also happens to be endowed with a soothing accent. Alternatively, we will also accept Jeff Goldblum. Don't ask us why. That's between us and him.

Some concepts for you:
 "The Joys Of Voting." Joe Biden and Betty White team up to knock some sense into those young folks who think voting is a waste of time with wit, wisdom, and, hopefully, wine. We will oscillate between raucous laughter at Joe's meme-ready quips and humble embarrassment at Betty's wry assessments of our inefficacy, then unexpectedly find our faces streaked with inspirational tears at the end of each episode. If we aren't registered to vote let alone run a polling place by the end of it, why, gosh darn it I guess we're just a hopeless cause after all.

"#RelationshipGoals." As marriage and birth rates decline amongst Millennials, many of our grandchildless parents are fretting away their elder years by scanning through our social media accounts with the acumen of a private investigator, searching for any sign that we've either found or have somehow overlooked our perfect match. Problem is, when they attempt to rush our love lives along in time for us to reproduce before their demise, we do what we do best – the opposite of whatever they suggest. Instead, I suggest you combine the powers of Netflix with our favorite endearing celebrity couple, Emily Blunt and John Krasinski. They're adorably loving toward one another. They collaborate and support each other's work. One embodies a beloved nanny from our youths. One is an aspirational action hero. She even has a British accent. We're ready for love, guys. We just need Mary Poppins and Jack Ryan to give us a little push.

In exchange for watching your propaganda, I humbly request that you senior generations consider our own turn at subliminal streaming education. For your consideration, "Entitled," a show following Millennials throughout their daily lives: working extra hours to make up for the lower wages they're doomed to earn in perpetuity as a result of starting their careers during the recession; coming home to a cramped apartment in a marginal neighborhood because they cannot afford the kind of place you did at their age thanks to soaring housing costs; and spending their free time at brunch eating avocado toast and guzzling mimosas because they are just trying to escape the ever-present anxiety of loan debt repayment for a few hours thankyouverymuch. What's in it for you: narrated by Tom Selleck. Copyright pending. ■

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Martin Haselböck's passion for this playful repertoire is evident as he directs a concert featuring star soprano Sherezade Panthaki and concert master and concerto soloist Ilia Korol.

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Director: *Martin Haselböck*
Soprano: *Sherezade Panthaki*
Violin: *Ilia Korol*

Wolfgang Amadeus Mozart 1756 – 1791:

Symphony Nr 1, KV 16
Concerto for Violin and Orchestra D-Major, KV 211
Motet "Exsultate jubilate" for Soprano and Orchestra, K 165
Aria "Voi avete un cor fidele", K 217
Symphony A-Major, K 201

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'Carson Is On The Move'

Despite Challenges, Mayor Robles Believes New Charter And Developments Are Setting The City Up For Success

■ By **SAMANTHA MEHLINGER**
Editor

It is a time of change for the City of Carson. With a number of new developments planned and underway, a significant drop in crime rates and the establishment of a charter-run government, the outlook for the city is bright, according to its mayor, Albert Robles.

"The state of the city is fantastic," Robles said in an interview at his office in Carson City Hall. "We have done things over the last few years to position the city to be receptive and open for business, and the business community is responding by choosing to come to Carson now," he said. "And that's demonstrated by the significant development that we have going on in the city now." There are 12 developments under construction, according to city staff.

Part 1 crime rates in the city dropped by about 19.4% between 2017 and 2018, according to data presented by the sheriff's department to the Carson City Council. Part 1 crimes include homicide, rape, robbery, aggravated assault, burglary, motor vehicle theft, larceny theft and arson. Over the 10-year period from 2007 to 2017, part 1 crimes decreased 17.5%. "Carson is safer now than it ever has been before," Robles said.

Robles noted that the city is home to a diverse array of businesses – retailers, automotive dealerships, warehousing and logistics firms, oil companies and others – which provide a diversified stream of sales tax revenue. "We are positioned to withstand any anticipated recession that may be coming because we're so diversified," he said.

The City of Carson has about \$24 million in fiscal reserves. About \$7 million was recently re-allocated into the city's reserve fund after the federal Ninth Circuit Court of Appeals sided with Carson in a lawsuit related to a rent-controlled mobile home park, Colony Cove. "We lost a trial at the federal court about two years ago, and it was a verdict against the city for over \$7 million," Robles said. As the case was appealed, the funds were taken out of the city's reserves, but have now been freed up by the final court decision. "Any other city that can claim to have a quarter of their budget as reserve is in a fantastic financial position, and that's where we are here in Carson," Robles said.

The city is still contending with an ongoing structural deficit to its budget, but Robles is hoping that will be resolved once the city council selects a new city manager and city finance director – positions vacated at the end of last year. City staff are also working on proposals and re-examining certain revenue streams to address the issue.

While prior city managers were recommended by subcommittees of the city council, this time the hiring process has involved all councilmembers from the beginning, according to Robles. "The other thing we did, which is very unique, is each councilmember completed a survey, and we gave input as to what we thought was important in a new city manager, what characteristics we wanted the new city manager to have, what we wanted the city manager's focus to be," he said. As the pool of candidates is narrowed down, finalists answer questions based on the survey. Robles said he hoped to have a new city manager selected within 30 to 60 days.

The council recently voted to rotate the position of acting city manager every 30 days amongst



Carson Mayor Albert Robles believes his city is well-positioned to withstand the potential financial challenge of another recession due to its diversified tax revenue stream and strong fiscal reserves. With several developments planned in the city, including a new outlet mall fronting the 405 Freeway, the future of the city is bright, in his estimation. (Photograph by the Business Journal's Brandon Richardson)

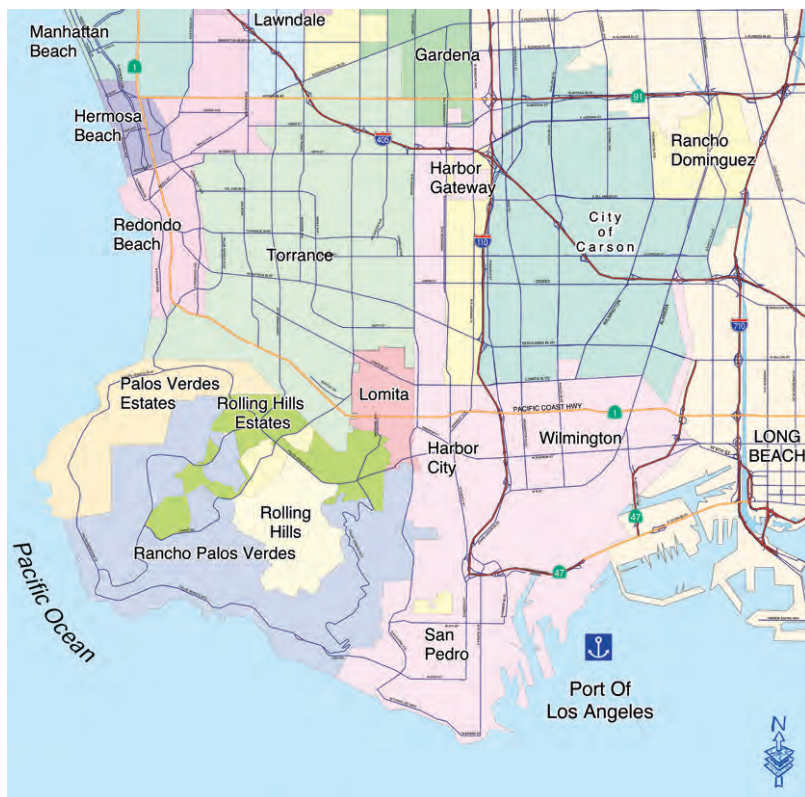
Carson By The Numbers

Population	95,324
White (23.1%)	22,036
Black (22.6%)	21,515
American Indian (0.5%)	515
Asian (27.0%)	25,762
Pacific Islander (2.6%)	2,442
Some Other Race (19.1%)	18,221
Two or More Races (5.1%)	4,832
Hispanic Origin (39.4%)	37,531
Households	26,230
Avg Household Size	3.58
Owner Occupied Units (72.7%)	19,608
Renter Occupied Units (24.5%)	6,622
Vacant Units (2.8%)	748
Median Age	38.7
Median Male Age	36.9
Median Female Age	40.4
Median Household Income	\$78,187
Total Businesses	3,403
Total Employees	50,567

Source: City of Carson

Carson's Elected Officials

Mayor Albert Robles
Mayor Pro Tempore Cedric Hicks
Councilmember Lula Davis-Holmes
Councilmember Jawane Hilton
Councilmember Jim Dear
City Clerk Donesia L. Gause Aldana
City Treasurer Monica Cooper



Focus On Carson

(Continued From Page 19)

three staff members. Saied Naaseh, the city's community development director, served as acting city manager after Ken Farfaring vacated the position in late fall. John Raymond, assistant city manager of economic development, became acting city manager on January 21. If a manager is not selected within 30 days from that date, Assistant City Manager of Administrative Services David Roberts would take on the position, according to Naaseh. "If we hire somebody, all of us go back to our respective positions," he noted.

The city has begun its budgeting process for the next fiscal year, which begins on July 1, Naaseh said. Another structural deficit is anticipated. "It has been going on for I think eight of the last 11 years. The city revenues are not enough to cover all the expenses that are involved in running a city," he said. Carson's contract with the Los Angeles Sheriff's Department is its largest expenditure at about \$24 million per year, Naaseh said.

The city's approved budget for the current fiscal year (FY 18-19) projected a deficit of about \$4.6 million. However, if the \$2.3 million sale of land located at Victoria Street and Cedarbluff Way is factored in, the deficit is actually about \$2.31 million, according to the budget document.

One way to address a deficit is to increase taxes, which requires voter approval, Naaseh said. In 2017, the city proposed, and voters approved, a ballot initiative establishing a business license tax on oil companies. "We thought we would get about \$24 million but we are getting right around \$4 million," Naaseh said of the new tax. "We're looking at that to see if the oil companies are paying what they are supposed to be paying."

City staff members are currently working on a proposal to create a development impact fee for new real estate projects in the city, according to Naaseh. This revenue stream would be dedicated to community projects meant to offset the impacts of developments, he noted. "We expect that to go to council in the next couple of months, hopefully," he said.

Robles believed that the city government would be in a better position to create improvements in Carson now that voters have approved becoming a charter city. Last spring, the city council voted 3-2 to place a proposal to become a charter city on the November ballot. A charter commission was formed and held 11 meetings to craft the city's new gov-

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Source: City of Carson

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www.csudh.edu • 310/243-3696 • University Theater: 310/243-3588

Carson Chamber of Commerce

530 East Del Amo Boulevard, Carson 90746 • www.carsonchamber.com • 310/217-4590

Carson City Hall

701 East Carson Street, Carson 90745 • ci.carson.ca.us • 310/830-7600
Community Development Department 310/952-1773

Carson Event Center

801 East Carson Street, Carson 90745 • www.carsoncenter.com • 310/835-0212

Dignity Health Sports Park

18400 Avalon Boulevard, Carson 90746 • www.dignityhealthsportsark.com • 310/630-2000

Dominguez Rancho Adobe Museum

18127 South Alameda Street, Rancho Dominguez 90220
www.dominguezancho.org • 310/603-0088

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SouthBay Pavilion

20700 South Avalon Boulevard, Carson 90746 • www.southbaypavilion.com • 310/366-6629

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315 West Torrance Boulevard, Carson 90745 • www.printmuseum.org • 310/515-7166

erning document. The council made some changes, and voters ultimately approved it. "As a charter city we now have newfound tools available to us to help increase and promote economic development throughout the entire city," Robles said.

Moving forward, Robles said he would like to see Carson attract more entertainment-based businesses and venues so that residents can spend their discretionary dollars within the city, rather than going to nearby Downtown Long Beach or other cities.

"I would just like to emphasize that Carson is on the move," Robles said in closing. "We continue to move forward. And with our development coming in to the city, other than Long Beach, I don't think there is another city in the entire South Bay area that has as much going for it in terms of development opportunities than Carson. And my hope is that forward momentum continues and accelerates this year and next year." ■

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Carson ‘Well Positioned’ For Business Success In 2019

■ By **PIERCE NAHIGYAN**
STAFF WRITER

Businesses in the City of Carson reported that 2018 was a successful year, and 2019 looks just as bright. “Carson is well positioned,” Mayor Albert Robles told the Business Journal. “We’ve done many great things in the city. We have been fiscally responsible. We’ve put our city resources where they’re needed not only for the benefit of the residents but for the benefit of the business community.”

Robles’ optimism was echoed by John Wogan, president of the Carson Chamber of Commerce. Wogan told the Business Journal that outside investments are changing the city from a bedroom community into a destination in its own right. “I’ve been with the Carson Chamber for almost 23 years, and I really think Carson is starting to come into its own,” he said.

The city’s director of community development, Saied Naaseh, said that the economy in Carson is doing great. In 2019, Naaseh said the city council hopes to continue approving new development projects and build a community that is “head and shoulders above everybody else.” He summed up the vision as, “A city that is great to live in, great to do business in and great to play in.”

Around town, representatives from the major business sectors said their experience is largely on par with that vision.

Automotive Dealerships

The automotive and transportation sector continues to be the biggest sales tax generator for the City of Carson, according to Naaseh, comprising 24% of revenue. Kia of Carson, which was purchased by Trophy Automotive Dealer Group in August 2018, has projected 15,000 car sales for the year. “Since we took over the store, business has been good for us. We are growing every month,” General Sales Manager Khaldon Elbatsh told the Business Journal.

Kia of Carson has been the highest volume Kia dealership in the United States since 2016, according to dealership advisory firm Kerrigan Advisors. Elbatsh praised the former owner of the dealership, Car Pros Automotive Group, for building strong bonds with the community and helping to generate more jobs and revenue for the city. “We’re expecting it to be a good year, and we’re preparing for it,” he said.

Robert Cavenah, the general manager of SoCal Honda Powersports, said 2018 was a great year for his dealership, which is hiring new employees to keep up with the growth. Honda’s broad line of products enables the dealer to appeal to many segments of consumers, from the agricultural sector to law enforcement agencies, retirees and the young, Cavenah said.

At the moment, Cavenah said there is particular interest in miniature motorcycles, or “minimotos,” among college students living in congested coastline areas. “Having Long Beach City College and Long Beach State, as well as [California State University]

Dominguez Hills in the general vicinity, these are young people very much in tune to riding motorcycles,” he explained.

Health Care

The Kaiser Permanente Carson Medical Offices serve over 260,000 members in the South Bay area, 50% of whom are located within a 15-minute drive, according to Chief Administrative Officer Ozzie Martinez. Kaiser plans to expand the site’s services with more than 90,000-square-foot of space in the fall of this year. “This expansion is really going to make our specialty services more accessible and much more centralized for our South Bay service area,” Martinez said.

The expansion at the facility, which while located in Gardena also serves Carson residents, includes six operating rooms and five procedural areas. The renovated third floor will offer specialty services in general surgery, pain management, podiatry, head and neck, ophthalmology, urology, rheumatology, genetics, and obstetrics and gynecology. It will also include a dedicated women’s center. “The women’s center is meant to be a place where women can truly feel that their unique health needs are being met,” Martinez said. The design of the area integrates several women’s services into one space that is private and protected from the rest of the center, he explained.

Furthering the goal of centralizing service for nearby members, remodeling taking place on the first floor is making room for a behavioral health center. “Currently, these patients will go to either Lomita for these services or Signal Hill or to Long Beach,” Martinez said. “Being able to be in Carson with behavioral health reduces the stigma and provides convenience for our patients.”

Even the check-in experience is being revamped, Martinez said. South Bay patients will soon be able to make express check-ins and pay for services with mobile tablets provided by staff. “We want to get rid of lines,” Martinez said. “It’s similar to if you



Khaldon Elbatsh, general sales manager of Kia of Carson, said the relationship between Carson residents and his dealership has been excellent. “Carson people are very friendly,” he said. (Photograph by the Business Journal’s Brandon Richardson)



The Kaiser Permanente Carson Medical Offices is poised for a major expansion of its services. “We’re excited,” Chief Administrative Officer Ozzie Martinez said. “It’s going to provide an opportunity for our patients to be much more centrally located for their needs.” Pictured from left: Ada Onyeagocha, physician in charge; Kevin Wolcott, department administrator; Ryan Velasco, assistant department administrator. (Photograph by the Business Journal’s Brandon Richardson)

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The Carson DoubleTree by Hilton was a 2018 recipient of the hotel's Travel With Purpose Award, a brand hospitality award that recognizes sustainable energy management and volunteer goals. Pictured: Edward Apodoca, general manager of DoubleTree by Hilton. (Photograph by the Business Journal's Brandon Richardson)

(Continued From Page 22)

walk into Apple. There's someone with a tablet connecting with you, personalizing that interaction, and then telling you where you need to go next." The waiting area will be much more open, Martinez said, and include a café and a community area.

Hospitality & Tourism

After a somewhat slow start in the first quarter of 2018, the DoubleTree by Hilton Carson experienced a significant uptick in occupancy from both corporate and leisure visitors, according to General Manager Edward Apodoca. "It certainly picked up by the end of the year," Apodoca said. He pointed specifically to the auto dealers, aerospace manufacturers and oil firms as major drivers of local business. On the leisure side, he highlighted the range of events held at the Dignity Health Sports Park bringing tourism to the area.

"They don't just do Charger football," he said. "It's the L.A. Galaxy, youth soccer,

tennis, cycling at the velodrome, [and] there's boxing coming up here in February."

The DoubleTree offers 225 guest rooms, meeting space, an outdoor pool and whirlpool, and the 4,500-square-foot Scoreboard Sports Bar and Lounge. Renovations to the sports bar were completed in January 2018, and Apodoca said it provides a lively space for not only hotel guests and corporate customers but the community as well. "I get to know people that come here every day just because it's a great sports bar that they love hanging out at," he said.

There are plans to renovate the hotel's guest rooms, public space and Refinery restaurant in late 2019, with completion slated for early 2020. Apodoca said he expects occupancy to stay steady through the year.

Manufacturing & Warehousing

Industrial property for manufacturing and warehousing operations is in high demand in Carson, which is conveniently located near LAX and Long Beach Airport, highways and one of the busiest container ports in the world. "Business is good," Doug Groves, chief financial officer of Ducommun, told the Business Journal.

A manufacturer of parts for aerospace, defense and industrial markets, Ducommun has dubbed itself "the oldest company in California." It was founded in Los Angeles in 1849 as a hardware supply store during the California Gold

Rush. Today, its Carson facility primarily manufactures what Groves calls "human-machine interface products," such as display panels and push button switches found in the cockpit of an aircraft. The company also builds radio frequency products used in police radar guns, and sophisticated resolvers and motors for heavy-duty applications. "These are motors for extremely harsh environments," Groves said. "They would go in things like downhole drilling rigs for the oil and gas industry, satellites, so very rugged kinds of things."

With domestic defense spending on the rise and global air traffic growing by 5% to 7%, Groves said that the demand for Ducommun's products is also increasing. "We've seen nice growth in that business, probably a little above mid-single digit [percent growth], and expect the same as we head into 2019." He added that the company has been in Carson for many years "and looks forward to many more."

Logistics company Mainfreight opened its facility in Carson about two and a half



The Mainfreight logistics team is pictured inside the company's Carson warehouse. "We're a business that's definitely focused on growth, especially here in L.A.," Branch Manager Matt Friedman told the Business Journal. "The reality of us expanding in 2019 is quite definite." (Photograph by the Business Journal's Brandon Richardson)

years ago, according to Branch Manager Matt Friedman. The company leases 183,000-square-feet of space from Watson Land Company. Friedman believes that 2019 will be a year of expansion in Carson. “We’ve grown dramatically,” he said. “About a year and a half ago we had about 10 people. We’re about to hit 40 now.”

Its proximity to the port and heavy container corridor makes Carson an ideal location for Mainfreight, Friedman said. “Watson does a fantastic job with the buildings and properties they manage,” he said. “I think overall it’s a city that’s well managed, well run.”

Oil Industry

At 930 acres, the Marathon Los Angeles Refinery is the largest refinery on the West Coast. Operated by the Marathon Petroleum Corporation, it was created by integrating and updating the company’s Wilmington and Carson facilities. The Los Angeles Refinery is able to process 363,000 barrels of crude oil per day and employs 1,450 full-time employees, according to a company fact sheet about the facility.

Marathon has set a goal to reduce nitrogen oxide emissions by 53% by 2022 and reduce greenhouse gas emissions by 70,000 metric tonnes over the next three years by modernizing equipment.

Shell Oil decommissioned its Carson refinery in 1992 and uses the 400-acre site as a distribution facility for transporting fuels throughout Southern California. Cia Wu, who handles external relations for Shell in the region, likened the Carson complex to a cardiovascular system. “Essentially, we pump product in and we distribute product out,” she explained. Shell’s distribution network includes its Carson location, the Mormon Island Marine Terminal at the Port of Los Angeles, the Van Nuys Terminal and the Signal Hill Terminal.

Though Shell no longer refines oil in Carson, Wu said the company remains active in the local community. Last year, it donated funds to upgrade the science labs at Carson Street Elementary School and Stephen M. White Middle School, and plans to donate again this year. “We also sponsor STEM [Science, Technology, Engineering and Math] education programs through the local Boys & Girls Club at the elementary level,” she said.

(Please Continue To Next Page)



Marathon’s Los Angeles Refinery processes heavy crude oil from California’s San Joaquin Valley and Los Angeles Basin, as well as from Alaska, South America, West Africa and other international sources. (Photograph courtesy of Marathon Petroleum Corporation)



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"The strong support of the local community is what has made SouthBay Pavilion successful," General Manager Cheryl Roberts said. Pictured from left: Lupe Vigil, bookkeeper; Sofia Escobedo, administrative assistant; Roberts; Sweeney Montinola, marketing director; Breanna Whittiker, project coordinator; and Jesse Ceja, operations director. The mall is adjacent to the 405 Freeway at the Avalon Boulevard exit. (Photograph by the Business Journal's Brandon Richardson)

(Continued From Page 25)

Retail & Restaurants

Carson's SouthBay Pavilion experienced a lively 2018, according to General Manager Cheryl Roberts. The opening of Burlington Coat Factory increased traffic and sales at the north end of the mall in "perfect timing for the holidays," Roberts said. The Cinemark was in the top 10 of the theater chain's overall sales for the opening of the hit action film "Black Panther." NORMS Restaurant opened in November and exceeded its sales goal for its opening weekend. And Target, after completing a major interior remodeling, has also reported an uptick in sales, she noted.

The Carson IKEA had a positive year for sales in 2018, according to Store Manager Briana Lehman. "We did see an increase in visitors that came into the store and we're continuing to see that going into this year," Lehman said. The store, which celebrated its 25th anniversary last November, is also a supporter of the local Boys & Girls Club. "We're actually going to be remodeling one of their teen rooms in the next few months here to help them have a better place for all the teens to go and hang out," she said. IKEA prides itself on being part of Carson and giving local donations, she explained. "We really put together a plan every year where we can reach out and support in different places throughout the community."

With new residential and mixed-use developments under construction throughout the city, Lehman said her company is excited to see other retailers join the business community.

"It's a great time for new businesses in the City of Carson, especially inside Southbay Pavilion," Roberts said. "Unlike many malls in the area and nationwide that have numerous vacancies due to many national retailers closing, Southbay Pavilion is nearly fully occupied." Ross is anticipated to open in spring 2019 and will occupy a portion of the first floor vacated by Sears. Restaurants in the mall that are equipped with televisions are also highly visited during football season, Roberts added, and carry-out restaurants are also seeing more activity.

At Evan Angelo's Gelateria and Coffee Bar, located near the corner of East Dominguez Street and Bonita Street, Chef Manager Jahmal Gillespie is preparing for Super Bowl Sunday. Gillespie joined the restaurant just three months ago but is already transforming the menu with unique foodie treats like garlic bread puffs, chicken and waffle sliders, and lobster pizza. "It's popular," Gillespie said of the pizza. "The people that try it, there's definitely repeats."

The chef said that his main focus at the moment is informing the community that Evan Angelo's offers much more than gelato and coffee –

but those items are still made fresh right on site. "We roast all our own coffee beans from scratch, so we get them green from all over the different places of the world. We do all our gelato from scratch, which requires a different license. Our sorbet is [made] from scratch," he said. "We even make our own ketchup."

While Carson is not yet known as a foodie haven, Gillespie said that the city is "a hidden gem." It doesn't take long for word to get out when something new comes along, he explained. "Ticket prices have jumped considerably," he said of his restaurant. "Probably 75% of every ticket are all new menu items." ■

Real Estate And Development Climate Strong In Carson

■ By **PIERCE NAHIGYAN**
STAFF WRITER

A healthy economy, convenient location and business-friendly environment have made the City of Carson a prime place for development, according to city staff. Situated between the San Pedro Bay ports and the Alameda Corridor, multiple freeways and several airports, Carson offers "great potential" for residents and businesses alike, Director of Community Development Saied Naaseh told the Business Journal.

"We've never said no to new development," Naaseh said. "The word gets out in the development community, and they like to go places that they're welcome." The city's industrial space continues to be in high demand, Naaseh said, and residential and commercial projects are on the rise.

One such project is Veterans Village, a 51-unit mixed-use building on the corner of Carson Street and Figueroa Street being developed by Thomas Safran & Associates. The development includes affordable housing for veterans as well as commercial space. Mayor Albert Robles said it would be "one of the few veterans' housing developments . . . anywhere in the entire South Bay right here in Carson." It is slated to open in fall 2019.

Across from Carson City Hall, the massive mixed-use complex Union South Bay is currently under construction. When finished, it will include 357 multi-family units, 32,000 square feet of retail and restaurant space, an exercise path and gated dog park, and 10,000 square feet of common recreational amenities, including swimming pools, a community garden and a fitness center.

The largest development on the horizon is the Los Angeles



Jahmal Gillespie is the chef manager at Evan Angelo's Gelateria and Coffee Bar, 930 E. Dominguez St. in Carson. Gillespie said the combination of new menu items and word-of-mouth has raised Evan Angelo's profile in the City of Carson. "The wings right now are definitely a big hit around this little town," he said. (Photograph by the Business Journal's Brandon Richardson)



Planned by a joint venture between two of the nation's leading owners and developers of retail properties, Macerich and Simon, the L.A. Premium Outlets will feature 2,500 feet of frontage on the 405 Freeway, where an estimated 300,000 cars pass by each day. "The L.A. Premium Outlets is going to be huge," President of the Carson Chamber of Commerce John Wogan said. "It's going to be a destination." (Image courtesy of Macerich)

Premium Outlets, a joint venture between Macerich and Simon Property Group, two major real estate investment trusts. Their plan involves converting a portion of an empty 157-acre landfill into a 566,000-square-foot shopping center on East Del Amo Boulevard facing the 405 freeway. The city would be responsible for reclaiming the land and preparing it for construction, which could begin as soon as this time next year, John Raymond, acting city manager and assistant city manager of economic development, said.

The landfill's remaining acres are split into four parcels, one of which has been approved for development by a small firm from Los Angeles. Raymond said that the city has given that firm an option to develop a plan for the other three parcels as well.

A Great Year For Industrial Property Holders

The two largest industrial property management firms in the city, Watson Land Company and The Carson Companies, reported that 2018 was a banner year.

"We had record occupancy within our portfolio," Watson President and CEO Jeffrey Jennison told the Business Journal. "For a several-month stretch during the year, we were actually at full occupancy. One-hundred percent for us in a portfolio of almost 21 million square feet is hard to do because you always have somebody transitional moving in or moving out."

Jennison said that Carson's industrial market experienced "very healthy conditions" throughout 2018, which enabled Watson to pick and choose from a long list of potential tenants. "We always try to find a user that's going to be best for the community, who's going to have the most jobs, who's going to be a good corporate contributor to the things that are important to us [and] that are important to the city," Jennison said.

He added that applicants who plan to merge a corporate headquarters with distribution operations are highly preferred, as those colocated services are likely to create more jobs and result in more money spent in the local economy. Such a company is also more likely to participate in charitable causes or civic issues, Jennison noted.

"It was a record year for us on most of the metrics we follow, which include occupancy

... [and] revenue growth," Jim Flynn, president of The Carson Companies, said. Flynn added that occupancy and rental rates in Carson are more competitive than other major markets the company operates in, such as Houston. "Rental rates for Class A logistics-style buildings in the Carson area are approximately 90 cents a square foot," Flynn said. By comparison, Flynn said some areas of Houston are only half of that.

However, Flynn noted that the cost of doing business in California is comparatively higher due to taxes and regulations. Whereas a Carson property might expect a 5% return on investment, similar properties in Pennsylvania or Houston might return 6% to 7%, he said.

Still, Flynn said California remains an attractive market to invest in. "The vacancy rate in Carson and the entire South Bay is about 1%," he said. The last 10 years have been very strong, he noted, and the advent of e-commerce is raising demand for warehouses. Jennison also reported a boost from e-commerce sales. "It's exponential," he said. ■

(Please Continue To Next Page)



The Watson Land Company holds over 12 million square feet of land in Carson. "We had a handful of properties that turned over throughout the year and most of them leased really quickly," Jeffrey Jennison, president and CEO of Watson Land Company, told the Business Journal. "We're projecting a pretty high occupancy year for us throughout 2019." (Photograph by the Business Journal's Brandon Richardson)



The Dignity Health Sports Park, which is located right next to the California State University, Dominguez Hills campus, features a large stadium used for football and soccer matches as well as a tennis stadium, a track and field facility and a velodrome. (Image courtesy of Dignity Health Sports Park)

Rebranded Dignity Health Sports Park To Host New Football Team After Chargers Depart

■ By **ALENA MASCHKE**
STAFF WRITER

The Chargers, one of Los Angeles County's two National Football League teams, is playing an additional, last season in Carson before moving into its new stadium in Inglewood. The move was initially scheduled to take place before the 2019 NFL season, which starts on September 5. Following the Charg-

ers' departure, the newly rebranded Dignity Health Sports Park will welcome one of the revived XFL league's first eight teams in February 2020.

Other cities to host inaugural XFL football teams – official team names have not been released yet – include Houston, Seattle, Washington D.C., Tampa and St. Louis. "Dignity Sports Park is the only venue in L.A. that will have an XFL team," the sports park's general manager, Katie Pandolfo, told the Business Journal.

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complex, located on California State University, Dominguez Hills' campus, on January 1. The nonprofit, which runs 39 hospitals and over 400 care sites across the Southwest, is represented in Southern California through locations in Glendale, San Bernardino, Northridge and Downtown L.A. Locally, it operates St. Mary Medical Center in Long Beach. The 125-acre sports park features an 8,000-seat tennis stadium, a 27,167-seat soccer stadium, a track-and-field facility and an indoor velodrome.

Julie Sprengel, Dignity Health's senior vice president of operations, said she started looking for a sports venue to partner with right after she joined Dignity Health Southern California a little more than two years ago. "We really wanted to change our relationship with our communities," Sprengel said. "We want to get into the hearts and minds in our communities when they're well." After meeting with representatives of several sports venues, the company decided that the former StubHub Center, home to the L.A. Galaxy, was the best fit.

"Soccer is truly the world's sport. The communities that we serve are extremely diverse and soccer resonates with them," Sprengel explained. "I actually found out that even our two hospitals in the Inland Empire had a huge L.A. Galaxy following." The soccer team's community engagement efforts also played a significant role in forging the health care provider's partnership with the sports venue. "We were truly looking for someone who wanted to get out into the community with us," Sprengel added.

As part of the sponsorship, Dignity Health is planning to support the sports park's existing youth programs, donations to food banks and community outreach events to increase local residents' awareness of the services offered by its hospitals and care centers. "We set aside funds for those [programs] every year and support them ourselves," Sprengel said. "Whether it's by nationality, by gender, by socio-economic class: we take care of all."

As for the name change, Pandolfo hoped all signage would be changed by March 2, opening day for the L.A. Galaxy, but said updates to the freeway signage, managed by the California Highway Patrol, might take longer. "That's the biggest immediate transition that we'll be seeing over the next month or two," Pandolfo said.

Pandolfo feels positive about the partnership with Dignity Health. "I think that Dignity Health is looked at, in this community, and in this area, in this state, as a really positive brand, and them partnering with us gives us a lot more notoriety and exposure," Pandolfo said. "It was the right move at the right time." ■

(Please Continue To Page 30)



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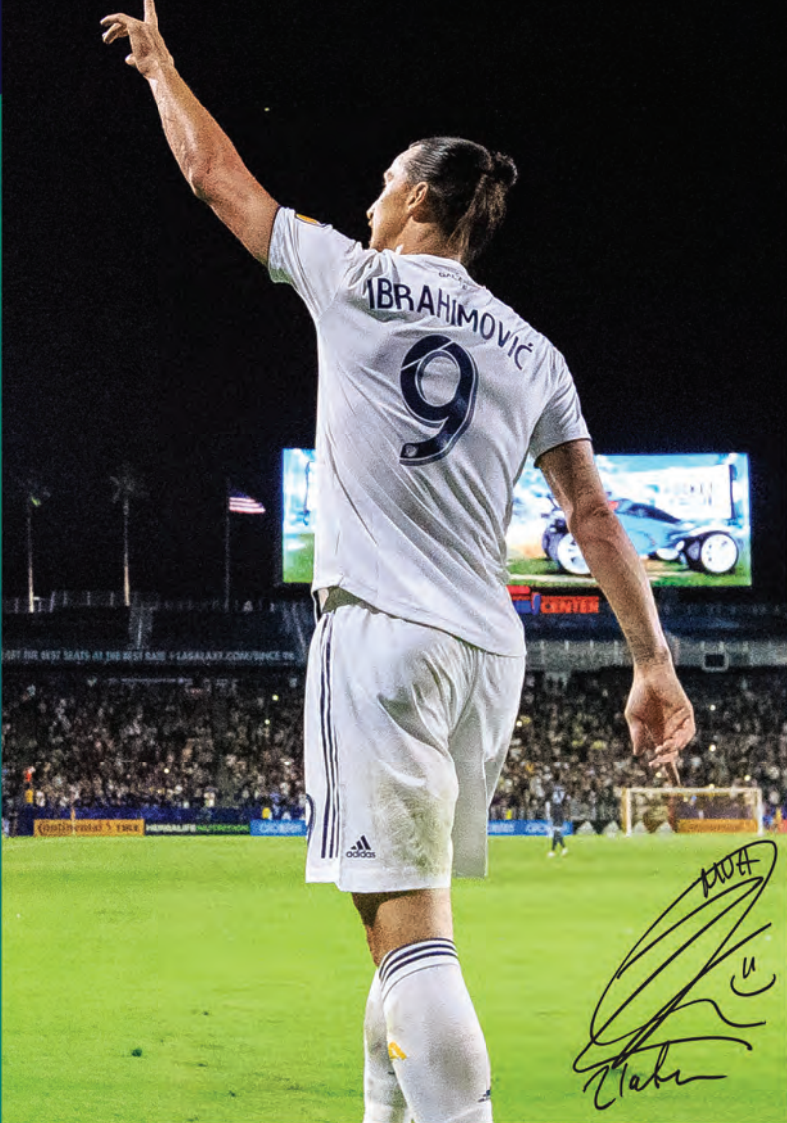
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CSU Dominguez Hills President Dr. Thomas Parham Wants His School To Be ‘A Destination, Not A Default’

■ By **ALENA MASCHKE**
STAFF WRITER

California State University, Dominguez Hills (CSUDH) has added a number of new programs with a focus on communications for the current academic year, which started in October 2018. The new bachelor's degree offerings include: film, television and media; advertising and public relations; and journalism. The school is also adding a master's program in cyber security. These additional programs ring in the first academic year under the university's new president, Dr. Thomas Parham.

Parham received a bachelor's degree in social ecology from the University of California, Irvine (UCI), where he later served as vice chancellor of student affairs before joining CSUDH. As a former student of the California State University system – he started his academic career at the Long Beach campus before transferring to UCI – Parham felt connected to CSUDH's mission of inclusion and accessibility.

“There is so much of higher education that's good at replicating privilege,” Parham, who earned his doctorate in counseling psychology from Southern Illinois University, said. “Institutions are very good at touting their pride factors.” This focus on “pride factors” such as high numbers of applicants, excellent student GPAs and test scores causes schools to prioritize an already privileged group of applicants, Parham explained. “Pride factors get you into institutions like this, but human factors get you through institutions like this,” the president told the Business Journal.

CSUDH's focus on serving diverse students was a deciding factor in his decision to accept the presidential nomination in 2018, Parham said. “People conceptualized that an educational institution should be a gateway and a door of opportunity for the residents of the urban core of South Central Los Angeles,” he summarized as the school's mission. “There's a broader swath of the state citizenry that this university is committed to educating.”

As a Los Angeles native, Parham greeted the opportunity to come back to L.A. County. “L.A. is home to me,” Parham said. His upbringing in the city also informed his academic choices, he explained. After several encounters with the Los Angeles Police Department in his youth, “just for walking while being black,” Parham said he felt motivated to become an agent of change in his community, an objective that lines up closely with CSUDH's mission. The school's campus was moved to Carson from Rancho Palos Verdes in response to the civil unrest that followed the arrest of a young black motorist in the Watts section of Los Angeles in 1965, often referred to as the “Watts Riots.”

“My mom used to always say: ‘Son, you shouldn't criticize something unless you're willing to put something better in its place,’” Parham remembered, adding that his mother's advice initially inspired him to study social ecology at CSU Long Beach. “I thought, growing up a young, black male, there are two ways to work in life. One is you can try and work outside the system, or [you can] try to work within the system to change it. I chose the latter.” Parham decided to pursue an academic career. “There is no greater blessing in life, next to being a parent, than being entrusted with the personal and intellectual growth and development of young people,” Parham said.

In addition to the university's focus on social justice and the opportunity to impact the lives of a diverse group of students, Parham said it was the educators and the staff who got him excited about the position. “I was impressed by the sense of commitment and dedication that people had here to students. I was impressed by the passion that people had,” he said.

While acknowledging the school's many strengths, Parham said he's aware there is much to be done in order for it to become the first-class institution he envisions. “This is a campus that's resource-constrained,” he pointed out. “We have an infrastructure here that's crumbling.” The school's new science building, which broke ground in October 2017, is the first new academic building financed by public funds on the Dominguez Hills campus in 25 years, according to Parham. “That's too big a gap to me,” he said, adding that one of his priorities as president will be to advocate for more state funds to be invested on campus.

The lack of tenured staff, an issue included in the school's strategic plan since 2014, is



Dr. Thomas Parham, a Los Angeles native who earned his doctorate in counseling psychology at Southern Illinois University at Carbondale, took over as California State University, Dominguez Hills president in June 2018. (Photograph by the Business Journal's Brandon Richardson)

another matter Parham is focusing on. “Our tenure [to student] density ratio is out of whack,” he said. While Parham said he greatly appreciates the contributions of part-time staff to the academic development of their students, their limited hours make it impossible for them to provide the same holistic educational environment as tenured faculty.

“If you have full-time faculty around and they're around all day, then they have the possibility and the opportunity to work with students who need mentoring, who need guidance, who want to work on their research,” Parham explained. Part-time faculty, he said, are “not here as much as you'd like them to be here, even though they work their tails off and they give their heart and soul to the place.” Fittingly, CSUDH is

considering adding a new master's program in school leadership.

As the school's attendance numbers continue to grow – the current year boasts a cohort of 16,265 students – Parham said he's hoping to make his campus a destination rather than a default school. “Dominguez Hills is not a little place anymore,” Parham said. “This campus has so much potential, but I don't want us to be the best-kept secret any longer.” ■

Hands-On And Up-Close: Carson Cultural Events Are Becoming More Interactive

■ By **ALENA MASCHKE**
STAFF WRITER

The new year brings a number of expanded cultural offerings to the City of Carson. Between the International Printing Museum, the arts and theater departments of California State University, Dominguez Hills, the historic Rancho Dominguez Adobe Museum and the city's parks, Carson residents and visitors can look forward to a number of shows, events and exhibitions in 2019.

In addition to some of its well-established events, The International Printing Museum plans to host its first-ever Wayzgoose, a traditional celebration dating back to the early days of the printing press, this year.

“Printers have always used that as an excuse to come together and celebrate the art of printing, which is what we'll be doing,” Mark Barbour, the museum's founding curator and director told the Business Journal. The International Printing Museum in Carson will



Luis Fernandez, executive director of the Rancho Dominguez Adobe Museum, said every year in his tenure, the museum has tried something new. This year, the museum is holding a celebration of Juan Jose Dominguez' first arrival to California as part of the Portola expedition. (Photograph by the Business Journal's Brandon Richardson)

be hosting its first Wayzgoose on Saturday, August 24, and the museum is planning to turn it into an annual event. "This is a very fun, artistic event of bringing the letterpress artists and printers together here at the museum to print on the presses and to introduce letterpress as an artform," Barbour explained.

In another hands-on project, California State University, Dominguez Hills' (CSUDH) Praxis Studio is coming to Carson parks this spring, offering after-school arts classes to young students. The studio, which has received funding from the California Arts Council, the Pasadena Arts Alliance and the City of Carson since its inception in late 2016, recently expanded off-campus through a pilot after-school program at Del Amo Park. There, students participated in two visual arts workshops per week, led by undergraduate CSUDH art students and local artist Ruby Osario.

"We want them to know that the things they make are important, and that the artists from here are important," Devon Tsuno, assistant professor of studio art at CSUDH, told the Business Journal. Parents may learn more about the program and upcoming workshops during Family Arts Day, which takes place at Stevenson Park on Saturday, February 9, from 10 a.m. to 1 p.m.

Carson residents of all ages looking to spend some time outdoors can visit the Rancho Dominguez Adobe Museum for a new series of docent-led walks in the museum's diverse garden, parts of which were planted by Gregorio Del Amo, husband of Susana Dominguez, in the 1930s, according to the museum's website. Streets and schools have been named



"Undocumented," a play written by Elaine Romero and directed by California State University, Dominguez Hills Professor Bill DeLuca, is among the three theatrical shows performed by CSUDH theatre students this season and focuses on the conflict faced by a school superintendent pressured to expose an undocumented worker at her school. (CSUDH photograph by Nate Lubben)

after the city's first families, but for many locals it's a visit to the museum that sheds light on their significance, Executive Director Luis Fernandez explained. "They make those connections to the history here."

The museum will continue to host its Dia de Los Muertos celebration in November, during which visitors may set up altars called ofrendas for loved ones who have passed. The museum is also reviving its rendition of the traditional pastorela Christmas play, which was first performed last year, in December.

The CSUDH Theatre Arts and Dance Department has faced some challenges this season after its largest performance space was abruptly shut down for renovations, requiring a schedule readjustment for a performance of "Undocumented," a play by Elaine Romero.

Students will perform the play in the school's 65-seat Edison Studio Theatre, where the audience will sit on two sides of the stage, close to the actors. "It's almost like you're watching a tennis match," Theatre Arts Professor Bill DeLuca described the experience. "I think it's kind of a unique theatrical event, when you have the audience there in the space with you," he added. "It becomes much more of an intimate connection with the actors now." ■

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