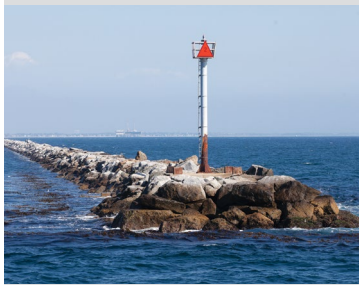


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Protests At Port Of Los Angeles Spark Inquiries Into Economic Effects of Automation

■ By **ALENA MASCHKE**
Staff Writer



An appeal by the International Longshore and Warehouse Union (ILWU), asking the Los Angeles Board of Harbor Commissioners to deny a permit for automated equipment at the Port Of Los Angeles, kicked off a flurry of political activity around the issue of automation at California ports, including a state bill to study related economic impacts. (Photograph courtesy of the Port of Long Beach.)

A decision by the Port of Los Angeles Board of Harbor Commissioners to allow the use of automated, driverless vehicles at one of the port's terminals has made waves all the

way up to Sacramento. On June 20, the board denied an appeal by the International Longshore and Warehouse Union to block a permit requested by APM Terminals Pacific, allowing

the terminal operator to go forward with its plans for automation. But the ILWU's appeal set off a broader conversation about the effects of automation

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VA Long Beach Expands With Three New Buildings, Addresses Mission Act

■ By **DENNY CRISTALES**
Staff Writer

While some believe recent legislation aimed at providing more accessible care for veterans, including at the VA Long Beach Healthcare System, will significantly improve medical service,

some critics are skeptical.

The two final regulations of the Mission Act, passed by Congress in 2018, went into effect June 6, allowing the VA Healthcare System to defer commu-

nity and urgent care cases to private and eligible health care providers in specific circumstances. The Mission Act was signed into law a year prior as

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After Decades Of Service To Long Beach Residents, Historic Companies Double-Down On Local Investment

■ By **ALENA MASCHKE**
Staff Writer

Long Beach has bestowed its business owners with many favorable circumstances: mild weather, a gateway to the Pacific Ocean and a large natural oil field underneath their feet, to name a few. But the city isn't shielded from the perils of the global economy, and Long Beach's legacy companies have seen the city through it all.


Farmers & Merchants Bank is one of the oldest among these legacy institutions. Founded in 1907, the bank experienced the Knickerbocker Crisis, a three-week financial crisis that ushered in a recession not unlike the one witnessed by current generations in 2008. In 1933, the Great Depression hit and – in an almost mythical test of character – Long Beach suffered a destructive 6.0 earthquake that same year. “My grandfather used to say: Long Beach didn't suffer the Great Depression until the earthquake hit,” Farmers & Merchants President W. Henry Walker remembered. “It was so destructive that it just zapped all the reserves of the population.”

But, as the proverb goes, a smooth sea never made a good sailor, and Long Beach's historic companies prevailed through even the most trying times. “It's the times that we went through, between '07, the Great Depression and World

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MILLENNIAL PULSE

What Are Millennials Looking For In Presidential Candidates?

■ By Editor **SAMANTHA MEHLINGER**

It's the summer before a presidential election year, or as I like to call it, “peak political circus season.” The field of Democratic candidates hoping to unseat President Trump is as wide as the growing gulf between the party's progressive and moderate factions (i.e., pretty darn wide), making for dizzyingly distended debate stages as we hit mid-July.

At the forefront of speculation when it comes to the selection of a party candidate, and the ultimate outcome of the presidential

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PortSide: Keeping Up With The Port Of Long Beach

■ By **ALENA MASCHKE**
Staff Writer



Just like breaking in a new set of work boots, becoming comfortable in a new job isn't always easy. Jim Adair, who was recently promoted to the position of principal construction inspector at the Port of Long Beach, said "taking off the inspector hat and putting on the manager hat" is a challenge, but one he's ready to take on. After 15 years as an inspector with the port, Adair is now responsible for supervising other inspectors and construction projects, checking reports, monitoring overtime and tracking costs. "It's completely different from what I used to do as an inspector, but I find it challenging and rewarding," Adair explained. His team of inspectors represents the port's interests on construction sites across the port property to ensure that safety and environmental protocols are followed, and contractors are providing the agreed-upon quality of products and services. "Most contractors are very conscious about what they do," Adair said. "But, they're here to make money." While site visits are still part of his day-to-day, Adair noted that plenty of meetings and time spent at his desk for data entry are a fixture in his calendar. Despite the change of scenery, he said working on projects such as the recently completed Leadership in Energy and Environmental Design (LEED) Gold-certified port maintenance facility is a rewarding task. "We work hard, but at the end of the day, pretty much everybody goes home happy," Adair reflected. ■



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Growing Long Beach: Food Business Uses City Loan Program To Expand Operations

■ By **DENNY CRISTALES**
Staff Writer

Emphasizing the importance of organic food, local residents Chrissy Cox and Dawna Bass co-founded Rainbow Juices in 2012 as a home business to provide fresh, cold-pressed juices to the community.

What started as a small operation that would deliver organic juices to local coffee shops grew into a brick and mortar within three years at 246 E. 3rd St. “All of the customers that we had a relationship with that were buying it from all the local coffee shops now come to our downtown [location],” Cox said. “We had already established a strong community support.”

In 2017, Rainbow Juices expanded to include a café next door at 244 E. 3rd St., known as Under the Sun. Both establishments serve juices with raw fruits and vegetables, and the café offers an exclusive vegan menu comprised of burgers, sandwiches, burritos, pastas and salads. “We have a lot of people coming into our restaurant – the café and the juice place – that are shifting people’s entire way of looking at food,” Cox said.

Cox said the duo had a vision last year to expand the business model of Rainbow Juices to provide smaller pop-up locations throughout the community. “We’re state licensed to locally distribute to our own facilities,” Cox said. “As we grow, we don’t have to create an entire kitchen and pay for all of that capital equipment.”

In need of resources to fulfill their next expansion endeavor, Cox and Bass consulted the Downtown Long Beach Alliance (DLBA), the non-profit that runs downtown’s business improvement districts. The DLBA referred them to the city’s Microenterprise Loan Program, managed by Seyed Jalali, City of Long Beach eco-

nom ic development officer.

The Microenterprise Loan Program, one of three city loan programs available to aid local businesses, is designed to help kickstart a new company or provide capital to existing ones. Loans start at \$25,000. Jalali said he spoke with Cox and Bass about the program last November.

Rainbow Juices and Under the Sun were approved for a \$50,000 loan through the program on December 1. Jalali said the approval process involves presenting the request to the city’s Economic Development Loan Committee, a subset of the Economic Development Commission. The committee has three members that have sole authority to approve or deny loans.

Jalali said the Microenterprise Loan Program can offer up to \$95,000 for qualifying businesses. The loans are amortized between five and 10 years depending on the purpose of the funds. The amount of interest is determined by the current prime rate, which is now 5.5%, plus 1.5%, according to Jalali.

The incentive for the city in providing capital to businesses is job creation. “We see that it’s part of our mission to empower entrepreneurs,” Jalali said. “These businesses are required to create one full-time job for every \$35,000 they borrow. Job creation, creating wealth and the successes of these businesses all benefit the city.”

The program is funded partially by the U.S. Economic Development Administration, at \$1 million, in addition to \$1.5 million of the city’s money. Jalali said it is also funded on a “revolving” basis. “As people pay back [their loans], that money is lent out again,” he said.

Austin Metoyer, DLBA economic



Dawna Bass, left, and Chrissy Cox, right, are the co-founders of Rainbow Juices, a juice shop that emphasizes organic, raw ingredients. In their efforts to expand the business, the duo requested and were approved for the City of Long Beach Microenterprise Loan Program, one of three city loan programs available to aid local businesses. (Photograph by Brandon Richardson.)

development and policy manager, said the alliance has a working relationship with the city’s Economic Development Department. Although not necessary for either entity to inform the other if businesses reach out to them, Metoyer said it’s done out of mutual benefit to spread the word about city programs. “City resources are great,” he said. “They are just really hard to discover if you don’t know they’re there.”

Cox said the loan has so far been used to open a new location at Steel-

craft in Bixby Knolls, where they have operated for about four months. The reception has been positive. “A lot of the local businesses just come to that location and let us know that they needed [healthy food],” she said. “They’ll drive across town [to] our downtown location, but it makes it so convenient for them. They’re very happy to have us.”

Cox said the microloan “paves the way for [the expansion], which is awesome.” ■



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Protests at Port of LA

(Continued from Page 1)

on the communities surrounding California's ports.

On June 17, just days before the board's decision to deny the appeal, Assemblymember Mike Gipson of Compton amended a previously submitted bill, AB 1321, to address the permitting process for automated technology at ports operating on public land.

The bill sought to create a permitting process that would have required any use of automated technology at most California ports, including the ports of Los Angeles and Long Beach, to be approved by the State Lands Commission, potentially slowing down automation overall. "This is about not creating mass unemployment in my district," Gipson told the Business Journal. "If we completely go automated, we're talking about an erosion of my community and job loss, and I'm concerned by that."

Los Angeles City Councilmember Joe Buscaino brought with him similar concerns from his constituents when he requested the city council veto the board's decision on APM's automation permit. "If the current course of automation proceeds, I can only imagine the devastating effect it will have on these communities," Paul Simmonds, who described himself as a "casual dock worker" wrote in his letter to the council. "Do not turn your backs upon the people that put you in this position to represent them. Do not turn these communities into another Detroit."

"The reason why we're here today, colleagues, is because this matter is of great importance. Not just for the harbor area, but for our region and our country," Buscaino told a packed city council chamber on June 28. The 15th District Councilmember went on to list friends and family members whose livelihoods depended on the ports, at one point appearing to fight back tears. "We must be a city and a country where technology creates jobs, not kills jobs. And we, as a city, can not use public lands to kill jobs for our city and our region," Buscaino continued, as cheers erupted from the audience. "We refuse to be the next Detroit."

The Los Angeles City Council voted unanimously to veto the harbor commissioners' decision, sending the matter back to the board for further review.

Gipson's initial version of AB 1321 sought to put in place a case-by-case approval process for any automated technology to be implemented at ports built on public land, a proposal that received major pushback from the Pacific Merchant Shipping Association, the Pacific Maritime Association and others.

"This bill would place an unnecessary burden on the State Lands Commission to evaluate basic business op-

erations at all port facilities, including, for example, automated phone answering systems, parking lot payment systems, and vending machines," Pacific Maritime Association President and CEO James McKenna wrote in a letter of opposition addressed to Senate Natural Resources and Water Committee Chair Henry Stern. McKenna further argued that the bill would jeopardize the environmental benefits of new technology, make California ports less competitive and stand in conflict with existing labor agreements at the Port of Los Angeles.

In the two weeks following the Los Angeles City Council's vote to veto the automation permit granted to APM by the Los Angeles Port Board of Harbor Commissioners, similar letters from the Pacific Merchant Shipping Association (PMSA), the California Retailers Association and the California Chamber of Commerce arrived at Stern's desk. In the meantime, local officials in Los Angeles doubled-down on their criticism of automation at the nation's largest port.

In a letter to Gipson, Los Angeles County Supervisor Janice Hahn expressed her support for AB 1321. "Up and down our state, our ports have long been a source of good-paying jobs. In San Pedro and Wilmington, longshore jobs at the ports of Los An-

geles and Long Beach have supported an entire middle class community," Hahn wrote. "Any threat to port jobs is a threat to our entire local economy." In addition, the 4th District supervisor argued, automation would increase the ports' vulnerability to cyber attacks, a point she emphasized further in a June 29 op-ed published in Torrance's daily newspaper, The Daily Breeze. Hahn also requested an economic analysis of the local community impact and potential job loss associated with automation, which was approved by the Los Angeles County Board of Supervisors on June 25.

Despite such public expressions of support from local elected officials in Los Angeles, Gipson's bill was amended shortly before its final vote in front of the Senate Natural Resources and Water Committee on July 9. Instead of the initially-proposed approval process, the amended bill called for a study of the issue, to include conversations with "port districts, public agencies including special districts, labor organizations, shipping companies, marine-oriented trade associations, nonprofit organizations, and all other groups with a demonstrated interest and expertise on the subject." AB 1321, as amended, passed the committee with a 7-1 vote on July 9, with Senator Andreas Borgeas casting

the only dissenting vote.

Gipson argued that replacing the proposal for a state-wide regulatory process with a study of the issue doesn't constitute a step back in his efforts to prevent the loss of jobs in port communities. "It raises the level of conversation to the importance of this," Gipson said. "This is just the first bite of the apple." The ILWU, one of the staunchest supporters of the original bill, did not respond to several requests for comment. "Everything is fluid, it's a compromise," Gipson added. "As we move forward, we're still meeting with stakeholders."

The PMSA is yet to release its official position on the amended bill, but President John McLaurin said AB 1321 and similar efforts to slow automation at the local level are a cause for concern. "Everybody in the supply chain is taking a close look at this legislation," McLaurin said. "I think people are concerned. Concerned about whether the ability of the ports to evolve and change, modernize, to handle additional cargo growth will be impacted in any way by the legislation."

On Thursday, June 11, the Los Angeles Board of Harbor Commissioners voted to reaffirm its approval of APM's plans to deploy automated, driverless vehicles at its Los Angeles port terminal. The vote was 3-2. ■



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Officials Considering Extension And Expansion Of Breakwater Study

■ By DENNY CRISTALES
Staff Writer



The U.S. Army Corps of Engineers and the City of Long Beach told the Business Journal this month that they are seeking an extension of the East San Pedro Bay Ecosystem Restoration Study, which reached its deadline earlier this year. The study is intended to improve ocean biodiversity and water quality in Long Beach. (Photograph courtesy of the Port of Long Beach.)

A potential extension of a three-year study to improve Long Beach’s coastal ecosystem may also include an effort to further explore the feasibility of removing or modifying portions of the western side of the Long Beach breakwater, according to officials with the City of Long Beach and U.S. Army Corps of Engineers.

The city and the Army Corps of Engineers signed a federal cost share agreement to begin the East San Pedro Bay Ecosystem Restoration Study on January 20, 2016. The study, which reached its deadline earlier this year, was intended to improve ocean biodiversity and water quality in Long Beach.

Included in that research was the possibility of removing the Long Beach breakwater, one of three structures built by the U.S. Army along the coast to protect military naval ships during World War II. As a result, the breakwater reduced tidal flow in the Long Beach area.

Since the study began, city and corps officials have provided updates to the public about the study and its findings. Last September, Garcia announced six options being studied for the project. Included in these draft “alternatives,” as the Corps refers to

them, were two options that explored modifications to the eastern and western ends of the breakwater.

A letter to the city last October from the U.S. Navy expressed concerns about modifying the breakwater, explaining that a nearby anchorage necessary for weapon and munition transfers would be negatively impacted. The study’s proposed eastern breakwater modification alternative directly impacts the Navy’s anchorage, rendering that option unfeasible, according to Diana Tang, the city’s manager of government affairs.

However, Tang said city officials see potential in the western breakwater alternative and wish to expand its analysis to determine the feasibility of modifying that end of the structure and avoid impacting maritime operations, including those at the Port of Long Beach. Combined with the Port of Los Angeles, the twin ports are the largest maritime trade gateway in the United States. Their infrastructure is protected by the breakwater.

The initial proposal did not determine if modifying the western breakwater would also impact the Navy’s navigational accessibility. Tang said the Corps and the city will work to

mitigate those issues if the expanded study reveals potential interference. “For that reason, we’re focusing our efforts on the western end, which is located outside of the explosive anchorage arc,” Tang said. “We’re hoping that because it’s located outside of the arc, that there might be something that is possible, but we are not sure yet.”

The western breakwater plan would implement two 1,000-foot notches, or indentations, on that end of the structure, according to the study’s draft alternatives document. “Stones removed from the breakwater would be reused to build protective structures around the oil islands, Pier J structures and the parking lot near Junipero Beach,” reads the September 10, 2018, public document detailing all the project alternatives.

Tang clarified that the potential East San Pedro Ecosystem Restoration Study extension and the proposed analysis expansion of the western breakwater modification are separate efforts. “The separate aspect to it is that the city is conducting analysis on [its] own,” said Chris Lee, project manager with the Army Corps of Engineers. The results of the proposed expansion project will be incorporated into the study when it’s concluded, he noted.

Lee said an “exemption request” must be submitted to the Corps’ headquarters in Washington D.C. to extend the East San Pedro Bay Ecosystem Restoration Study past the three-year mark. A timeline for the extension request is unclear. “We are currently still working with the city on developing the schedule, as well as the cost estimate that would cover the extended time and additional analysis,” Lee said.

According to Lee, the analysis of the western breakwater plan will be at the city’s expense, while the extension of the East San Pedro Bay Ecosystem Restoration Study will be split between the Army Corps of Engineers and the City of Long Beach. The city’s Tidelands Fund is assisting in financing the study’s extension. The initial three-year analysis was \$3 million.

The cost impact of extending the study and expanding the analysis of the western end of the breakwater is unclear at this time. “Anything that’s beyond what we currently have a budget for [would need the council’s] authorization,” Tang said. “We are going through our budget process with the city now, so it’s trying to figure all



City of Long Beach officials are interested in expanding analysis on a proposal introduced last September that would implement two 1,000-foot notches, or indentations, on western end of the breakwater. (Image courtesy of the City of Long Beach and U.S. Army Corps of Engineers.)

that out. And we don't have a timeline for that."

Raina Fulton, acting chief of the Army Corps of Engineers' planning division, said the Corps' headquarters allocates funds for projects on a case-by-case basis.

Tang said the city's goal in the study has been to improve the quality of its beaches. "The city is interested in the incidental recreational benefits, improved water quality and improved value of our beaches – all without impacting national security and navigational operations within the bay," she said.

Eileen Takata, lead planner of the East San Pedro Ecosystem Restoration Study, said the Corps' priority for the project is to provide "benefits to habitat." While the western breakwater alternative will be a major point of focus, Takata said all other alternatives are still on the table.

In addition to the two breakwater modification options and a "no action" alternative, the study proposals included kelp, reef and scarce habitat restoration plans. "I hope we select the option that best restores our habitat," she said. "It remains to be seen what the tentatively selected plan is. Restoration is the goal."

Officials said there is no timeline for when the potential study extension and expansion will be approved. ■

City Council Sets Date For 1st District Election

■ By DENNY CRISTALES
Staff Writer

The Long Beach City Council adopted a resolution at its July 9 meeting to conduct a special municipal election for the 1st District seat on November 5. The 5-0 vote established an official vacancy of the 1st District seat, relinquished by former Councilmember Lena Gonzalez after her election to the state senate in June.

Allison Bunma, City of Long Beach assistant city clerk, said candidates may now officially file their paperwork with the clerk's office. The nomination period for candidates is from July 15 to August 9.

The council's adoption of the resolution also included a request to the Los Angeles County Board of Supervisors for the L.A. County Registrar-Recorder/County Clerk to run the special election in November. "The county would be printing out all the ballots, sending out the ballots, doing the canvassing and tallying the votes," Bunma said. "The county would be taking care of all of that."

The city has solicited the county's help in elections in recent years, such as in November 2018, when residents voted on various charter amendments. Bunma said there is no specific protocol as to when and why the city would request the county's assistance in elections but did note that it usually occurs when election dates align with the county's.

In the case of this upcoming election, city officials required the county's involvement for "logistical" reasons. "We're asking the county to handle our election for us, because . . . [we're being moved] to a new building [and] we don't have a location to host this," said Bunma, referencing the new City Hall building opening this month. "It was just bad timing."

After November's special election, the county's involvement will be mandated by Senate Bill 415 (SB 415). SB 415, which went into effect January 1, 2016, required "any state, county, municipal, district and school district election held on a statewide

election date to be consolidated with a statewide election," the bill reads. Local jurisdictions had until January 1, 2018, to adopt a plan to comply with SB 415, Bunma said.

To meet SB 415's requirements, the Long Beach City Council adopted a resolution on October 10, 2017, to change the city's primary and general election dates to correlate with the statewide general election dates in March and November of even-numbered years, beginning in 2020.

The cost estimate for the special November election is \$260,000 and will be financed by the city's General Fund, Bunma said. The estimated cost is based on the number of registered voters in the 1st District.

Bunma said city officials are seeking to quickly educate 1st District residents about November's special election, since it's only four months away and a short time before the municipal election in March, when the fate of the city's even-numbered districts will be decided.

Bunma noted that a lower voter turnout in November is anticipated, since it only encompasses one council district. "For a small election like this, that's why we try to go out and educate that district," she said. "We encourage all the residents to come and vote by sending out flyers [and] advertising on bus shelters within that area. . . . It's about letting our community know about the election." ■



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City Council Takes First Steps To Place Measure A Extension On March 2020 Ballot

■ By **ALENA MASCHKE**
Staff Writer



Revenues from the Measure A sales tax have been used to fund capital improvements projects all over town. Now, the city is asking voters to permanently extend the temporary tax measure to cover costs associated with public infrastructure and safety as well as the costly seismic retrofitting necessary to reopen Community Hospital. (Photograph by Brandon Richardson.)

In March 2020, Long Beach voters will likely face a controversial question: should Measure A, which added 1% to the city's sales tax for infrastructure and public safety funding, be made permanent? The Long Beach City Council recently directed City Attorney Charles Parkin to draft an ordinance that would place the permanent extension of Measure A on the ballot next spring.

"This new extension could allow us to not just put together a five-year plan, which we currently have in front of us, but a plan that could last 20, 30, 40 years and that could really rebuild our community," Mayor Robert Garcia said at the July 2 meeting of the Long Beach City Council. "This really is an era that we will look back on and remember as a time when we really fixed our city when it came to infrastructure." The item passed unanimously, with all council members present.

The ordinance will come back to the city council on July 16 for ap-

proval before it can be placed on the March 2020 ballot. The item attracted a number of public speakers, including members of the city's law enforcement and emergency response communities. "If we don't act now to make Measure A permanent, we'll lose our ability to invest directly in Long Beach," Paul Meisel, boardmember of Long Beach Firefighters Local 372, told the city council. "Instead we will pay the same tax rate we are paying now, however, the money will go to other agencies and not Long Beach."

Part of the pitch to extend Measure A has been the looming imposition of taxes from outside agencies, such as the South Coast Air Quality Management District. Currently, the city meets the maximum 10.25% sales tax cap set by the state. If Measure A expires and another agency is able to bump the city's tax rate back up to this cap, there would be no room for additional tax revenues to be collected by the City of Long Beach. These additional revenues

are necessary, the city argues, to support further investments in public safety and infrastructure. This includes the city's commitment to pay \$25 million towards the seismic retrofit of Community Hospital.

"It's been really unfair to have to make a choice between rusted playgrounds and roofs that are collapsing. And that's been a reality for a long time. And since we adopted Measure A, I think that proposition has changed for our citizens," 9th District Councilmember Rex Richardson noted. "If we don't come together and band together, and make sure to keep our safety net in place, it's going to impact all of us across the whole city."

Jim Foster, president of the Long Beach Police Officers Association, pointed out the importance of Community Hospital as a resource for law enforcement. Before its closing in July 2018, the hospital served as the primary location for the Long Beach Police Department's sexual assault response,

mental health referrals and inmate treatment. The LBPD has also received direct funding from Measure A tax revenue.

According to Meisel, the additional tax revenue has funded a total of 150 public safety positions, including 37 new hires. Measure A funds have covered the costs of reinstating the LBPD's police academy, according to city documents.

Even though public speakers during the city council meeting mainly expressed support for an extension of Measure A, and polling results indicate a similar position among voters overall, some have spoken out against the proposed extension. Ian Patton, executive director of the Long Beach Reform Coalition, said he needed to see more transparency on the spending of Measure A dollars before he would consider supporting a permanent extension.

"The issue I have and the Reform Coalition has, and this is our guiding principle, is transparency and accountability in government. And right now, where the Measure A money is being spent is very opaque," Patton said. He noted that his group struggled to establish a baseline of infrastructure funding prior to Measure A in order to analyze the value created by the additional tax revenue. "It's like chutes and ladders trying to see where it's all going, and the city wouldn't just give a number," Patton explained. "On the other hand, all the marketing on [Measure A] is very direct. We have signs on any project, labeling them Measure A." In addition to signs at project locations, the city also publishes maps, spreadsheets and project descriptions detailing Measure A-funded projects.

To create more transparency and allow voters to make a decision based on the additional value created by the tax, Patton argued, the city should provide before-and-after maps, in addition to the maps detailing only Measure A projects currently published by the Department of Public Works. "Our position is: if the city wants to extend Measure A, it needs to be more transparent about where that money has been going and how much additional benefit we're getting out of it," he said. "It's a little bit of a complicated accounting [process], but the city knows its own accounting."

The ordinance establishing a ballot measure for the extension of Measure A will go back to the city council for review on July 16. If approved, voters will be asked to decide on the issue on March 3, 2020. ■

Port Of Long Beach To Fund Colorado Lagoon Upgrades

■ By DENNY CRISTALES
Staff Writer



The Long Beach Board of Harbor Commissioners on Monday, July 8, agreed to fund a \$26.3 million project to improve water and habitat quality of the Colorado Lagoon, located at 5059 E. Colorado St., in exchange for environmental mitigation credits that would allow for future development at the Port of Long Beach. Pending final approval from the Long Beach City Council, the project is intended to re-establish the tidal flow between Colorado Lagoon and Alamitos Bay through an open channel, according to a port press release.

“Restoring and improving the Colorado Lagoon will allow marine and coastal wildlife to thrive, while also offering recreational opportunities for our community,” stated Tracy Egoscue, president of the Long Beach Board of Harbor Commissioners.

The improvement is the final step of the Colorado Lagoon Restoration Project, a multi-year effort. The Long Beach Public Works Department would be responsible for enacting the changes. The Port of Long Beach provided more than \$2.3 million to fund the earlier phase of the lagoon restoration, which included vegetation replanting, cleaning an underground channel and dredging and disposing of contaminated sediment.

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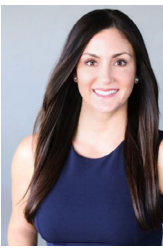
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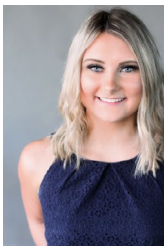
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City Council Votes To Study Options For Incentivizing Non-Retail Cannabis Businesses In Long Beach

■ By **ALENA MASCHKE**
Staff Writer



Advocates for the Long Beach cannabis industry have called for a reduction of the city's tax rate on non-retail cannabis business, citing competition from unlicensed delivery services and lower tax rates in surrounding cities as factors impeding on the success of the city's cannabis industry. (Photograph by Brandon Richardson.)

In response to numerous calls by cannabis entrepreneurs, the Long Beach City Council recently voted to move forward with the study of different options for a two-year pilot program to incentivize the development of non-retail cannabis businesses in the city. These businesses include manufacturers and distributors of cannabis products, as well as labs contracted to perform state-mandated product testing to ensure cannabis and cannabis byproducts sold to consumers meet state health standards.

The pilot program was proposed by 9th District Councilmember Rex Richardson. Currently, the majority of cannabis tax revenue in the city is collected from 32 licensed retailers, with only one-third of revenues stemming from any of the other four industry sectors: cultivation, manufacturing, distribution and testing labs.

The State of California as well as many localities that offer licenses for medical and recreational cannabis have seen revenues fall below expectations in the first year of licensing. In Long Beach, cannabis tax revenues

in 2018 were so low that they failed to cover the city's costs for licensing, enforcement and other municipal costs associated with the industry, according to Cannabis Program Manager Ajay Kolluri.

In total, the city has issued 44 medical and 34 adult-use or recreational licenses so far. Many of these licenses are co-located, meaning that two licenses are held by the same business for the cultivation, sale, manufacturing, distribution or testing of medical and adult-use cannabis products. In 2018, these businesses paid \$1.6 million in taxes and fees, with \$626,000 collected from retail businesses, commonly referred to as dispensaries, and \$517,000 collected from cultivation businesses. The majority of the remaining revenues came from fees and penalties as well as some taxes paid by testing labs.

Sixteen licenses of each category, medical and adult-use, are held by dispensaries. According to the latest data made available by the city, seven cultivation licenses have been issued in Long Beach, five for medical and

two for adult-use cannabis. A total of 39 licenses have been issued for manufacturing, distribution and testing, with 23 issued for medical cannabis and 16 for adult-use. A total of 536 licenses are still in various stages of the application process.

The city's projections for potential tax revenues from cannabis businesses rely on the expectation that businesses whose licenses have been issued, or are expected to complete the licensing process soon, enter the market right away. However, many in the local cannabis industry say high taxes on the state and local level are preventing prospective businesses from opening and are causing existing businesses to shut down.

"I get asked quite often why there aren't more manufacturers open and running," Stacy Loucks, owner of the Long Beach-based manufacturing company TKO Edibles, told the city council during a July 2 hearing to discuss the proposed pilot program. "The expenses of licensing, build-out, equipment purchases, legal and compliance issues are certainly the

first hurdle, but not the last," Loucks told the council, noting taxes as another burden challenging the industry's profitability. "Many people have simply run out of money and cannot operate with a five-figure loss every month," she noted.

In response to Richardson's request, city staff proposed three possible steps to incentivize and support the development of a diverse cannabis industry in the city: changes to the city's cannabis building design and zoning requirements, lower tax rates for non-retail businesses and regulations allowing the shared use of manufacturing spaces. The proposed changes, the report argued, would ease the comparably high tax burden placed on non-retail businesses in Long Beach. Further, the report suggested, they would also take pressure off of a cannabis real estate market that has seen intense increases in rental costs due to zoning limitations and allow manufacturing businesses to reduce their overhead costs.

City staff, as well as members of the cannabis industry, cautioned the city council of the limitations presented by the two-year pilot program format. "Businesses tend to avoid uncertainty when making investment decisions," the staff report stated. "The shorter the pilot, the less likely a business will respond to a policy by increasing investment. Therefore, a pilot program may not fully capture the effect that a permanent program would have on commercial cannabis activity in Long Beach."

On July 2, the city council voted unanimously to move forward with the study of these options, including a significant decrease in tax rates for non-retail businesses from 6% to 3% and lower, depending on the nature of the business. Second District Councilmember Jeannine Pearce recused herself due to her role as a consultant in the cannabis industry and Councilmember Daryl Supernaw was absent at the time of the vote.

"This issue has been raised over the past few months," Richardson summarized. "The idea here is that this is a big issue. It's not something we can simply place on the agenda and move forward; we're going to need a number of levels of review." At this point, the city has not yet released a timeline for the study of the different elements of the proposed pilot program. ■

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Construction Underway On Historic Ocean Center Building



Work is underway on the historic Ocean Center Building, located at 110 W. Ocean Blvd. According to Long Beach Development Services, a core and shell permit was issued in February, which allows for interior demolition, structural demolition and seismic retrofitting. Along with demolition work, a spokesperson for developer Pacific6 said restoration efforts are underway to preserve historical elements in preparation of converting the former office building to residential, including approximately 80 modern apartments. (Photograph by Brandon Richardson.)

Real Estate & Development

■ By **BRANDON RICHARDSON**
Senior Writer

City To Face Lawsuit Over Tenant Relocation Ordinance

On June 11, the Long Beach City Council approved a tenant relocation assistance ordinance, a step that tenant advocacy group Long Beach Residents Empowered, or LiBRE, called a “momentous victory.” But soon, the City of Long Beach will face a lawsuit from property owner rights group Better Housing for Long Beach (BHLB), according to the organization’s attorney, Paul Beard, a partner at Alston & Bird.

“The big issue that we are raising is the relocation ordinance is a blatant transfer of property from one private party to another – in this case from a landlord to tenant,” Beard told the Business Journal. “And it doesn’t have any means testing to make sure that only the most needy tenants get the payment. There’s no correlation between the amount being asked of landlords to actual relocation costs, and the ordinance

doesn’t even require a tenant to use any payments for actual relocation.”

Effective August 1, the ordinance requires landlords to pay tenants between \$2,700 to \$4,500 if they choose to move rather than pay a rent increase of 10% or more. To qualify for relocation assistance, tenants must have lived in the unit for at least one year and not engaged in any actions worthy of eviction. The ordinance applies only to complexes with four or more units.

Prior to the council vote, Beard submitted a letter to the city, including all councilmembers and the mayor, on behalf of BHLB, a letter he said received no acknowledgement. The main issue noted within the letter is the claim that the ordinance violates the Takings Clause of the Fifth Amendment of the United States Constitution, which states government cannot take private property for public use without “just compensation.” The Fourteenth Amendment makes the law applicable to local governments, Beard noted.

Additionally, Beard says the relocation ordinance fails to even meet “public use” requirements, as the money transfer is to another private citizen.

“It appears to be just a gesture to a group that has significant political clout at this time – the tenant rights groups that came out in full force at the hearings and demanded that this ordinance be passed,” Beard said. “What the city could do is pass a tax that goes into the General Fund that . . . pays for any relocation assistance required by tenants who may be displaced. Better Housing for Long Beach doesn’t have an issue with relocation assistance, as such. The question is, who pays for the relocation assistance?”

The lawsuit will not be filed for at least a few months, according to Beard, who added it will certainly happen during 2019. He noted that it has not been determined whether the suit will be filed at the state or federal level. On June 21, in the case of *Knick v. Township of Scott, Pennsylvania*,

the Supreme Court ruled that property owners do not have to go through the state court system before bringing their taking-compensation cases to federal court.

When asked if he believed BHLB had a case against the city, Long Beach City Attorney Charles Parkin said he does not think so. “We’ve looked at their letter,” he said. “Other cities have passed similar ordinances, but . . . I don’t want to speculate.”

Beard said litigation will likely take several years. He added that the case will be a good “test case” to determine if cities nationwide can pass similar ordinances, according to the Supreme Court, making the case not only important for Long Beach landlords, but property owners across the country.

Laserfiche Breaks Ground On Expansion

Long Beach-based software developer Laserfiche celebrated the groundbreaking of its new 74-foot-high, 102,848-square-foot headquarters at 3459 Long Beach Blvd. on July 11.

“We created Laserfiche to accelerate how business gets done, by creating software people love to use,” Laserfiche CEO Chris Wacker said in an e-mail to the Business Journal. “Thirty years later, we’ve been fortunate to grow enough to expand our presence in Long Beach, improve the overall appearance of this section of Bixby Knolls and continue to drive innovation forward in our community and beyond.”

The creative office was designed by Long Beach-based Studio One Eleven and is being constructed by Urbana Development, also a Long Beach company. The building is the first new office building along Long Beach Boulevard in the Bixby Knolls neighborhood in nearly 30 years, according to Laserfiche.

“Laserfiche is a key local employer and partner, so I am delighted that they are expanding their presence in Long Beach and building a beautiful new headquarters in our city,” Mayor Robert Garcia said in an e-mail to the Business Journal.

Located on a site originally designed for oil extraction, the new building will bring a more sustainable use, as it is targeted for LEED and WELL Gold certifications. The design also utilizes natural elements, such as light, to decrease stress, enhance productivity and promote physical health.

Laserfiche will not be vacating its current headquarters, located less than one block north of the project site, when the new building is completed in late 2020. Rather, the company is expanding its Long Beach footprint to keep pace with projected growth. The company expects to double in size from 300 to 600 employees by 2025.

“This is just another example of how dedicated Laserfiche is to building lasting relationships in the community it operates in,” Wacker said. “We’re thrilled to be able to work in the city of



The new Laserfiche headquarters is the first new office development along Long Beach Boulevard in the Bixby Knolls neighborhood for nearly 30 years, according to Laserfiche. (Photograph by Brandon Richardson.)

Long Beach, and we're proud to be able to call it Laserfiche's home."

County Supervisors To Vote On Affordable Housing Funding

During its July 9 meeting, the Los Angeles County Board of Supervisors unanimously approved funding for six multi-family affordable housing developments, including one Long Beach project. Third District Supervisor Sheila Kuehl was absent. The six loans total \$40.88 million comprised of Affordable Housing Trust funds, Measure H funds and Mental Health Housing Program funds. The Long Beach development is cited as "the PCH and Magnolia Project." According to a citywide list of projects by Long Beach Development Services, the project fitting that description is by LINC Housing located at 469 W. Pacific Coast Hwy. The project consists of 40 affordable units in a three-story structure, as well as a recreational and community serving amenity space. The development has been approved, but construction has not begun. Other projects to be funded are located in Los Angeles, Lan-

caster and El Monte.

Drive-Through Ordinance Coming To Council

The Long Beach City Council is considering an ordinance related to drive-through facilities during its July 16 meeting. The proposed zoning amendment would add a "comprehensive and clear" definition of drive-through facilities, which do not exist in the current regulations that have not been amended since 1999, according to the staff report. The amendment also would require a conditional use permit for all new drive-through establishments and expansions in commercial and industrial zones. Currently, only fast food drive-through facilities in commercial zones require planning commission review, while industrial zones allow drive-throughs by right, meaning they require no review unless within 300 feet of a residential district. The city currently has 116 drive-through facilities. In the last five years, 17 drive-through applications have been approved, four are pending and one has been denied. The report notes that of the 17 approvals, six "involved multiple drive-through lanes, resulting in a total of 25 new drive-through facilities." The new policy would address quality of life



Long Beach-based software developer Laserfiche celebrated the groundbreaking of its new 102,000-square-foot headquarters at 3459 Long Beach Blvd. on July 11. Pictured from left: Laserfiche Executive Vice President Peter Wayman; CFO Hank Eisner; General Counsel Wylie Strout; CEO Chris Wacker; Long Beach Mayor Robert Garcia; CIO Thomas Phelps; Vice President of Finance Anna Kyritsis; President Karl Chan; and Urbana Development Managing Partner Richard Lewis. (Photograph by Brandon Richardson.)

issues, sustainability and site design, to "minimize impacts on pedestrians," improve safety and improve the welfare of the community, the staff report states.

Long Beach Homeowners Among Those Paying Highest Monthly Rates

Of the 50 largest cities across the country, Long Beach homeowners pay

the 10th highest amount on housing each month, according to financial technology company SmartAsset. The data analysis considered only median monthly housing costs, including mortgage payments and property taxes. The report shows that Long Beach residents have average monthly housing costs of \$1,431, trailing just behind New York and Los Angeles, which have average monthly costs of

(Please Continue to Page 14)



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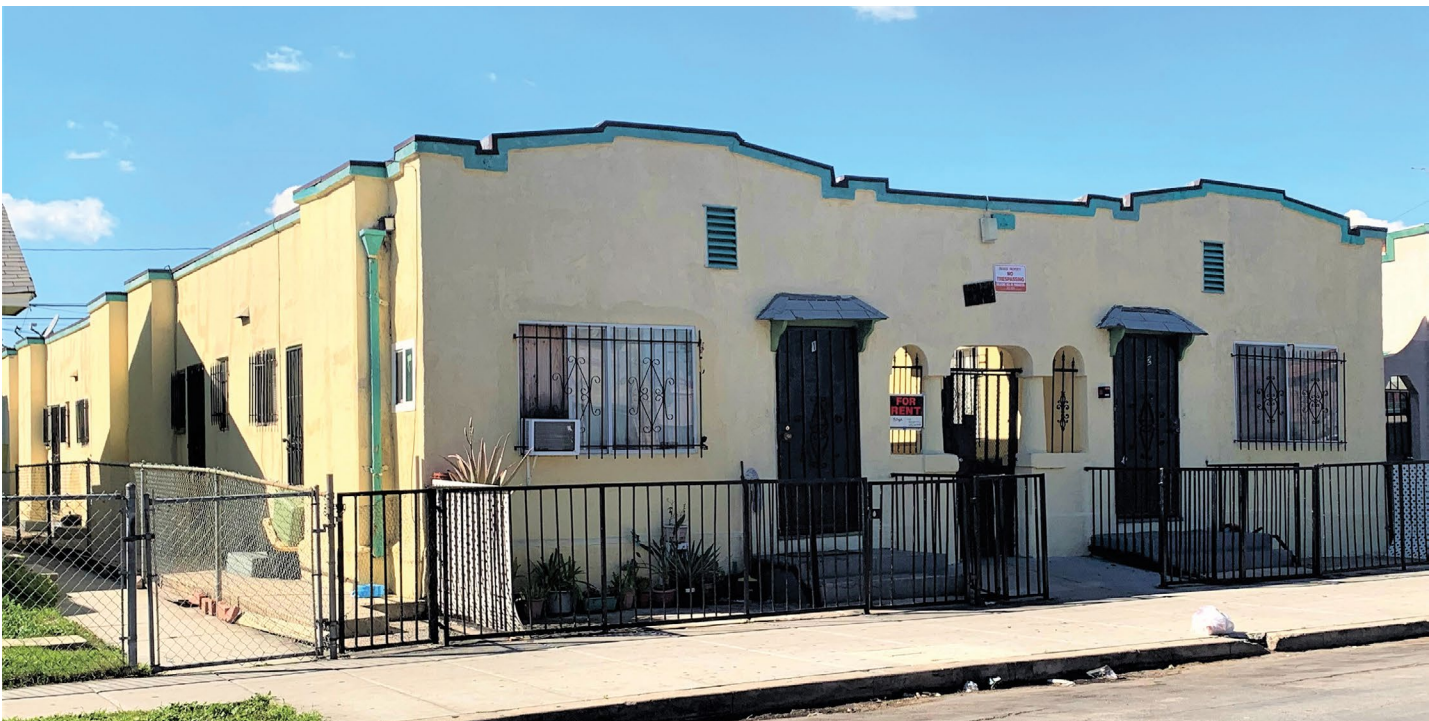
(Continued from Page 13)

\$1,435 and \$1,548, respectively. San Jose is the most expensive, with an average monthly housing cost of \$2,257, while Detroit had the lowest cost at \$679 per month.

Cushman & Wakefield Release Q2 Long Beach Office Report

Lease rates for Long Beach office space continue to rise, as vacancy rates begin to decrease, according to a new report by Cushman & Wakefield. The overall vacancy rate of office space in suburban Long Beach is 8.9%, down from 9.3% the previous quarter, while Downtown Long Beach vacancy is 19.3%, down from 19.9%. The citywide office vacancy rate is 15.2%, down from 16.3% from the first quarter of this year. These slight decreases contrast with the greater South Bay market, which increased from 17.6% to 18.1% quarter over quarter.

“Although there has been a slowdown in economic growth, the underlying economic fundamentals that drive demand for office space remain healthy,” the report stated. “Most notably, job growth remains steady and we expect demand to remain solid.” Suburban Long Beach Class A lease rates increased nine cents to \$3.02 per square foot, while Downtown Long Beach Class A rents increased



A 24-unit apartment complex located at 1133-1336 Hoffman Ave. recently sold for \$3 million. Centennial Advisers’ Ryan Rayburn represented the seller. (Photograph courtesy of Centennial Advisers.)

one cent to \$2.95 per square foot. A key first quarter transaction in Downtown Long Beach was a new 59,721-square-foot lease by Zwiift at 111. W. Ocean Blvd.

Multi-family Complex Sells For \$3 Million

Centennial Advisers’ Ryan Rayburn represented the seller in the \$3

million sale of a 24-unit apartment complex located at 1133-1336 Hoffman Ave. The transaction closed on June 26. The property consists of two 1920s buildings and is comprised of 90% studio apartments. The property has no parking and a “substantial amount of deferred maintenance,” Rayburn noted. Sixteen offers were made on the property, which ultimate-

ly sold for full list price after several offers backed out citing the city’s impending tenant relocation assistance ordinance that takes effect August 1. “It’s an interesting time as some owners don’t think rent control and tenant relocation fees matter and some are getting out because they don’t want to be stuck holding the bag,” Rayburn said. ■

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Building A Better Long Beach: Arts District Development 50% Leased, Bringing New Craft Beer Downtown

■ By **BRANDON RICHARDSON**
Senior Writer

Panels of solid bright yellow, and black and white panels of abstract geometric patterns fleck the exterior of The Linden to blend in with its location in the East Village Arts District in Downtown Long Beach. The boutique apartment building by Sares-Regis Group received its first tenants in early June and is currently about 50% leased, according to David Powers, senior vice president of residential development.

“It’s sort of a unique architectural style. It’s in the arts district, so we wanted something distinctive,” Powers said. “We challenged our architects to come up with something creative that maybe people haven’t seen before,” he said, referring to Long Beach-based Studio One Eleven. “What they came up with was pretty punchy and vibrant. I think they really stepped up their game on this building.”

Located at 434 E. 4th St., next door to Berlin Bistro and Fingerprints record store, the six-story building consists of 49 market-rate apartments. Units are one or two bedrooms, and top floor two-bedroom apartments have an additional upstairs loft that could be used as an office or extra room, Powers explained. Each loft also has access to a private rooftop patio.

One-bedroom units range from 779 square feet to 854 square feet, with prices ranging from around \$2,300 to just under \$2,900. Two-bedroom units range from 1,110 square feet to 1,249 square feet, with prices ranging from \$3,280 to \$4,630.

All residents of the project have access to outdoor patio areas on the second and sixth floors, which include seating, a shuffleboard table, grills and a fire pit. The ground floor of the project includes a fully equipped fitness center and a lounge area, as well as 2,500 square feet of commercial space. Powers explained that Sares-Regis is in negotiations to bring a craft beer tasting room to the space. He said the unidentified Long Beach brewery is a new operation currently setting up shop at a nearby location.

“I’m actually excited about this use because the craft brewing community in Long Beach is growing. It’s popular,” Powers said. “There are a lot of good beers out there and it’s a supportive community.”

The Linden is the smallest of three residential developments by Sares-Re-

gis in Downtown Long Beach that broke ground in June 2017. All three projects suffered minor delays due to rain throughout 2018. The Alamitos, at 1st Street and Alamitos Avenue, and The Pacific, at 3rd Street and Pacific Avenue, which consist of 136 and 244 units, respectively, are slated for completion before the end of the year.

“Long Beach is just a unique city. It’s very rare to have a downtown right next to the beach on the West Coast, so the quality of life is there,” Powers said. “Our commercial group has . . . been working in Long Beach for a long time. We’ve wanted to be [here] for a long time and all the conditions came together a few years ago and just really made it happen. You can see that with not just our developments but a number of other developments. We’re all in – catching the wave that is Downtown Long Beach.”■



The Linden, a residential development by Sares-Regis Group at 434 E. 4th St., opened at the beginning of June and is 50% leased, according Vice President of Residential Development David Powers, pictured at the building. (Photograph by Brandon Richardson.)



Residents of The Linden have access to a rooftop deck that features seating, grills, a shuffleboard table and views of Downtown Long Beach. (Photograph by Brandon Richardson.)

Realty Views: What is Going On With Home Prices?

Perspective By TERRY ROSS

Despite good job numbers, a robust stock market and general good economic news, anyone who is in the real estate industry or is trying to sell their home in today's market can feel that things just aren't what they were last year. As we enter the second half of the year and the end of the prime home-selling summer months, most anyone involved as a participant can feel that the upward momentum of the housing market that has been building up since the dark days of the Great Recession during the last decade has started to stall. Through mid-2018, prices had been on a steady upswing for several years after the plunge in values that started in 2007-8. Many areas – although not all – had regained the values of the pre-recession. Even last fall there was debate over forecasts that there would be a housing downturn in 2019 and into 2020. A popular theory was that the lack of building to keep up with demand – especially here in California – would enable prices to keep appreciating.

But as the first six months of this year have shown, the market is softer and price expectations are having to be adjusted all over the board. What people thought they could get for their home in January or February is not the same today – and it is usually less. The John Burns Real Estate Consulting Company of Irvine, a firm that advises many builders and developers around the country on marketing and product pricing in the home industry, has studied this new pricing reality statistically and even coined a phrase for this new era of residential housing: the "Great Price Deceleration." According to Kate Seabaugh of the Burns Company, price appreciation has slowed across every major housing market. Although deceleration is the slowing of increasing prices to a more moderate level and is not really a price decrease, what has happened in the housing market is that asking prices like those from a year ago or even six months ago are not readily attainable without waiting

months on the market – if even then. Basically, the urgency has gone out of the housing market, and we have entered a period where buyers are cautious and will walk from deals unless they get what they want. The Burns Company has quantified the year-over-year change in various markets from 2017 to 2018, and compared that increase to the year-over-year change from this time in 2018 to today. The largest deceleration was in the San Jose, California region, where a year ago prices were up 20%. They are down 6% this year from last, a deceleration of 26%. "Last year, San Jose was frenzied with less than one month of supply and very strong job growth," noted Seabaugh in her market study. "Builders were selling homes faster than they could build them. In the second half of 2018, the San Jose market slowed substantially due to affordability issues, but conditions have stabilized this year." In other California cities the decel-

eration rate is less, but still significant: San Francisco is down 15%; Los Angeles is down 7%, San Diego and Orange County are down 6% and Riverside-San Bernardino is down 5%. Nationally, along with the California markets, Seattle and Las Vegas have been hit with price decelerations while markets in the Southeast, Midwest and Northeast have had steadier prices – but have not historically had the kind of appreciation that these western housing markets have had. Much of this is due to the lack of affordability in places like California, according to the Burns report. Moving forward, the company expects resale prices to gain 2% nationally, which is certainly not in recessionary territory but demonstrates that the hot recovery of the last few years has tempered dramatically. 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.

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Construction is underway at the VA Long Beach Healthcare System to pave way for Outpatient Mental Health Care and Inpatient Mental Health Care buildings and a Community Living Center. The mental health buildings are scheduled for a November 2020 completion date, while the living center is set for November 2021. (Photograph by Brandon Richardson.)

Mission Act Expansion

(Continued from Page 1)

an intent to establish a community care program for veterans to make health care more accessible.

Per a public document issued by the U.S. Federal Register last month, private medical entities who have entered a contractual agreement with the VA can provide veterans urgent care – which includes treatment for colds, sore throats and minor skin infections – and community care, which are extended medical services. Eligible veterans have the ability to choose private care if a VA medical provider is not readily accessible, said Richard Beam, VA Long Beach Healthcare System spokesman.

Beam said the Mission Act expands on the Choice Act, signed in 2014, and provides accessible private care for veterans who meet certain criteria. Requirements for private care include cases in which the veteran lives at least an average of 30 to 60 minutes away from the closest VA center, if the wait time for a medical appointment has exceeded a certain number of days – depending on the care – or if a specific medical service is not available at the VA.

In cases where a veteran needs a primary care doctor for something like the flu, Beam said the implementation of the Mission Act limits the possibility of that veteran having to wait 30 days to receive treatment. “That’s somebody who needs access to care or medication or being checked quickly,” he said. “Granted, it’s not necessarily life threatening, but a month out is too far. . . . I think there are main aspects of the Mission Act that are really to the advantage of the veteran. That’s why we exist.”

But the Mission Act isn’t without its share of criticism. On June 5, thousands of protestors gathered outside VA Long Beach in disapproval of the legislation. The crowd of 260,000 were employees at the Department of Veteran Affairs, represented by federal union American Federation of Government Employees (AFGE).

Protestors claimed the VA Healthcare System’s transition to comply with the Mission Act was a sign of privatization, moving services from the public sector into the private sector and deregulating care. In a press release dated June 6, AFGE National President David Cox claimed the act was a “clear double standard that is designed to push veterans out of the VA” and “starve the VA of the resources it needs to continue providing the high-quality care veterans expect and deserve.”

Beam defended the VA’s changes as a way to provide veterans optimal service. “Telling someone that you may come for a same-day appointment and you may have to wait three or four hours to see somebody today is not really the type of care that we want to be providing our veterans,” Beam said. “Why shouldn’t our veterans be able to access care the same way a federal employee can access care using their health benefits? To me, that option is better customer service to the veteran, it’s a better use of taxpayer money and it’s going to keep our veterans healthier.”

Tom Lasser, 73, is a Redondo Beach resident who injured his back in a helicopter crash during his first tour in the Vietnam War on November 26, 1967. Plagued by chronic back pain, Lasser has frequented the VA Long Beach for all his health care needs.

Through the Choice Act, the VA referred Lasser to a private acupuncturist who was less than 10 minutes from where he lived, sparing him about a 20-mile drive to receive care. Lasser said he averaged three to four appointments a month.

When the Mission Act’s regulations went into effect last month, Lasser said he automatically received a voucher for 12 additional acupuncture appointments with his non-VA medical provider. “For me, it works,” he said. “And there’s a lot of logic to how they’re doing this to resolve any backlogs or scheduling issues with the VA.”

Steve Peck, president and CEO of U.S. Vets, said the Mission Act, “on paper,” seems to provide and address all the right things for veterans when it comes to maintaining their standard of care. However, Peck was skeptical of the VA Healthcare System’s finances, which have not publicly disclosed the Mission Act’s influence on the budget. “There was some concern that by outsourcing services to providers in the community, it had the potential to take away from the budget of VA medical centers,” Peck said. “If that is done to a significant extent, it would mean less money for VA medical centers around the country, making that system less effective.”

Beam said there is no record of the act’s projected costs on the VA Healthcare System. He said the VA Long Beach Healthcare System relies on its local budget to fund the services. Per data Beam provided, VA Long Beach’s Fiscal Year budget heading into June 2019 was \$36,927,135.

Peck said The Mission Act indicates in its language that the VA’s medical services will not be diminished with

the implementation of the new care regulations. “The way it is written, that is reassuring,” he said. “The challenge is, they haven’t quite figured out the budget yet.”

VA Long Beach Expansion Project

In addition to modifying its medical services, VA Long Beach is currently undergoing an expansion to create Outpatient Mental Health Care and Inpatient Mental Health Care buildings and a Community Living Center.

Construction started this year for the three planned structures. The Mental Health Inpatient Building will be two stories, at 78,000 square feet, and will be equipped with 45 beds. The Mental Health Outpatient Building will also be a two-story structure with 80,000 square feet.

The Community Living Center will be the largest expansion. The future 181,000 square-foot building will be three stories and equipped with 120 beds.

Although both mental health buildings are planned for a November 2020 completion date, while the living center is set for November 2021, Beam anticipates that the all projects will be delayed by at least six months. “If we’re lucky, we’re going to try and find some tailwind and make up for the delay,” he said. The recent delays are attributed to an issue with the contractor and miscellaneous expenses, he said.

Both mental health buildings are budgeted at a combined \$100 million, while the living center has a flexible fund ranging from \$50 million to \$100 million, according to Beam. The project will also include new parking structures.

The Community Living Center will serve as a type of rehab center for patients who may have suffered a stroke, are ill or are recovering from surgery. The space will also have hospice care and various forms of therapy. Beam emphasized that veterans admitted to the center must have “rehabilitative potential.” “As long as the patient is improving, we’ll keep working with them until we get them to as close as independent as possible before discharge,” he said.

The Mental Health Outpatient Building will serve as a space for trauma groups, drug and alcohol abuse programs, psychotherapy and telehealth, which is a method of providing health services through technology. Consultations can be arranged through services like Skype and Facetime, Beam said.

The Mental Health Inpatient Building will add 10 new beds for veterans and provide acute care and mental health services for ailments such as post-traumatic stress disorder. “There are many nights when we’ll have somebody come through the emergency room that needs an inpatient psych bed, and we don’t have it,” he said. “Building this . . . new space, adding beds on the campus gives us a [significantly] better opportunity to serve a veteran from this community.” ■

HealthWise: ExactechGPS® Application Offers Personalized Shoulder Surgery

■ Perspective By **MICHAEL A. PAHL, M.D.**, orthopedic surgeon, MemorialCare Joint Replacement Center, Long Beach Medical Center

Each year, 53,000 people in the United States elect to have shoulder replacement surgery – also called total shoulder arthroplasty. Those who experience chronic shoulder pain may have the option to undergo shoulder replacement surgery after conservative treatment options, like medications and physical therapy, no longer provide relief from pain.

People with high levels of pain that limit their abilities and can negatively affect their lives, may be candidates for shoulder replacement surgery.

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Growing Vaping Industry Grapples With Calls For More Regulations, Debate On Teen Use

■ By **ALENA MASCHKE**
Staff Writer



The vaping industry has caught plenty of heat for marketing its products to teenagers and young adults, but Carlos C., owner of the Match Free vape shop in East Long Beach, said his clients are usually adult smokers like himself. “I used to be a smoker myself and this is one of the products that actually helped me quit smoking,” C. said. (Photograph by Brandon Richardson.)

Vaping is everywhere. A quick online search finds at least 20 vape shops in Long Beach alone, with several others located in the nearby cities of Lakewood and Bellflower. Today, it is rare to drive by a strip mall that doesn’t feature a store selling vaporizers, e-cigarettes, vape fluids and other accessories for what has become a growing industry over the past decade.

Especially in California, the vaping industry has grown and diversified since vaporizers and e-cigarettes first became popular in the late 2000s. There are companies offering mentorship for prospective vape shop owners, vape fluid manufacturers and even an insurance provider that specializes in business insurance for vendors of vaping products. JUUL, an e-cigarette company headquartered in San Francisco, reported \$1.3 billion in revenues in 2018 and is expecting to triple revenues this year.

“I think California, as well as New York, are the trend-setting areas for the rest of the country,” Bill Blowitz, owner of Long Beach vape shop Smokeless Success, told the Business Journal. Blowitz said he entered the business hoping to help cigarette smokers who

have struggled to give up their unhealthy habit, even with the help of traditional alternatives like nicotine gum or patches.

“Most people who smoke cigarettes, they don’t realize how much they love it,” Blowitz explained. “If it was just a nicotine addiction, they would’ve gotten the gum or the patch and been done with it decades ago.” Vaporizers and e-cigarettes offer smokers an experience that is similar to traditional cigarettes, without the same adverse health effects and pungent smell of burning tobacco, manufacturers claim.

Still, the health effects of vaping are largely underexplored, and experts warn that chemicals used to flavor vape fluids as well as the nicotine consumed through e-cigarettes may have similar negative effects on the body as traditional cigarettes.

“We know that smoking tobacco cigarettes is associated with about half a million deaths a year in the United States. It’s really [about] the worst thing you can do for your body,” Dr. Linda Richter, director of policy and research analysis with the Center on Addiction, told the Business Journal. “All that said, the fact that e-cigarettes

are somewhat safer than cigarettes is not really a glowing recommendation for their safety.”

Richter noted that the technology is too young to analyze the long-term effects vape products may have on the human body. But preliminary research on nicotine as well as flavoring chemicals used in vape fluids has shown an impact on lung function as well as the cardio-vascular and reproductive systems, Richter explained. These findings have been supported by animal studies on vaping products, she added.

Still, Richter noted, there are rare cases where vaping can produce positive health effects. “If it completely replaces cigarette smoking, sure, that’s a benefit. More and more research is coming out, though, that shows that the number of people for whom that’s true is really quite small,” she said. “A lot of people take up vaping to quit cigarettes, but there’s so much nicotine in these vaping products that it just perpetuates the addiction.”

Another concern that has dominated the public debate around vaping is the industry’s appeal to teenagers and young adults. A study published in the American Journal of Health Behavior

found that approximately 45.5% of 15 to 17 year-olds and 29.1% of 13 to 14 year-olds were familiar with the JUUL brand of e-cigarettes, and 7.6% of 15 to 17 year-olds have reported having used a JUUL e-cigarette in the past.

Richter argued that this brand awareness among young people is no coincidence, but rather a result of targeted social media campaigns by the industry’s largest player. “The way these products had been marketed was really targeted to young people,” Richter said. “And that’s because decades of research show that the younger you get someone hooked on product, whether it’s an addictive product like nicotine or any product, you are likelier to have a lifetime customer.”

Richter noted that in addition to marketing efforts targeting young people, some of the names and packaging used for different flavors of vape fluid are designed to appeal to a younger demographic, rather than adults hoping to quit cigarettes. “There’s also a lot of research showing that for adults who want to stop smoking and want an alternative, the fact that there isn’t a flavor called Bubblicious or Cotton Candy is not going to dissuade them

from switching,” she added.

Cesar C., owner of the Match Free vape shop in East Long Beach, said efforts to ban flavors, such as the recently discarded California Senate Bill 38, would create a black market because adult smokers prefer flavored vape fluids. “When you go out into the street and you smell somebody smoking cigarettes, you hate it,” he explained. “Because it cost you so much to quit, you don’t want it to get back into your system. That’s why people pick up different flavors, because they smell different – they don’t smell like cigarettes.”

A former smoker himself, C. said vaping has helped him ditch his long-term cigarette habit. “As a smoker, I believe that it’s a better choice,” C. said. He expressed frustration with the negative light that has been cast on the industry in recent years. “It seems like everybody forgot that people smoked and cigarettes kill you,” C. said.

Norm Bour, founder of consultant company Vape Mentors, said the vaping industry mostly has itself to blame for the negative shift in public perception. “The industry has been its own worst enemy, because it has pandered to – not children in the conventional sense – but certainly the young people,” Bour said. “But they’re getting their act together.” Still, he noted, the process is slow and some companies aren’t willing to change a winning

strategy. “They don’t disagree with the regulations, they just don’t care. Their feeling is: I’m going to get away with whatever I can get away with, until somebody actually stops me,” he said.

Bour, Blowitz and C. all said they expect further market consolidation in the upcoming years, especially as increasing regulations make it more challenging for small companies in the industry to survive. But, Bour said, “I think that vaping is here to stay, that there will continue to be vape shops out there. My hope is that, over time, they will continue to be more professionally run and they will be more adherent to the regulation, doing things the way that they should be doing them.”

Despite outcry from the industry, Richter said federal regulations will be necessary to prevent vaping from becoming a public health burden, including strict age limits and restrictions on advertising, similar to those imposed on the tobacco industry since the 1970s. “None of this is in the interest of the vaping companies. Of course they want to be as appealing as possible, but that’s where regulations need to come in,” she noted. “The tobacco industry would continue to do the same with cigarettes if they could, but the government has recognized that that’s not safe and we have to reign it in. And they’re doing just fine, financially.” ■

Miller Foundation President/CEO To Retire In December

The Earl B. & Loraine H. Miller Foundation in Long Beach announced July 15 that Walter Florie, president and CEO, will retire after 28 years of serving the organization. Florie has served as president and CEO since 2000. He had previously served as president since 1995, and had been appointed prior to that to the roles of vice president in 1993 and trustee in 1991. He will officially step down in late December.

During his tenure, the foundation has committed over \$60 million to Long Beach organizations to “grow and advance the health of the whole child in Long Beach,” a press release from the organiza-



tion stated. Executive search firm Berkheimer Clayton Inc. will assist in hiring Florie’s successor. “The board of trustees is grateful and appreciative of Walt’s sound and effective leadership during his tenure and wishes him well in retirement,” said Ron Arias, vice president of the board of trustees.

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Common Physical Ailments Of Desk Workers – And How To Prevent Them

■ By DENNY CRISTALES
Staff Writer



Dr. Amandeep Bhalla is an orthopedic spine surgeon with Memorial Orthopedic Surgical Group and Dignity Health St. Mary Medical Center. Bhalla said that excessive periods of sitting at one’s desk has detrimental health impacts on the back, neck and eyes. He suggested taking periodic breaks to alleviate spinal pressure caused by sitting. (Photograph by Brandon Richardson.)

Full-time office jobs often warrant extended periods of sitting at a desk – a sedentary behavior that can lead to chronic back, neck, wrist and eye ailments, local medical experts told the Business Journal. However, these conditions can be countered by developing healthy physical practices both inside and outside the office.

Dr. Amandeep Bhalla, an orthopedic spine surgeon with Memorial Orthopedic Surgical Group and Dignity Health St. Mary Medical Center, recommended incorporating physical activities to interrupt the sedentary patterns of deskwork.

“Try to get 30 minutes of exercise in a day,” Bhalla said. “Yoga, which is something that I incorporate into my weekly activities, allows you to stretch and also gives you resistance to keep your core strong – which makes it far easier to maintain a healthier posture at work. When your core muscles get weaker, you tend to slouch forward, and that actually increases the intervertebral disc pressure.” Bhalla said the role of intervertebral discs is to alleviate impact to the spine.

Bhalla added that, in addition to potential back pain, a consistent seated routine can lead to: the craning of the neck, which adds stress to the upper-body muscles; carpal tunnel syndrome, a pinched nerve in the hand caused by repeated motion with the wrist; and eye strain, induced by exposure to light emitted by computer screens or cellphones.

The American Academy of Orthopedic Surgeons recently estimated that 25 million people lose an average of seven days of work annually due to back pain. Consequently, research from the Occupational Safety and Health Administration shows that work-related musculoskeletal disorders cost employers an average of \$15 billion to \$18 billion each year in direct costs.



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Dr. Ramy Elias, an orthopedic surgeon at Lakewood Regional Medical Center, said part of the problem has to do with obesity. When individuals carry significant body weight and sit frequently, the paraspinal muscles – which support and run along the spine – become deconditioned, he explained. Moreover, idle behavior can stiffen the joints. “What I’ve seen in my practice is that the better condition the patient is in, the less strain they are going to put on their back,” Elias said.

A seated position also puts pressure on the lumbar region of the spine, located in the lower back, Elias said. He advised employees to stretch as often as possible. “Most people can spare a few minutes every hour or every other hour to stretch a little bit,” he said. “Stretch their neck, their shoulders, their back – even if it means standing in front of their desk and doing a few stretches for a few minutes.” Elias also recommended laying down to relax the body.

Taking breaks from the computer screen is just as important, Bhalla said. He recommended that employees take time to close their eyes, increase the font size of text to see better or to go to an environment away from artificial light. “There are also apps out there that show how much screen time you’ve had,” he added. “A lot of technology is geared toward bringing attention to the problem so people can correct it.”

Dr. Richard Harrison is CEO and president of New Life USA, a Long Beach-based health organization that provides health supplements and consultations. He said the configuration of an employee’s workspace can play a role in how much time they spend sitting.

When items or tools are readily accessible at one’s desk, it decreases the likelihood of an individual standing up and moving around, Harrison said. “If you’re in a work area where you have everything close to you, move things further away,” he said. “If your printer is on your desk, move it over so you have to get up and go get a copy. Get a glass of water or a stapler or whatever you can to be able to get up from your desk and move around a little bit.”

Elias said certain employers may provide ergonomic tools, such as stand-

ing desks, to prevent workplace discomfort. He advised that workers set up their space to place their computer monitor at eye level, while also utilizing armrests and maintaining an erect spine. “Employers don’t want to see loss of productivity and increases in work injuries,” he said. “You have to remind yourself that this isn’t really good for your health long-term.”

Merideth Faith, the wellness coordinator at MemorialCare Long Beach Medical Center and Miller Children’s and Women’s Hospital, said hospital employees are encouraged to take stretch breaks and participate in available wellness programs to avoid physical and mental fatigue.

Every work day, Faith and fellow wellness coordinator, Katrina Castle, schedule trips to the various departments around Long Beach Medical Center and Miller Children’s and Women’s Hospital and play music through a speaker to encourage five-minute stretch breaks. “We probably average about five stretch breaks a day,” Faith said. “For example, in June, we did 67 stretches throughout the hospitals.”

Hospital employees have access to resources through MemorialCare’s partnership with Virgin Pulse, an employee-wellness organization. Virgin Pulse offers an online tool to track an employee’s health habits, such as taking stretch breaks, listening to relaxing music or drinking a cup of tea. When an employee accomplishes a certain number of habits, they earn points, which in turn earns them up to \$100 every quarter. “It’s been a great addition to our program here, because it helps employees tap into every aspect of their well-being,” Faith said.

Bhalla said the medical community has been concerned with the sedentary nature of office work for some time, and he encouraged individuals to monitor their health and listen to their body to avoid injury. “It’s a condition that the medical community does pay a lot of attention to,” Bhalla said. “If you have questions or concerns, [especially] with chronic discomfort, get the input of a medical professional and/or somebody who is well-versed in these kinds of things.” ■



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Moffatt & Nichol President Eric Nichol said changes in the industry and the environment have led the company to diversify its workforce. “It’s not just heavy-duty engineering anymore, all sides of the sciences get involved,” Nichol noted. (Photograph by Brandon Richardson.)

Historic Companies Double Down

(Continued from Page 1)

War II, which really helped create our philosophy of how we want to manage the bank,” Walker explained. “It taught us that we need to continue to be conservative, that we need to have good reserves and that people depend on that.”

For Farmers & Merchants, that philosophy has been upheld by generations of the Walker family, a tradition the bank’s current president is planning to uphold. “It allows us to make the right decisions over the longterm, versus being pushed by quarterly returns or short-term demands,” Walker said. “The bank will continue to be run by my brother [Daniel Walker] and I for years to come.” The Long Beach community, its diverse population and lively business community, have played a crucial role in the institution’s success, he noted. “We have a very tight tie to the city. Obviously, this is our home port,” Walker said.

Another company with deep roots in the city, Phillips Steel Company, recently expanded its efforts to ensure that future generations of Long Beach residents will continue to have opportunities for success. Phillips Steel recently joined the Long Beach College Promise as an industry partner. The program allows industry partners to provide input on the curricula offered to students at Long Beach City College. The goal is to ensure students are prepared for the ever-changing demands in high job growth fields in the region, including advanced manufacturing, cybersecurity, cloud computing, welding, advanced transportation and health care.

“Older people are retiring out, and the younger people don’t seem to embrace the trades as their predecessors did,” Phillips Steel Company President Daryl Phillips explained. The program aims to change that by encouraging students to consider a career in a high-demand field and offering the appropriate classes to prepare

them for well-paid jobs with local companies like Phillips Steel. “For our industry, it’s very important that the younger generation embraces that kind of work,” Phillips added.

Once hired, employees at Phillips Steel are considered family, Phillips said. “We’ve always promoted from within, which has strengthened the company,” he noted. “We’re a family, we’re here for them. That’s part of the pride of being in business so long.” Founded as a scrap recycling business in 1915, the company has experienced the same trials and tribulations as its contemporaries, compounded by changing environmental standards and a 1970 fire that completely destroyed one of the company’s buildings.

“You survive because of the relationship that you have with your customers and your vendors and your employees,” Phillips said. To this day, the company remains in family hands, a source of pride for Phillips. “It’s not easy to get to four generations in a company – very unusual in today’s world,” he noted.

Engineering firm Moffatt & Nichol entered its third generation of family leadership in 2006, when President Eric Nichol took over the reins of the company after his father Robert Nichol’s passing. Originally founded by partners John Moffatt and Frank Nichol in 1945, the company specialized in marine and coastal engineering, but has since expanded its focus to include transportation projects, such as the widening of the 405 Freeway currently underway. The challenges of climate change and sea level rise have further diversified the company’s portfolio of services.

“It’s more of a full solution now, as opposed to back in the 1960s, [when] it was concrete and steel,” President Eric Nichol told the Business Journal. “We’ve had to become a much more well-rounded firm.” Today, Moffatt & Nichol’s team includes biologists and toxicologists alongside engineers, to assess the risks and benefits of dredging up sand, develop plans for replenishing beaches and other tasks unheard of in



Mooyon Kim joined the Holiday Inn Long Beach Airport as its general manager in 2017. He noted that one of the most cherished historical artifacts at the hotel was created before his time: a picture of Air Force One flying above the historic round-tower taken during a Los Angeles visit by President Barack Obama. (Photograph by Brandon Richardson.)

the days of the company’s founding.

Despite having significant business engagements across the nation and overseas, Moffatt & Nichol recently invested in new headquarters at The Terminal in Douglas Park. One hundred of the firm’s employees were moved into the new offices in April. “Our new sustainable, open-plan design headquarters mark an investment in the city we’ve called home since 1945, and we look forward to making more history from 38 offices and growing worldwide,” Moffatt & Nichol Marketing Director Leslie Pringle told the Business Journal.

In addition to its new Douglas Park headquarters, the firm plans to continue its support for local nonprofits and educational institutions. “As professionals, some of the greatest [return on investment] comes from reinvesting in our community – it’s a great way to support future engineers and scientists,” Pringle said. “We have supported the local Boy Scouts and Ronald McDonald House for many years, and we have been involved in the CSULB College of Engineering since its inception, including the heavy civil [engineering] lab.”

Windes, an accounting firm with a long legacy of service to the Long Beach community, is also planning to deepen its investment in the city. Founded on the corner of 1st Street and Pine Avenue in 1926, the company still maintains offices in Downtown Long Beach, which will undergo a complete redesign in the upcoming year and a half, according to Managing Partner John Di Carlo. Details of the remodel are yet to be confirmed, but Di Carlo shared that plans will include reconfigured work stations, new furniture and more efficient, shared and open work spaces.

Di Carlo pointed to the revitalization of downtown as a beneficial factor to the company’s business. “The rejuvenation and continued growth of downtown is important to us,” he noted. As a city, Long Beach has always been in flux, turning from a booming oil town into a port city. It is now home to a growing startup and

creative scene, especially in the downtown area. “As the business makeup of the city changed, we changed with it,” Di Carlo said.

Today, the company is tasked with accommodating employees’ requests for flexible work hours and opportunities to work remotely, something the new office design will have to respond to. “Being able to accommodate that means you have to have the infrastructure in place to support it,” Di Carlo said. “And we just think that we’re going to see more of that as time goes by.”

Another Long Beach staple currently investing in infrastructure is the historic Holiday Inn Long Beach Airport. In 1967, the hotel was built as one of approximately 40 round-tower Holiday Inn locations across the country, all within less than a day’s drive from one another. The closest towers of its kind are located near the Getty Center in Los Angeles and the 5 Freeway in Downtown San Diego, but the Holiday Inn Long Beach Airport is the only one of the three still operated by the hotel chain.

The annex building, which was built at the same time as the historic tower, was recently torn down to make space for a new Staybridge Suites hotel, which will accommodate more long-term guests. General Manager Mooyon Kim described the new project as an “upscale, extended stay hotel.” The two-story building will include 125 rooms and will be operated by the Holiday Inn Long Beach Airport team, Kim explained. “We will sell the rooms depending on the needs of the guest,” he added.

In addition to its infrastructure investment, the hotel has also been active in supporting the Long Beach classical music scene with donations and in-kind contributions, such as free meeting and event spaces. Among the organizations supported by the Holiday Inn Long Beach Airport are the Long Beach Camerata Singers and the Long Beach Orchestra. “We try to do our share as a corporate citizen of Long Beach,” Kim said. ■

Historic Nonprofits Making A Difference In Long Beach

■ By **ALENA MASCHKE**
Staff Writer

With its diverse population and active philanthropic scene, Long Beach has long been home to a number of well-established nonprofit organizations providing health care, legal support, career development and much more. Some organizations, such as the Tichenor Clinic for Children, have contributed almost a century of charitable work in the community and continue to provide crucial services to Long Beach residents.

Tichenor Clinic For Children

Since opening its doors in 1926, the Tichenor Clinic For Children has long played a significant role in providing health care for children in the Long Beach area and beyond. Local philanthropist Adelaide Tichenor, whose bequest served to found the clinic, died in 1924, and work on the clinic's construction began shortly after. Her legacy within the city awarded the clinic a founding board of directors studded with city luminaries, including former Farmers & Merchants Bank President Gus A. Walker and Mrs. Florence Bixby. Bixby, who was the last resident of the historic Rancho Los Alamitos, was credited with cultivating the expansive garden that surrounds the Rancho today.

In its early days, the clinic's focus was to provide education and health care services under one roof, Tichenor's executive director, Lori DeLaney, explained. "They were primarily a hospital school for children who had any kind of physical, orthopedic issue," DeLaney said. Before the mainstream introduction of the polio vaccine in 1963, the clinic also served as the polio treatment center for the South Bay, DeLaney noted. Many of the clinic's former patients affected by the disease felt compelled to give back, bestowing the clinic with donations and posthumous endowments. "It was pretty well-supported by the community for many, many years," DeLaney said.

To this day, the clinic operates independently and does not require patients to be covered by any health insurance to pay for services. "We are basically operating as a free clinic," DeLaney said. "There's no charge for services, we just have all-private contributions that fund the care." This allows Tichenor to provide specialty care that is often hard to access, even for insured patients, DeLaney explained. "It's very difficult to find MediCal providers for orthopedic care, because the reimbursement rate is so low," she said.

After the polio era ended, Tichenor had to re-evaluate its mission and role in the community, DeLaney noted. Now, the clinic's services include treatment options for a broader spectrum of muscular and skeletal disabilities, such as speech



Established in 1940 by civil rights activist Ernest McBride, the NAACP's Long Beach chapter provides career training and opportunities to local students, and partners with elected officials and local businesses to advance its efforts in supporting social equity. Pictured from the left: Antonio Gaskin, second vice president; Alexandria Gonzalez and Isabel Calderon, California State University, Long Beach, interns; and Naomi Rainey, president. (Photograph by Brandon Richardson.)

therapy. By offering these specialized services for nearly a century, DeLaney explained, Tichenor has helped foster a network of other specialty care providers in the area. Still, she noted, the need for services continually outpaces what existing providers are able to offer, and the clinic's waitlist of patients has grown, leading the clinic to increase its fundraising efforts. "So we're trying to raise more money to clear those waitlists of kids," DeLaney said.

Long Beach Chapter Of The National Association For The Advancement of Colored People (NAACP)

As an African-American girl growing up in 1950s Mississippi, Long Beach NAACP Chapter President Naomi Rainey said she still recalls the outspoken racism of that era. She witnessed the fight for integration in educational institutions through some of her friends, who were among the first students to attend integrated schools. Meanwhile, in Long Beach, Mississippian Ernest McBride had started his own fight against racial discrimination in the local school system.

After founding the local NAACP chapter in 1940, McBride organized student protests at Long Beach Polytechnic

High School in Central Long Beach, demanding the school stop showing minstrel performances and drop a textbook that exclusively depicted African-Americans as slaves. Today, the school is known for its high levels of college readiness, despite a majority of students being socioeconomically disadvantaged, according to the California Department of Education. In 2018, 70% of students met the University of California A-G Requirements, 44% matriculated to a four-year college or university, and 48% matriculated to a two-year college.

"Poly was like a miracle school that's located in the center and heart of a well-known African-American community," Rainey noted. "The way Poly became the big magnate [it is today] was by making all those improvements so that the school was desirable." According to the Department of Education's School Accountability Report Card, the school still serves a majority-minority student body. In the 2017-2018 school year, 45.3% of students identified as Hispanic or Latino, 18% as Asian and 17% as Black or African-American.

Demanding equal access to education and resources for everyone has always been at the core of the NAACP and its Long Beach chapter, Rainey pointed out. "The NAACP has always played a role in

breaking down barriers of exclusion and discrimination," Rainey said. "Wherever people are barred due to race, creed, sexual orientation or preference, we will fight."

The organization's chapter also fought to abolish discriminatory housing practices such as housing deed restrictions that prevented African-Americans from purchasing homes in Lakewood, Los Altos, Bixby Knolls and West Long Beach. Additionally, the chapter has worked with the Long Beach Police Department to facilitate more diversity in the police force, leading to the hiring of Charles B. Ussery as the department's first African-American chief in 1979.

Today, the organization's Long Beach chapter offers scholarships and internship stipends, a conflict resolution program, sports, recreational and arts programs, and much more. "One of the reasons for my success and longevity has been the excellent support of some strong people in our community," Rainey said, highlighting the support the NAACP chapter has received from local leaders and community partners, such as the law firm Keesal, Young and Logan. "Long Beach as a community stands together and reaches out," Rainey summarized.

(Please Continue to Page 26)

(Continued from Page 25)

Long Beach Historical Society

In its nearly 60-year history, the Long Beach Historical Society has set up shop in a number of the city’s most relevant historic locations. Started by a group of community volunteers in 1962, the avid collectors of historical artefacts have called both Rancho Los Cerritos and Rancho Los Alamitos their home, as well as the former Long Beach Plaza on Pine Avenue and the Breakers Hotel on Ocean Boulevard. In 2007, after decades of ever-changing office locations, the Historical Society found its new home: the historic Harris Furs building at 4260 Atlantic Ave. in Bixby Knolls.

“Moving to this building, which is city-owned, has provided a great deal of stability for the organization and allowed us to accept larger collections,” Julie Bartolotto, the Historical Society’s executive director, told the Business Journal. The Historical Society hired Bartolotto while she was still a graduate student at California State University, Long Beach, and she remains one of the organization’s few paid employees. “We have a very small staff; [volunteers and] donors are key for us to survive,” Bartolotto said.

In the late 1990s, just after Bartolotto was hired to serve as the Historical Society’s executive director, the organization embarked on the task of digitizing its archives. The database, which is still in use today, allows researchers, artists and other members of the organization to browse through about 3,000 photographic images, 27,000 photographic prints and 3,000 slides in the society’s collection. “[Historical materials and other things] became more accessible,” Bartolotto noted.

The Historical Society continues to expand its collection. Most recently, the organization worked with the organizers of Long Beach Pride, the LGBTQ Center Long Beach and others, to collect photographs, historical documents and oral histories for an exhibition centered around the LGBTQ community in the city. “These exhibitions give us opportunities to work with new organizations and entities,” Bartolotto said. “No one had collected these materials before, and, since then, part of that collection and parts of that exhibition have been used many times in other exhibitions. That’s something we’re really proud of.”

The WomenShelter Of Long Beach

Dr. Virginia Corbett, a local psychologist and activist in Long Beach, noticed she kept running into the same wall when assisting her clients who suffered from domestic abuse: the women had nowhere to go to escape their abusers. So, in 1977, Corbett decided to open the first supportive housing facility run by the



WomenShelter of Long Beach Executive Director Mary Ellen Mitchell joined the organization in 2015. She said finding safe housing for their clients has been the most challenging task for her team in recent years. (Photograph by Brandon Richardson.)

group that would later become known as the WomenShelter of Long Beach.

The four-bedroom house – which Corbett paid for herself – could offer shelter for up to 11 women, and was among one of the first supportive housing resources for women and children fleeing domestic violence in Southern California, according to the organization’s website. In 1994, WomenShelter was established as an independent organization after operating under the umbrella of the Young Women’s Christian Association (YWCA), which has been active in Long Beach since 1905.

To this day, the location where women and children are housed by WomenShelter is kept under wraps. In the rare cases in which its location has been revealed, residents have been moved to a new, secret location. The organization currently operates one supportive housing facility, with a new 26-bed location scheduled to open its doors in a few weeks. “It’s in Long Beach, but both of them are confidential locations, so that the abuser cannot locate the victim,” Mary Ellen Mitchell, WomenShelter’s executive director, explained.

Once at the shelter, clients are offered therapy, legal and health advocacy, training to acquire new life skills and parenting classes. “We’re not here to blame, we’re not here to tell people what to do; we’re here to do what’s best for them and give them what they need,” Mitchell said. “We feel that it is important to empower our clients so they can live lives that are free of violence.”

To prevent domestic violence from occurring in the first place, WomenShelter has expanded its focus on community outreach, Mitchell noted. “One of the ways that we’ve changed over the past years is to expand our

outreach in the communities, and we’d definitely like to do more of that,” she said. Currently, WomenShelter is visiting high schools, colleges and female

prison inmates to spread awareness of unhealthy relationship patterns and resources available to those already suffering from domestic abuse. ■

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Historic Companies And Nonprofits: Recognizing Their Legacy

■ By Publisher **GEORGE ECONOMIDES** and Editor **SAMANTHA MEHLINGER**

For the past two years, the Business Journal has run a list of historic companies and nonprofits that opened prior to 1970 and continue to operate today. This list was compiled initially out of curiosity. As we brainstormed in an editorial meeting in 2016, we asked ourselves: How many businesses in Long Beach have operated for decades and de-

cades? What are their stories? We later added nonprofit organizations and other non-public sector institutions. We reached out to the city business license department, the public library system, the Long Beach Historical Society, Long Beach Heritage, city councilmembers and others to develop as complete a list as possible. We e-blasted, posted on

Facebook and even tweeted. The end result: in our first effort two years ago, we identified more than 220 businesses and 45 nonprofit organizations and institutions. It was an impressive list, but surely incomplete. Since then, companies have contacted us and their names have been added to the list as well. ■

1891
Taubman Simpson Young Sulentor

1895
Kelly Williams Insurance Agency

1897
Press-Telegram

1906
Luyben-Dilday Mortuary
Sunnyside Mortuary

1907
Farmers & Merchants Bank
Long Beach Memorial Medical Center

1913
Long Beach Iron Works

1915
Phillips Steel Company

1916
Harbor Custom Canvas

1918
Hamman, Miller, Beauchamp, Deeble
Insurance Services

1921
Eye Treatment Center
Forest Lawn Memorial Parks &
Mortuaries

1923
Dignity Health St. Mary Medical Center
T.F. Merrick Co.

1924
Community Hospital Long Beach
Jacobsen Pilot Service
Joe Jost’s

1925
Pfanstiel Printers

1926
Gage Pharmacy
Van’s Hardware
Wards Pharmacy
Windes

1927
Outer Limits
Pacific University School of Law
Queen Beach Printers

1928
Bischoff Sheet Metal
Thirsty Isle

1929
Encore Awards/Jensen Rubber Stamps
The Varden A Boutique Hotel

1930
M.O. Dion & Sons, Inc.
Kuster/A Probe Company

1931
CH Topping & Co

1932
McCarty’s Jewelry

1933
Halbert Hargrove
Pediatric Medical Center
Sanborn & Sine
The Termo Company
Electric Construction Company

1934
Gibbs Architects

1935
Belmont Heights Market
Connolly Pacific

1936
Electro-Tech Machining
Long Beach Fireman’s Credit Union

1937
A Beautiful California Florist
Foasberg Laundry & Cleaners

1938
Air Source Industries

1940
Art’s Brake Service
Chet’s Auto Sales & Service
Milburn Plumbing and Heating

1941
Billings Ace Paint & Hardware
Engle Racing Cams
Moffatt & Nichol
Paul’s Dairy
The Boeing Company
Ward’s MediaTech

1942
Burke’s Auto Body & Paint

1944
California Cartage Company
Don & Harold’s Automotive
Gilmore Music
Paul’s Glass Co.

1945
B & B Supply
CW Industries
Mark Schneider Design

1946
Bragg Companies
Heather R Chambers, CPA
Lester Box & Manufacturing
South Coast Shingle Company
Tuttle Cameras

1947
Alsace Lorraine Fine Pastries
California Swaging & Cable Products
Cowelco Steel Contractors
Hill Crane Service
Santa Fe Importers
WECO Aquatics

1948
Acme Auto Headlining
Belmont Shore Children’s Center
Jewish Long Beach

1949
Antique Metal Finishing
Rapid Screen Repair

1950
Crosby & Overton
Friction Materials Co. of Long Beach
Harbor Chevrolet
Stu’s AE Transmission
The Reno Room

1951
Berg-Nelson Company
Bixby Knolls Flowers
Hillside Enterprises – AR&C Long
Beach
Hof’s Hut
Snyder Manufacturing

1952
B & B Pipe & Tool Company
East Long Beach Brake Service
R & G Carpet Service
Tenni Moc’s Shoe Store
The Annex

1953
J.B. Hanover Company
Orchid Cleaners & Laundry
Wallboard Tool Company

1954
All Glass & Upholstery
Blumberg Law Offices
Circle Moving & Storage

1954
Domenicos Belmont Shore
Globe Gas
Kaiser Permanente
Los Altos Car Wash
Twining

1955
Broadway Glass & Mirror, Inc.
The Berns Company

1956
A.P. Fischer Motor Oil & Filters
49rs Tavern
Industrial Filtration
Long Beach Ice
Neill Aircraft Company
Park Pantry The Original

1957
Control Switches International
Long Beach Muffler
Mac’s Lift Gate
Marri’s Italian Family Restaurant

Simon, McKinsey, Miller & Stone A
Law Corporation
The Eldo Bar & Grill
Ventura Transfer Company

1958
Klampon Thread Protector
Olsen Roofing Company
Santa Fe Garage Auto Service

1959
Bodell’s Shoes
Ellison Realty
Gem Shoe Repair & Leather Goods
George Oliveri Salon
SnugTop
Tell Steel
Western Office Refinishing Co.
White Realty Associates

1960
Iguana Kelleys
Modern Specialist
Quality Sprayers
Umberto’s Men’s Wear

1961
Marvin S. Beitner, Ph.D.
Black, O’Dowd & Associates
City Tow Service
Long Beach Animal Hospital
Stan Miller Yachts

1962
Jacobson Plastics
Superior Electrical Advertising
Wyatt Precision Machine

1963
Benny The Tailor
Best Western Golden Sails Hotel
Golden Star Restaurant
Metropolitan Chemical Company
Scuba Duba

1964
Ace & Stewart Detailing
Capri Realty
Certified Alloy Products
Chuck’s Coffee Shop
Hobbs Bannerman
Marina Shipyard
Santa Fe Convalescent Hospital
Yamko Truck Lines

1965
Able Glass Service
A.J. Edmond Co.
Lakewood Oral & Maxillofacial
Surgery
Merle A. Anderson, DDS
California Resources Corporation

1965
Diversified Securities
Duthie Power Services

Hasco Oil
Haskell’s Prospector Steakhouse &
Saloon
Jongewaard’s Bake N Broil
Joy Processed Foods
Long Beach Artificial Limb Company

1966
All Star Tire
Ando Electric Motors
Bloom Orthodontics
Cabe Toyota
Colonna & Co Realty
Bernard Fishman, DDS
Industrial Tire Service
L G Smith Accountancy
Pancho’s Mexican Restaurant
Perona, Langer, Beck, Serbin and
Harrison
Stapleton Technologies

1967
Auto-B-Craft of Long Beach
Big D Floor Covering Supplies
Bixby Knolls Tower
Dave’s Burgers
Hi-Standard Manufacturing
Holiday Inn Long Beach Airport
Palmerest Medallion Convalescent
Hospital
RADCO

1968
C. R. Beinlich & Sons Construction
German Auto Long Beach
Jim’s Auto Repair
Dr. Arlo G. Jorgensen, DDS, MS
Morgan Industries

1969
Bryson Financial
Circle Audi
Don Temple U-Store & Lock
Grand Food & Beverage
Eric R Hubbard, DPM
Huff’s Family Restaurant
Machan Sign Company
National Plant Service
Omaha Airplane Supply
Plasidyne Engineering &
Manufacturing
University Trophies & Awards

Nonprofits And Other Organizations

1884
Long Beach Young Men’s Christian
Association – YMCA

1891
Long Beach Area Chamber of
Commerce

1905
WomenShelter of Long Beach
(Founded as Young Women’s Christian
Association – YWCA)

1909
Long Beach Municipal Band

1912
Long Beach Day Nursery

1917
American Red Cross, Greater Long
Beach Chapter
Long Beach Bar Association
Rotary Club of Long Beach

1919
Boy Scouts of America, Long Beach
Area Council
Kiwanis Club of Long Beach

1921
Downtown Long Beach Lions Club

1923
Campfire Long Beach

1924
Alamitos Bay Yacht Club
Apartment Association, Southern
California Cities
League Of Women Voters Of Long
Beach Area
Soroptimist International of Long
Beach

1925
Long Beach Casting Club

1926
Tichenor Clinic For Children

1928
Goodwill Serving
The People of Los Angeles County

1929
Long Beach Playhouse
Long Beach Yacht Club

1931
Junior League of Long Beach

1932
Children’s Dental Health Clinic

1935
Long Beach Symphony

1937
Downtown Long Beach Alliance

1939
Boys & Girls Club of Long Beach
bgclublb.org

1940
Assistance League Long Beach
Long Beach Branch NAACP

1946
Children’s Benefit League
The Guidance Center

1947
Long Beach Community Band

1948
Albert Jewish Community Center
Belmont Shore Business Association

1950
Long Beach Museum of Art

1952
Arthritis National Research Foundation

1953
South Coast Inter Faith Council

1955
Rancho Los Cerritos (After land
donated to City of Long Beach, opened
in 1955 as a public museum)

1956
The California State University, Long
Beach Research Foundation

1961
Memorial Medical Foundation
Retirement Housing Foundation
Seal Beach Yacht Club (Located in
Long Beach)

1962
Historical Society of Long Beach

1963
California Conference For Equality
and Justice
Pools of Hope

1964
Fair Housing Foundation

1966
AbilityFirst Long Beach Center
Long Beach Section of the National
Council of Negro Women

1967
Miller Foundation

1968
Rancho Los Alamitos Historic Ranch
and Gardens (Year donated to City of
Long Beach)

(Continued from Page 1)

race, is the Millennial generation. Now the second largest voting bloc (after the Baby Boomers) in the United States, the generation – aged 22 to 38, based on Pew Research Center's definition – has the heft to decide, or at least sway, the election. So the question is: what do they want in a candidate?

According to Pew, most Millennials identify as Democrats or as leaning Democrat – 59% of them. However, when parsing the parties, more actually identify as independents: 44% are independent, 35% are Democrats and 17% are Republicans, according to a 2018 analysis by Pew.

With nearly 60% of the Millennial generation leaning Democrat, perhaps the simple answer to the question is that what most Millennials want in a candidate is someone who has values that either align or closely align with those of the Democratic Party.

In this early stage of the 2020 presidential race, they have no shortage of options. The youngest candidate is 37 – South Bend Mayor Pete Buttigieg, a Millennial – while the oldest, Senator Bernie Sanders, is 77. There are women, men, people of color, and gay candidates – a variety more in line with the Millennial generation itself, which is by far the most diverse voting bloc yet.

Who will be successful in appealing to Millennial voters, and why? I posed this question to Danielle Glover, executive vice president of the Young Democrats of America. The organization has 150,000 members nationwide, allowing participation through the age of 36. Glover has been involved with YDA for almost 10 years, and currently works in politics in the Denver area.

When it comes to issues of importance to Millennial voters, Glover said, "What we hear from our members over and over again are things around affordable housing, student loan debt, and equity issues – making sure that the candidates are looking at things from a racial and social justice lens." Also of importance to young Democrats are the rights of people of color, the LGBTQ community and women. "The big things are always around access to choice and to abortion, to protecting our communities of color and LGBT rights, and dealing with the student loan crisis," she noted.

"Affordability when it comes to housing is really key. When you look at student loan debt, that affects the ability buy houses," Glover said. According to a recent survey by Bankrate.com, more Millennials have student loan debt than individuals in any other generation. About 39% of Millennial respondents to the survey said they have or had had student loan debt. "Among Millennials with student loans, 38% have delayed emergency savings, 31% have delayed buying a home, 25% have delayed retirement savings and 17% have delayed getting married," the report noted.

"We are living very different lives than our parents or grandparents or

great grandparents were living," Glover observed. To that point, in February, Pew Research put out a useful summary of major differences between the Millennial generation and those before it, entitled, "Millennial life: How young adulthood today compared with prior generations." In summation of that summary: Millennials are better educated (thus the student loan debt), they are more racially and ethnically diverse, women among them are more likely to be in the workforce than those in older generations, they are more often delaying or forgoing marriage, they are slower to form their own households, and, as noted earlier, they are more Democratic.

"There are a lot of people . . . in the older generation who understand where our priorities are. But change can be hard, and it is important that we keep pushing back and telling our story on any policy issue," Glover said. "And some times that does include within the [Democratic] party."

Asked who among the vast field of Democratic presidential candidates stands the greatest likelihood of winning the Millennial vote, Glover didn't name names. She noted, however, that when YDA leadership communicates with members, they often find that many haven't yet settled on one candidate, instead for now choosing to support two or three.

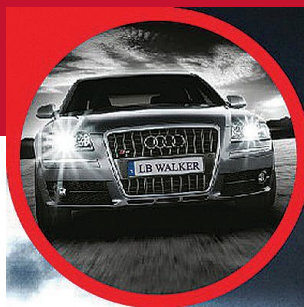
"The candidates that are going to win the support of young Americans are going to be the candidates that are talking about our issues," she said. "We're lucky right now that we have such a diverse group of folks. We have multiple women running. We have multiple people of color running. We have a woman of color running. We have a Millennial running." Young Americans find this diversity exciting, she said.

"I think the biggest thing is going to be which one of those candidates isn't just talking to us, but is listening to us," Glover reflected. "There are a lot of people who have been talking to us and telling us what we should think and how their plan is the best. But the policies that are designed with the input of those who are going to be impacted, those are the policies that are going to work, and those are the people who are going to be able to attract young voters," she explained. "It's walking the walk, not just talking the talk."

According to Emerson Polling's July National Poll, former Vice President Joe Biden is leading among all age groups, including Millennials. He is followed in popularity by Sanders, and then by Senators Kamala Harris and Elizabeth Warren.

This is a departure from previous polls, Emerson's analysis noted, in which Sanders had typically been most popular among young voters. While Sanders lost ground, Harris and Warren shored up support.

Who will ultimately win Millennials' seal of approval? Your guess is as good as mine – and I don't even have one yet. ■



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This Job Fair is free and open to the public.

Event is free for employers who register and are approved by planning committee. Canopies, tables and chairs provided by event partners.

To apply to be an employer at event visit:
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Questions? Contact Lucius Martin (562) 570-3678 or lucius.martin@pacific-gateway.org

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