

In This Issue



Irish pub owner discusses St. Paddy's Day
(Page 8)



Relocated gallery pairs art with pizza, beer
(Page 10)



Ruth's Chris Steak House is coming to Downtown
(Page 17)



Coronavirus is changing daily life in Long Beach
(Page 15)

'Not your grandpa's chamber:' New chair-elect vows to bring change to Long Beach Chamber of Commerce



Mitra Rogers, pictured here at 2ND & PCH shopping center, will start in her role as the new chair of the Long Beach Area Chamber of Commerce board on July 1, following her maternity leave. (Photograph by Brandon Richardson)

■ By **ALENA MASCHKE**
Senior Reporter

Mitra Rogers is no stranger to the boardroom.

The new chair-elect of the Long Beach Area Chamber of Commerce has served on the board of governors of the Long Beach Economic Development Corporation, the board of directors of the Seal Beach Chamber of Commerce, and Los Angeles Mayor Eric Garcetti's Advisory Council on Aerospace.

Despite recently going on maternity leave from The Boeing Company, Rogers has already set the course for the beginning of her turn as chair of the chamber's board

of directors. Together with longtime friend and collaborator Jeremy Harris, who is soon to become the chamber's first new CEO in over two decades, Rogers is set to breathe new life into the Long Beach institution that can trace its history back to the earliest days of the city in 1891.

"Chambers in general have been evolving," Rogers said. "People join for different reasons these days. I often hear: This is not your grandpa's chamber anymore."

Waiting in the wings as senior vice president, Harris has undertaken efforts to engage with a more diverse group of business owners

than the chamber's traditional core membership in recent years, Rogers noted.

"With Jeremy having been around for about seven years now, he's already started doing things a little bit differently," she said. "What excited me was that opportunity to be part of something new, of the next generation of the chamber."

In addition to attracting a new demographic of business owners to the chamber, Rogers said policy guidance and advocacy will be a main priority for her and Harris once they assume their new roles on July 1.

As the chamber's vice

(Please Continue to Page 22)

City expected to take \$50M hit as coronavirus fear spreads

■ By **KELLY PUENTE**
Staff Reporter

Long Beach is estimated to lose more than \$50 million for the months of March and April as the Acura Grand Prix of Long Beach, major conventions and other events have been canceled in the wake of coronavirus concerns.

The Grand Prix alone brings in an estimated \$32 million to the city. That loss is in addition to another \$25 million lost in canceled conventions and other events, according to Steve Goodling, president of the Long Beach Area Convention & Visitors Bureau.

Goodling said small business will be hit especially hard.

"This is a very big impact and we will definitely feel it moving forward," Goodling said in an interview last week.

Mayor Robert Garcia and other city officials from the health, police, fire and economic development departments were set to meet with hotel operators and other business leaders on Friday afternoon.

In March alone, five major conventions were canceled or postponed, resulting in thousands of hotel room night cancellations. All told, about 24,000 room nights have been canceled, not counting the future impact of the Grand Prix, officials said.

The Grand Prix was expected to draw roughly 185,000 people to Downtown on April 17-19. The Grand Prix Association of Long Beach in a statement said it is in conversations with the city and various race sanctioning bodies to "discuss the viability of rescheduling this event at a later time in the year."

A report released in 2018 from Beacon Economics showed that the

(Please Continue to Page 14)

Long Beach Business Journal
211 E. Ocean Blvd., Ste. 400
Long Beach, CA 90802
www.lbbusinessjournal.com

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

We are in the midst of an extraordinary crisis

■ By **DAVID SOMMERS**
Publisher

This was supposed to be a very different edition of the Long Beach Business Journal. Our plan was to feature aspects of the event planning industry, which is part of the larger hospitality and tourism industry—an economic juggernaut in Long Beach, second in economic output only to the Port, goods

movement and logistics industry.

It's an industry which, according to a recent analysis by Beacon Economics, supported 18,652 jobs, created \$687 million in total labor income, and generated an estimated \$1.8 billion in total economic impact in the city last year.

Unfortunately, the rapidly evolving impacts of the coronavirus, known as COVID-19, across the globe, the nation, the state and

local communities warranted going in a different direction. Things are moving toward a period of great uncertainty in our community. Cancellation of conventions and community events, vanishing tourists and bans on large gatherings will have a significant impact in the short term for our local economy. This industry is facing immense challenges; local businesses are un-

(Please Continue to Page 12)

Long Beach Business Journal

Vol. XXXIX No. 05 • March 17–30, 2020

PUBLISHER
David Sommers

MANAGING EDITOR
Melissa Evans

ADVERTISING DIRECTOR
Andrea Estrada

DIRECTOR OF OPERATIONS
Dennis Dean

SENIOR REPORTER & PHOTOGRAPHER
Brandon Richardson

SENIOR REPORTER
Alena Maschke

GRAPHIC DESIGNER
KDA Consulting


PUBLISHER EMERITUS
George Economides


LONG BEACH BUSINESS JOURNAL
211 E. Ocean Blvd., Ste. 400
Long Beach, CA 90802
News tips: (562) 437-5814
Advertising: (562) 912-0161
Editorial: editor@lbpost.com
Advertising: info@lbbj.com


SUBSCRIPTIONS:
1 year: 25 issues
Standard Bulk: \$30

The Long Beach Business Journal is a publication of Pacific Community Media. The journal premiered in 1987 as the Long Beach Airport Business Journal. The Business Journal is published every other Tuesday, except between Dec. 25 and mid-January. Distribution is approximately 22,000. Reproduction in whole or in part without written permission is strictly prohibited unless otherwise stated. Opinions expressed by perspective writers and guest columnists are not necessarily the views of the Long Beach Business Journal.

ADVERTISING/EDITORIAL DEADLINES
Ads: Tuesday prior to publication.
Press releases: two weeks prior to publication. E-mail press releases to editor@lbbj.com. The editorial calendar is available at lbbusinessjournal.com.

 Follow us
@LongBeachBusinessJournal

 Follow us @LBBizJourn

 Follow us @LBBusinessJournal

lbbusinessjournal.com



**MONDAY
MORNING
COFFEE and
BIZBRIEF**

Sign up at lbbusinessjournal.com for **MONDAY MORNING COFFEE** and **BIZBRIEF**, FREE email subscriptions about issues, events and meetings for the week. Monday Morning Coffee is sent out at 6 a.m., and BizBrief is news of the day, sent out periodically around 4 p.m. weekdays as needed.

Portside: Keeping up with
The Port of Long Beach



■ By **BRANDON RICHARDSON**
Senior Reporter

For nearly half a century, Socorro Gallardo has worked in the maintenance division for the Port of Long Beach. “I’ve been a mechanic all my life,” he said. “It’s a passion that goes back to when I was 13. It was something that came natural to me.” From standard vehicles such as cars and trucks to construction equipment to generators to a 30-ton crane, there are about 400 pieces of equipment that are maintained by Socorro’s team. He started at the port as an entry-level mechanic but has worked his way up to garage supervisor. Socorro went to high school in Long Beach, where he went through a two-year diesel mechanics course. He went on to receive a diesel mechanic cer-

tificate from a trade school and, for more than 20 years, Socorro has held a master certificate from the National Institute for Automotive Service Excellence. Prior to working at the port, Socorro worked as a mechanic at multiple truck dealerships and a private street sweeping company. Fighting back tears, he recalled a late friend who helped stoke his passion as a mechanic and a late uncle who inspired him to take great pride in his work. He also noted his mother’s unyielding support and the first car she bought him when he was 15 – a 1948 Pontiac. Socorro’s favorite car to work on is his late uncle’s 1965 El Camino. “Getting in this field, it’s a trade that if you approach it with great passion and commitment, it’s very rewarding,” he said. (Photograph by Brandon Richardson) ■

**TWO YEARS
FREE** LBUSD students
can receive two
tuition-free years
at LBCC.

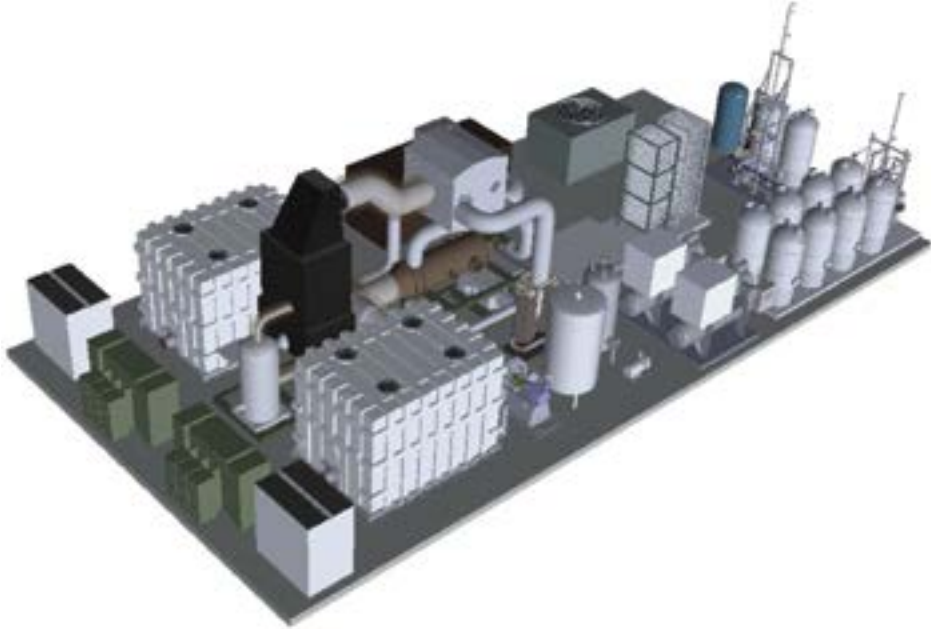


LBTM

**LONG BEACH
CITY COLLEGE**

LBCC.EDU

After yearlong delay, work on Toyota's renewable power plant can resume at LB port



The power plant currently in development for Toyota's Port of Long Beach facility would produce power, water and hydrogen using directed biogas. (Rendering courtesy of FuelCell Energy)

■ By **ALENA MASCHKE**
Senior Reporter

A recent decision by the California Public Utilities Commission has cleared the way for a new type of renewable power plant to be built across the state, including at the Port of Long Beach where one is expected to fuel a new line of cleaner vehicles.

The plan has been in the works since 2018, when Japanese car manufacturer Toyota teamed up with Connecticut-based technology firm FuelCell Energy to build a fuel cell plant at the port, where it would produce power and hydrogen from natural gas.

The hydrogen would be used to power a growing fleet of near-zero emission trucks at the San Pedro Bay ports, developed by Toyota and Kenworth. The transition effort has received over \$40 million in funding from the California Air Resources Board, and aims to reduce air pollution in the region. According to Toyota, the plant would also turn its Long Beach facility into the company's first fully-renewable operation.

Despite receiving a stamp of approval from the Long Beach Harbor Commission in August 2018, construction of the plant has been halted until now.

The plant's economic feasibility depends on FuelCell Energy's ability to sell the power it produces under a special tariff designed to accelerate the production of renewable energy across the state.

Under the BioMAT tariff, investor-owned utilities, such as PG&E and Southern California Edison, are required to purchase power produced from renewable resources at a premium, in an effort to incentivize this kind of power production. Over the past year, SoCal Edison has questioned whether the planned facility at the Port of Long Beach qualifies, putting its economic feasibility at risk.

In late February, the CPUC issued a decision on the matter. In it, the CPUC confirmed what Toyota and FuelCell Energy have long argued: Their project, which uses

directed biogas to produce power and hydrogen, qualifies for the incentive program.

This decision's ramifications go beyond just one project. It will apply to all eligible projects using directed biogas. Previously, investor-owned utilities had argued that directed biogas did not qualify for incentive pricing.

So what exactly is directed biogas? The term describes biomethane that is collected from waste plants, dairy farms and other facilities that emit methane as a byproduct of their daily operations. From there, it is fed into the state's network of gas pipelines. Plants using directed biogas then draw gas for their power production from that common gas pipeline.

The investor-owned utilities have argued that because plants using directed biogas draw from a common pipeline, which includes non-renewable natural gas, they can't truly be seen as renewable and shouldn't qualify for incentive pricing. Accepting them into the program, they said, would put an undue burden on ratepayers without advancing the state's renewable energy goals.

Toyota and FuelCell Energy have countered that facilities like theirs purchase set amounts of renewable biogas to be fed into the pipeline, increasing the percentage of renewable gas overall, and thereby helping the state achieve its ambitious goals for more sustainable energy production.

With its recent decision, the CPUC sided with Toyota and FuelCell Energy on the issue, paving the way for the Long Beach Port plant and others like it to join the state's power grid, and produce hydrogen to power near-zero emission vehicles.

"Toyota appreciates the CPUC's clear direction and support for this important project," Craig Scott, director of the Advanced Technologies Group for Toyota Motor North America, said in an email. "Now we can begin work on this groundbreaking project that will bring 100% renewable hydrogen and a fleet of zero emissions fuel cell electric trucks to the Ports of LA and Long Beach." ■

Long Beach

Ace Is The Helpful Place

ACE Hardware

Downtown (East Village)

Screen & Glass Shop
* Custom Made or Repaired Screens
* Repair Broken Windows

Lock & Key Shop
* Key Cutting/ Chip Keys
* Re-Keying Locks

Full Plumbing Dept.

Special Orders
* We Can Order Anything

Paint Mixing
* Computerized Color Matching

Stainless
* Complete Fastener Section
* Marine Supplies

Apartment Supplies Commercial Accounts

ACE is the place
Service • Price • Convenience = **ACE**

Two locations to serve you!

- 746 E. 4th St.
562-432-2100
- 2720 E. Anaheim St.
562-438-8983

Free 2 Keys Cut
single-sided

Anaheim St.	7th St.	ACE
Atlantic	4th St.	Cherry
ACE	ACE	Tongue

One coupon per customer



Long Beach Airport is committed to being a major driver of the local economy, providing excellent services in an eco-friendly and safe manner. The Long Beach Airport Area Complex supports more than 46,000 jobs, with an annual economic impact of nearly \$9 billion.

Travel well. Travel Long Beach.



Long Beach, L.A. port commissioners approve new truck fee; critics say it's too low to curb emissions

■ By **ALENA MASCHKE**
Senior Reporter

Leaders at the Long Beach and Los Angeles ports approved a new entrance fee of \$10 per 20-foot equivalent unit for trucks that fail to comply with low emissions standards yet to be set by the state.

The proposed fee had been criticized by clean air advocacy groups like Breathe LA, who considered the amount too low to effectively curb emissions from drayage trucks traveling to and from the ports of Long Beach and Los Angeles.

“The trucks and trains serving the ports, the whole goods movement system, is a significant portion of the pollution in the region and a major source of the health impacts,” Breathe LA President and CEO Marc Carrel said. “People living in communities near the port have higher rates of asthma and other lung diseases, and they’ve been suffering for years as the cargo rates have been increasing.”

A fee of \$10, Carrel argued, wouldn’t act as an incentive for trucking companies and owner-operators to switch to low- or zero-emission trucks, and would fail to create adequate funding to support those who do want to purchase less polluting trucks.

“The staff, in putting forward a \$10 rate, seems to be focused more on how [the rate] will impact those shipping the goods than those who are living near the ports,” Carrel said. “We can’t make a TV or refrigerator getting to Chicago more important than the long term health of the kids in our community.”

Meanwhile, members of the International Longshore and Warehouse Union expressed concerns that a higher fee may drive shippers to other ports, resulting in local job loss.



Port staffers said a new fee on trucks that do not conform with yet-to-be-set emission standards will be the only one of its kind in the nation. (Photograph by Brandon Richardson)

“We’re all in support of clean air, we just don’t want to see a lot of jobs – that are important to the local economy – go away,” union member Paul Sanchez said at a joint meeting of the Long Beach and Los Angeles harbor commissioners on Monday, March 9.

Heather Tomley, managing director of planning and environmental affairs at the Port of Long Beach, said staff had to find a balance between environmental and business concerns. The impact of a fee on cargo movers, and by extension the port’s position among competitors, played a role in staff’s determination

of the proposed fee amount, she said.

Carrel and others said that balance is off.

“Even though [the port is] a public agency, their main concern seems to be how much cargo they’re moving, and not how much cargo they’re moving while minimizing the impact on the community,” he said.

Breathe LA wanted a \$50 fee.

Daniel Miranda, president of the ILWU’s Local 94, which represents longshoremen at the San Pedro ports, put his union’s position bluntly: “We’ll support this fee of \$10, but not a penny more.”

Truck drivers also expressed concerns that the cost of fees would be passed through to them by their employers, adding to existing economic pressure that many said was caused by misclassification of port drivers as independent contractors.

The fee rate will determine the size of a pot of subsidies to help companies transition to cleaner fleets. The availability of low- and zero-emission technology was a factor considered by staff during the process, said Tomley.

“The zero-emission trucks are really in demonstration mode at this point, they’re not commercialized, they’re not available,” she said. The logic: even if a larger pot of money is generated through the fee program, there won’t be adequate technology to spend it on at this point.

But technology evolves quickly and the port should be ready to support companies’ transitions once the cleaner trucks become available, Carrel said.

“Those zero-emission trucks may be ready by 2022, and we won’t have enough money for the subsidies,” he said.

Regardless of the current state of technology, Tomley said that it won’t be the port’s responsibility alone to help companies switch out their diesel trucks for less polluting alternatives.

“The ports aren’t in this alone,” she said, adding that officials are advocating for state and federal funds to support the transition.

The fee approved last week will generate “a significant amount of funds” at a scale that has not been made available for the drayage industry in this area, she said.

It will also be up to the state to decide which trucks will qualify for low-emissions exceptions from the fee, which will be levied only on trucks that don’t meet still-undefined emissions standards.

As the only ports to implement a fee structure of this kind, the ports of Long Beach and Los Angeles are taking a risk in favor of cleaner air, Tomley said.

“We don’t have a rate like this, we don’t know how the market is going to react to it,” she said. ■



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

**ORDER ONLINE
WWW.GROUNDSCAFE.COM**

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

News In Brief

■ By **BRANDON RICHARDSON**
Senior Reporter

Cargo declines at Port of Long Beach for second straight month

Cargo volumes at the Port of Long Beach declined for the second straight month in February, with fewer ship calls amid the overseas coronavirus outbreak and the ongoing effects of the trade war with China, the port announced last week. Terminal operators and dockworkers moved 538,428 20-foot equivalent units last month, down 9.8% compared to February 2019. Imports decreased 17.9% to 248,592 units and empty containers sent overseas decreased 12.8% to 164,277 units. Conversely, exports increased 19.3% to 125,559 units. “With the extended factory closures and slowdown of goods movement in China and other Asian countries in February due to Lunar New Year and COVID-19, we are seeing shipping lines needing to cancel some sailings,” said Mario Cordero, executive director of the port. “Once the virus is contained, we may see a surge of cargo, and our terminals, labor and supply chain will be ready to handle

it.” The port finished 2019 with a 5.7% decrease in cargo compared to 2018, with double-digit declines in December. Phase one of a trade deal with China was signed by President Donald Trump in January; however, approximately \$370 billion in Chinese goods remain under increased tariffs.

Long Beach City College receives \$650,000 grant to assist students

The Long Beach City College Foundation and the school’s workforce development department received a \$650,000 grant and scholarship endowment to assist students placed in unpaid internships, the college recently announced. “Too often, our students pass up a great internship that might provide valuable work experience and networking opportunities in lieu of a part-time job simply because they need the money,” Long Beach Community College District Board of Trustees President Vivian Malauulu stated. “There are many internships available that would allow students to perform work in fields relevant to their career aspirations, but they do not pay. That is a hardship for students.

Through this amazing grant, that barrier is removed.” More than 60% of LBCC students work between 10-30 hours per week at part-time jobs to help pay for tuition, books and materials, according to the college.

Motorcycle rental store opens in Long Beach

Hertz Ride, owned and operated by franchisee The Hertz Corporation, Hertz Portugal, opened a location in Long Beach on Feb. 22. Located at 2125 E. Spring St., this is the third Hertz Ride location in the U.S. and outside of Europe, where it has locations in six countries. “We are thrilled to bring Hertz Ride to Long Beach,” stated Duarte Guedes, CEO of Hipogest Group and Hertz Portugal. “Our new location in Long Beach is the answer to two-wheeled enthusiasts willing to discover the scenic routes in sunny Southern California.” The store offers high-end motorcycles rentals, including six different BMW models. All bikes are fully equipped with luggage systems. The business also offers professionally guided motorcycle tours, such as the “Grand California Tour,” which starts and ends in Long Beach, and includes the bike, a professional tour leader, 24/7 roadside assistance and accommodations in motorcycle-friendly hotels. “We look forward to becoming a reference for the motorcycle community of Los Angeles and building our reputation for a premium service among both local riders and adventurer visitors,” Guedes stated.

Expanded services for free STD/HIV screening and treatment

The Long Beach AHF Wellness Center, which offers free, confidential HIV and STD testing and treatment, officially expanded its services to Mondays, Wednesdays and Fridays from 11 a.m. to 7 p.m. at its facility at 3500 E. Pacific Coast Highway. The expanded services were kicked off with an open house event on March 10 to allow the community to tour the facility and meet staff. “Routine screening for HIV and STDs is important for anyone who is sexually active,” said Whitney Engeran-Cordova, senior director of AHF’s public health division. “We routinely see patients at the wellness center that were unaware that they had an STD.” From 2017 to 2018, Los Angeles County saw a 5% rise in chlamydia and gonorrhea cases, and a 20% rise in syphilis infections, according to AHF.

RDC names new senior vice president of hospitality and interiors

Long Beach-based architecture firm RDC named Jackson Thilenius its new senior vice president of hospitality and interiors, the company announced earlier this month. “We are very excited about Jackson’s expanded role and what it means both for our clients and our design practice,” RDC President and CEO Brad Williams said in a press release. “We are able to offer our clients increased capabilities in some of the most rapidly growing regions in the country under Jackson’s creative and collaborative leadership.” Thilenius relocated to

RDC’s office in Rogers, Arkansas to focus on the expansion of the firm’s hospitality and interior design practice across the country. The central location allows Thilenius to better collaborate with all RDC offices, including Portland, Washington, D.C., Shanghai and the Long Beach headquarters, the company stated. The interiors team works with hospitality brands such as Hilton, Equinox, Marriott and Pacifica, as well as corporate workplaces, including software company Laserfiche in Long Beach. Thilenius is a licensed architect with more than 30 years of design experience in hospitality and interiors.

Laserfiche named one of top content service platforms of 2020

Long Beach-based software company Laserfiche was named one of the best content services platforms of 2020 as reviewed by customers, the research and advisory firm Gartner recently announced. “We believe that being recognized as a 2020 customers’ choice underscores our commitment to developing technology that solves our customers’ biggest challenges,” Laserfiche CEO Chris Wacker said. “Customer experience is at the forefront of every Laserfiche innovation. For us, high marks from our customers are a testament to Laserfiche’s ability to boost organizational productivity, scale operations, visualize data and create a digital, future-ready businesses.” Laserfiche was a pioneer of paperless business practices more than 30 years ago. Today, the firm utilizes cloud, machine learning and AI technology, allowing organizations in more than 80 countries to optimize their digital business practices.

Local multifamily broker closes two multimillion sales

Robert Stepp, principal of Long Beach-based Stepp Commercial, represented the sellers in two multi-million dollar sales of Long Beach apartment buildings last month. Stepp represented the seller, Santa Monica-based VMG Properties, LLC, in the \$5.71 million sale of a 16-unit building at 445-455 Rose Ave. near Retro Row. Stepp also represented the buyer, a private investor from Orange County, in the transaction. “The 4th Street/Retro Row area is one of the most highly sought-after neighborhoods to live in Long Beach,” Stepp said. “It provides residents a highly walkable and amenity-rich community with dozens of trendy shopping, dining and nightlife options.” Built in 1963, the two-building property was recently renovated and includes four three-bedroom units, eight two-bedroom units and four one-bedroom units, as well as 12 parking spaces. Stepp also represented the seller, a private Long Beach resident, in the \$4.69 million sale of a 14-unit property to a private investor from Santa Monica. Located at 1429 Florida Ave. in Alamitos Beach, the 1987 property includes 14 two-bedroom, two-bath units with in-unit washers and dryers. Four of the units have been fully renovated and the property includes 14 subterranean garage parking spaces. ■

Port of Long Beach launches new branding and website



■ By **BRANDON RICHARDSON**
Senior Reporter

The Port of Long Beach recently announced the launch of a new website, including an updated logo and branding: “The Port of Choice.”

“The new logo and tagline . . . are a clear declaration of our focus on innovation and visionary leadership that we share with our industry,” Executive Director Mario Cordero stated.

The port describes the new, mobile-friendly website as “dynamic and modern.” The rebranding is meant to reflect the port’s focus on remaining competitive through collaboration with business partners, the community and government agencies, according to a press release.

Some of the website’s new features include optimization for tablet and smartphone users, social media integration, an interactive map, photo galleries, improved online forms and calendar, and an enhanced search function.

The use of turquoise in the new logo

represents a 50/50 mix of green and blue in honor of the Green Port environmental focus and blue as a reference to the Port’s reputation as a deep water port. The cargo container in the new logo doubles as a check mark in supporting consumer, community, and business choice, supporting a new tagline: “The Port of Choice.” Torrance-based Stellar Agency conducted the development of the new brand, as well as the updated website.

Formerly “The Green Port,” the announcement emphasized that the port’s environmental sustainability policies of the past 13 years and its presence in the community remain a priority.

“Those efforts are, and will continue to be, very significant parts of the Port’s brand promise,” said Long Beach Harbor Commission President Bonnie Lowenthal. “The new logo and website reflect the evolution of the Port of Long Beach’s goals and objectives as a conduit of international commerce, and showcase our prowess as an economic engine and a provider of sustainable, responsible and efficient services and facilities.” ■

City enters into negotiations to fill two empty former concessions buildings in El Dorado Park



The City of Long Beach has entered into negotiations to bring concessions back to vacant buildings in El Dorado Park. (Photograph by Thomas R. Cordova)

■ By **JASON RUIZ**
Staff Reporter

Concessions operations in El Dorado Park moved one step closer to reality on Tuesday, March 10, after the City Council voted unanimously to approve two exclusive negotiating agreements with The Grand and Little Brass Cafe to operate at the park.

The Grand is an events space located just south of Long Beach Airport and Little Brass Cafe is located in the airport. While Little Brass could have sights on developing a concessions stand, The Grand could enter into an events-based operation at the park.

There are currently two vacant former concessions buildings and an empty ranger station that could be repurposed into concessions or other uses if the city and either of the entities move forward. All three buildings are located north of Spring Street in an area that requires visitors in vehicles to pay to enter.

“The primary goal of this opportu-

nity is about further enhancing our park visitors’ experience when they come to the regional park,” said Steven Scott, interim director of Parks, Recreation and Marine. “We want our guests to enjoy their visit with us in hopes that they’ll come back for many happy returns in the park.”

The exclusive negotiating window will last for 180 days and will allow city staff and the two entities to discuss rent structure, hours of operation and potential uses. If agreements are reached, those would head to the city’s Parks and Recreation Commission before potentially being forwarded back to the City Council for final approval.

City officials clarified that Tuesday’s vote was not an approval of any business or proposed use, just an approval for city staff to move forward in discussions with Little Brass and The Grand.

Councilwoman Stacy Mungo, who represents the portion of East Long Beach that contains El Dorado Park, said the idea is a creative one that could

help bring in much-needed revenue to address a litany of needs at El Dorado.

She explained that there are bathrooms that need to be repaired, playgrounds that need to be upgraded, grass and trees that need to be replanted, dredging and pump systems that need to be fixed and concrete around the park’s lakes that need to be redone.

With the city now facing the very real prospect that Measure A, a sales-tax measure that has been used to upgrade parks and other city infrastructure over the past three years, could actually be phased out. A ballot measure to extend it indefinitely is now failing by several hundred votes and Mungo said getting concessions in the park could be helpful.

“I think that a pilot program could demonstrate its value in being able to reinvest in the beauty of El Dorado Park,” Mungo said. “But it could also demonstrate that it’s not a good fit. Only time will tell.”

While having concessions available

could meet the needs of everyday visitors, much like the city is trying accomplish along the city’s beaches, having an events operator on premises could help preserve the park through ensuring that large events like family reunions and holiday celebrations don’t deteriorate the park.

Mungo, while noting that she’s not aware of what uses are being negotiated, said that having a known commodity like The Grand to enforce permits for large events, administer safety deposits that could result in a cleaner park and even possibly providing catering options for film crews that use the park could all serve as a benefit.

When news that the city was seeking an entity to reimagine the concessions stands became public earlier this year residents formed an online petition to “save” the park from developers but also to protect the park from any negative impacts that might be brought by concession stands. The petition has garnered over 15,000 signatures to date. ■

LBCC trustees fire president-superintendent

■ By **JASON RUIZ**
Staff Reporter

After months of behind-the-scenes acrimony, the governing board at Long Beach City College fired its top executive on Wednesday, March 4.

The LBCC Board of Trustees voted 4-1 in closed session to fire Reagan Romali, who has served as the president-superintendent since 2017.

The announcement was made through the board's legal counsel with no comments from any of the board members. The report noted three votes were taken with Trustee Sunny Zia opposing two of them, but it did not detail what was being voted on.

Romali said after the meeting that she was not informed why she was fired, just that she'd been terminated as a result of the board's votes.

David Bristol, Romali's attorney, said that she would be placed on a short administrative leave in accordance with her contract before her dismissal takes effect.

"Right now I'm sad," Romali said. "I used to drive by this campus when I was in my 20s and dreamed that some day I would be the leader of it. I never dreamed that it would end."

The decision to fire Romali came days

after months of tension between Romali and two members of the board—its president Vivian Malauulu and Uduak Joe-Ntuk. The board in November hired an investigator to look into Romali for possible misuse of public funds, mistreatment of staff and other matters.

The investigation into Romali was later expanded to include Zia, who sources said the board believed was complicit in Romali's behavior.

Romali, meanwhile, said that the board members were retaliating against her for filing a 1,000-page whistleblower complaint in September alleging unethical and self-serving dealings by some members of the board.

Romali has been interviewing for jobs since last July, when she was named a finalist at Miami-Dade College. Romali is currently a finalist for the top job at North Hennepin Community College in Minnesota, which is expected to make its decision this week.

LBCC educates about 25,000 students a year at its Liberal Arts and Pacific Coast campuses.

The decision to fire Romali was made before an unusually crowded boardroom where nearly three dozen faculty and staff waited patiently as the board deliberated for over two hours before reconvening to an-



Former superintendent-president Reagan Romali was fired at a Board of Trustees meeting on March 5. (Photograph by Abrielle Lopez/LBCC Viking News)

nounce its decision.

In that time, the crowd painted Romali as someone who was "doing fabulous work" and supporting the needs of students and faculty alike. Many of them stayed behind after the meeting to say goodbye to Romali.

In between hugs and requests to stay in

touch, some staff hurried out the door while voicing their disgust with the vote.

One woman approached Romali outside the boardroom as she stood with her lawyer and said, "You made a difference in my daughter's life," before walking off into the campus parking structure. ■

Future Proposition 13's days may be numbered if Assemblymember O'Donnell's bill passes



Assemblyman Patrick O'Donnell, D-Long Beach

■ By **JASON RUIZ**
Staff Reporter

California's lone statewide ballot measure appears headed for defeat and the bill's author thinks that its fate rested on its designated number, one that he hopes the state legislature will agree to retire after introducing legislation to permanently put 13 to bed.

Proposition 13, authored by Long Beach Assemblyman Patrick O'Donnell, would authorize a \$15 billion bond for school modernization and construction projects with the bulk of funding (\$9 million) going toward elementary schools. However, repaying the bill would cost taxpayers about \$740 million a year for 35 years. Though votes are still being counted, an estimated 55% of voters said no to the proposition.

Or did they? O'Donnell thinks that the bill's standing—he's not ready to admit defeat given the number of outstanding ballots—is due more to its numbering, rather than its content. By being emblazoned with "13" O'Donnell's education bill ran into some bad luck considering the 1978 version of Prop 13 established fiercely protected property tax limits.

Members of the public seized the opportunity to link the two propositions with countless social media posts claiming that a vote for the 2020 Proposition 13 would result in higher property taxes and rental increases.

California's system for assigning numbers to ballot measures has changed over the decades. The original system numbered ballot measures starting at 1 every election cycle which led to confusion with back-to-back election years having the same proposition numbers.

The state then moved to a system where proposition numbers were not reused but used as a starting point for the next election. For instance, if there were 14 ballot measures one year, the next year's ballot measures would start at the number 15. But that system led to proposition numbers in the hundreds.

The current system, which started in 1998, assigns measures starting with the number 1 but resets after 10 years. The 2018 Housing Programs and Veterans' Loans Bond was the most recent Proposition 1. O'Donnell's proposition was the thirteenth

statewide measure since the 2018 reset.

Between confusion of what Prop 13 was on the ballot for the March 3 primary and a ballot initiative process that's underway to put a revision of the 1978 law on the Nov. 3 general election ballot, the cards may have been stacked against the school bond.

"I am living the perfect storm," O'Donnell said.

So in the coming weeks O'Donnell will seek to make sure this kind of situation does not play out in the future. The measure made it to the ballot by passing through both the Assembly (98.7 %) and the State Senate (87.5%) with bipartisan support and O'Donnell said that both Republicans and Democrats have approached him in support of the idea in the past few days.

"When voters are confused they vote no," O'Donnell said. "And there was a lot of confusion."

If the bond does end up missing the 50%-plus-one threshold to win once vote totals are certified in early April it would become the first school bond measure to fail in a quarter century. However there could be millions of outstanding ballots to sort through statewide. On Wednesday, Los Angeles County election officials said that it had about 500,000 uncounted ballots.

O'Donnell's legislation to retire the number could be heard as soon as the next few months. He said there are no plans to hang the number from the ceiling of assembly chamber if the bill passes. ■

Celebrate the Irish way: With a pint and good conversation



David Copley, co-owner of Auld Dubliner pub in Downtown Long Beach, is trying to debunk the stereotype of Irish alcoholism, particularly on St. Patrick's Day. (Photograph by Thomas R. Cordova)

■ By **BRIAN ADDISON**
Columnist

No matter how big or small, every single place in Ireland—every city, every village, every hamlet—has a parade on St. Paddy's Day.

That's how much the holiday is cherished in Ireland. It's family.

"Grandmothers and parents drag you to church, first thing in the morning, and then you went to watch the local parade," said David Copley, co-owner of Downtown Long Beach's famed Auld Dubliner pub. "Bands. Soccer teams. Firefighters. Police. Soldiers."

The Irish have had a rough history, he says: "It's been a long, hard time to be able to stand up, say you're Irish, and really feel proud."

And, let's be honest: Irish people love to drink.

"But we drink on a different scale than the people who drink here on St. Patrick's Day. Our lives and our culture and our holidays certainly doesn't revolve solely around drinking."

Copley describes St. Patrick's Day as the "Irish 4th of July." It is a fami-

ly-and-community-first celebration that weaves together the old and new. The parades can range from small to lavish, depending on the city, but there is one thing for certain: Kids go to pubs because they are family spaces, not watering holes; whiskey is meant to be sipped, not shot; low-alcohol beer like Guinness is served so you can drink and still converse with ease and everyone is very much able to remember their day as a whole.

There's certainly parades here in the States when it comes to St. Paddy's Day: A parade of drunken foolishness, all draped in derogatory garb that goes from the subtly offensive—"Kiss me, I'm Irish," a not-so-subtle, eyebrow-raising form of appropriation that lavishes in identifying a culture as inebriated and therefore less inhibited—to the outright wrong—"Irish Yoga" written under a drawing of a man with red hair falling off his barstool in pure cockeyed stupidity.

"In this day and age, all us Irish folk talk about it—and we've got pretty tough skin," Copley said. "I don't think a lot of cultures would put up with the T-shirts and the really derogatory things that get marketed by the Targets and Walmarts

of the world. It's almost endless when it comes to St. Patrick's Day. I think it's now gotten to the point where, even with our thick skin, we're like, 'Enough already.'"

Early roots

The Irish helped create what this country is, in a time of tragedy. The Great Famine, extending from 1845 to 1849, was one of Ireland's most devastating times. In the year of 1847 alone, often dubbed "Black '47," one million Irish people starved to death, pushing another million to immigrate, most toward the U.S. Somewhere between 20% to 25% of Ireland's population was lost in one way or another, shifting the country's political, philosophical and population demographics for the next century.

"If they stayed in Ireland, they likely would have died," said Copley, who is always quick to say, "I would be remiss to not remind people: America saved one million Irish people."

Though Copley admits he immigrated for surfing more than politics or philosophy, he said he has learned to appreciate the role immigrants play in creating American culture as well as the challenges they have always faced.

"The awakening for me was when I had to get my citizenship," Copley said. "I walked in by myself: no notes, no lawyer, somewhat jovial about the whole thing. What changed was when I was in that waiting room, looking at hundreds of people. I don't say this lightly and I really don't read too much into situations but I will say this with all earnestness: I think it was a matter of life and death for many people in that room. If they were sent back home, they'd likely die."

All of which not only led him to a deeper appreciation of his own Irish heritage but of the commitment and struggles inherent in the American immigrant experience as a whole.

"It altered my entire perception of my citizenship and my sense of identity," Copley said. "Like St. Paddy's Day, I now see the frustration that my wife [from Mexico] sees when Cinco de Mayo and other cultural celebrations that mock and demean an entire culture rather than actually celebrate it."

A real Irish pub

"If I am being entirely honest, I've lived here longer than I did in Limerick," Copley said. "I was 24 when I moved here—mainly because I really love surfing—but I still call myself Irish. I am still proud of where I came from. And I want people to have a true pub experience."

Most places in America that call themselves "Irish pubs" follow a pretty standard recipe: Give it some name with an "O" or a "Mc," throw some flat screen TVs on the walls, get a menu of fried foods and make sure there's a touch of wood paneling to tie the room together.

They tend to attract customers who prefer to channel the Irish's perceived love of drinking over any of the rich history and traditions embedded in the country's public houses. And more often than not,

the kitschy shamrocks on the walls and on-tap Guinness do little to harken back to the actual pubs in Ireland, which have live Irish music going for hours a day, feature Irish whiskeys beyond the basic Jameson and load their menu with pub-fare specialties like bangers and mash.

But unlike this version of the many other Irish pubs throughout the Southland, Copley and his crew continually return to Ireland to explore its expanding food scene, ever-changing spaces and culture in order to keep the Auld Dubliner simultaneously contemporary and classic. Even better, he brings a handful of Auld Dub's patrons with him to learn about Ireland and the meaning behind a pub.

"There are lots of Irish bars out there and there's nothing wrong with a bar if you're going for a bar experience," said Copley. "But a pub in Ireland is truly a pub—it's a different feel and different atmosphere the minute you walk in. A bar is where you get a drink and a pub is where you go to socialize. That should extend to St. Patrick's Day as well."

Given that, one can imagine Copley's frustration with revelers who might be ignorant to the point of offensiveness. It wasn't that long ago that a man came into the pub sporting an Irish Republican Army shirt, apparently believing it was cool.

"That's like walking into a Middle Eastern restaurant with an Al-Qaeda shirt or walking into a Mexican restaurant with a Sinaloa Cartel shirt and thinking it's cool," Copley said. "That's not cool. They terrorized people, is that how you view my homeland?"

Copley's homeland is one that is filled with history—and he often waxes poetic of how the life of a young Irishman would revolve around the pub, where one would watch older, wiser men sit through a dozen pints and hours of conversation, never slur, and simply stand up and walk out the door without the bat of an eye, wishing everyone a good night until the next morning, where surely they would be drinking again.

It is learning how to drink and incorporate it into socialization rather than the seemingly very American ideal of slamming shots to the point of pure black-out status.

"I never had a shot of whiskey until I moved to the States," Copley said, chuckling. "And ultimately, that's OK; that's someone's choice. But when you attach it to a culture, it can be demeaning. I am not here to tell you to not celebrate. No. Celebrate, have a good time—but why not celebrate in line with the culture you're celebrating? And if you don't know about the culture you're celebrating, ask someone who does. Ask me. Have a pint or three and we'll talk. I'll tell you stories of grandmothers in the kitchen, parades in small towns. And you'll remember it and appreciate it."

The Auld Dubliner is located at 71 S. Pine Ave. For more information, visit aulddubliner.com ■

KLBP opens new studio providing ‘soapbox for whoever needs it’



The first brick-and-mortar location for Long Beach Public Radio, KLBP, opened with a public event last month. The local radio station broadcasts seven days per week on 99.1 FM. (Photograph by Kat Shuster)

■ By **KAT SHUSTER**
Staff Reporter

As Rose Lozon traipses around Long Beach Public Radio’s (KLBP) new and first ever brick and mortar location, she walks with newfound purpose.

Less than a year ago, she was using every ounce of her mental capacity just to operate an electric sander—she’d suffered a traumatic brain injury just months before.

Lozon was devastated after she was fired from a Kombucha company after injuring herself on the job last year. But her 10-month recovery fed a determination to help build a community radio station from the ground up.

“I think it helped heal me at a way faster rate because I had purpose,” Lozon said. “My voice was completely taken away, but I was still able to have a presence in my community because of KLBP.”

KLBP, operated by nonprofit Long Beach Public Media, received its FCC license and officially hit the airwaves in 2018, allowing residents of Long Beach, San Pedro and Wilmington to tune into 99.1FM to hear pre-recorded shows produced by Lozon and a host of other Long Beach producers.

Now, the station will broadcast live from its official home beneath Downtown gastropub Shannon’s on Pine. The station has two broadcasting rooms displaying all of the bells and whistles built in-house by volunteers like Lozon, now the station’s program manager, and with the funding of donors like Ron Hodges, owner of Shannon’s, who agreed to donate the studio lease-free two years ago.

“They were looking for a place for the radio station and I jumped on it right away,” Hodges said. “I just think it’s great for Long Beach to have the radio station... it’s an exciting project.”

During that time, Hodges was also planning to build an underground tiki

bar in the same space, but he decided to build the two as one. Soon, both the tiki bar, Shannon’s Secret Island, and the station will operate side-by-side, sharing both a wall and a window.

“I wanted to make the two together,” Hodges said. “So you can sit at the bar and watch the broadcast activities going on.”

The station currently offers local music and an array of talk shows from many voices in the city.

“I just got really enamored with that idea of being a pure soapbox for whoever needs it,” Lozon said.

According to Lozon, who oversees KLBP’s content as program director, listeners can look forward to an eclectic and local music selection as well as a plethora of new, niche interest shows.

“Artbeat” features seven special needs adults and their experiences at an art therapy day program. “Amoeba People” discusses the relationship between science and music and the hosts of “Shame List” will interview comedians who share their guilty pleasures. Although the station currently has more music than talk shows, Lozon said they aim to offer more space to talk shows that represent the many diverse communities of Long Beach.

Lozon was a show host herself before her injury and has helped build the studio’s music library by going to local shows in the city and networking with musicians. Also, during her recovery, she learned how to build the station’s automation system.

Volunteers for the station have been working tirelessly on any number of jobs, even if their experience was previously limited to hosting.

“We had no budget and no future without ambition,” said Jordan Fitzpatrick, vice president of LBPM. “You weed out really quickly who is serious about it and who isn’t by who puts in the time.”

Fitzpatrick is part of what he calls a rag-tag team of volunteers and when

it’s time to work, they almost never stop moving.

“We’ve been here persevering for the sake of persevering,” he said. “It’s not part of our ego that we’re here doing this, it’s just the idea that this should be done.”

Both Fitzpatrick and LBPM President Ashley Aguirre first took an interest in helping to launch the radio station almost five years ago, but a lawsuit and some questionable internal actions within LBPM’s board left the project on shaky ground.

According to Aguirre, after some contentious board meetings more than two years ago, she was elected president.

“When I came into it, there wasn’t really a plan, but I knew it would be good for Long Beach,” she said. “We had a permit but it wasn’t guaranteed that we would become a licensed station. So a few of us hit the ground running.”

KLBP’s “rag-tag” team recently found a new sense of leadership in their interim general manager Danny Lemos, a radio veteran who currently oversees 22 West Media as a student media coordinator at Cal State Long Beach.

He’s been involved with student media since 2006 and in the business

since 1976.

“There really is a lack of another place like this in Long Beach, especially since we lost KJazz,” Lemos said. “[My hope for this station is for it] to be thriving with creative programming and perhaps sending one program from here onto the big time.”

Lemos is just one of several radio professionals willing to donate their time. David Rey, a sound engineer, known as “X-Rey” in the industry, has built, wired and color coded a lot of the equipment for the station.

So, whether staffers are wanting to record a simple interview or a 10-piece band, he’s made it all possible with the consoles he’s built.

“Now that I’m semi-retired I want to be more involved in the [community],” Rey said.

As Long Beach’s newest media hub nears its completion, Lemos and the board hope it will become a platform for anyone in Long Beach: aspiring podcasters, talk show hosts, musicians and artists.

“So if you’re wanting to be in a public arena—whether you’re basically a newbie or you’re retired and you want to return to the medium that you left—this is a perfect opportunity,” Lemos said. ■

LOCAL LONG BEACH PLUMBER

FREE ESTIMATES
The Trusted Name In
Southern California

**FAST 24 HOUR
EMERGENCY
SERVICE**

60 MIN

**A-1 PERFORMANCE
ROOTER & PLUMBING**

FASTEST SERVICE GUARANTEE

**ALL GUARANTEES
ARE IN WRITING**

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

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

License # 896712
Insured

**100%
WORK
GUARANTEED**

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

562-420-6458

www.Fast24HrPlumber.com

Open 24 Hours
7 Days A Week

**Not To Be Combined
With Any Other Offer

VISA

‘One big unit of weird:’ Dark Art Emporium



Jeremy Schott, co-owner of 4th Horseman, left, and Jeremy Cross, manager of Dark Art Emporium, stand in their new art gallery space inside the 4th Horseman. (Photograph by Thomas R. Cordova)

■ By **BRIAN ADDISON**
Columnist

Tucked toward the back hall of pizza joint The 4th Horseman is a new entry-way into one of Long Beach’s most distinct art spaces: The Dark Art Emporium, a space that mixes exhibited works from some of the world’s most macabre and unearthly artists, paired with its permanent collection.

The Dark Art Emporium has moved from the southeast corner of Third Street and Elm Avenue to become a secret gallery space whose main entrance will be connected with the city’s sole horrorcore-dedicated food space—a morbidly magnificent match made in hell that will continue its tradition of pushing spooky, “outsider art.”

For those who have never been, the Dark Art Emporium is a space filled with the wonders of mummified mammals—lovingly called “Octopig”—paintings created with human blood and sculptures of the grotesque.

And as its popularity grew, it needed not only a larger room but a cleaner, more forward-thinking gallery space. Serendipity happened when a large room, situated behind The 4th Horseman, became available.

A speakeasy—but for art

For Schott, along with Horseman co-owners Ryan Hughes and Martin Svab, the large space inside Downtown Long Beach’s historic Walker Building had always been a lure. As to what for,

they were uncertain. The Horseman definitely needed more space for storage and another bathroom in the popular pizzeria would be nice.

It was formerly home to a place that sold re-fabbed carpets from China. Once the Trump Administration’s massive embargos were put in place, the business had to close. That’s when the owner of the Walker called Schott and told him the space was available.

“We walked through and we all thought this would look really cool as an art gallery,” Schott said. “The only problem is, there is no street access.”

Luckily, Schott was a partial owner of the space in front of it, The 4th Horseman, and what better way to connect a new Dark Art Emporium space than with a restaurant space that celebrates horror and metal?

“So we said: ‘Let’s do it. Let’s tear down a wall and let people walk through,’” Schott said.

And the new Emporium was officially birthed.

The art of selling art

“I wanna sell art,” Jeremy Cross, Emporium’s gallery manager, said. “That’s my number one priority: To sell art to make artists money, to get them more prestige, a wider audience. And in return, they help us grow.”

As the Emporium’s influence began to grow and more artists desired to end up on its walls, leading to a general uptick in the quality of art displayed, Schott and Cross realized they needed a larger,

more appropriate space.

Schott’s heartfelt dedication and Cross’s drive to benefit artists led to a process of trial and error that taught them lessons about things that go beyond simply selling. It meant learning how to display the art the proper way, including at what height and the spacing between; what is largely considered salon-style. It meant learning to advertise and market. It meant learning the art of selling art—and that is not something that comes with just having pieces.

“The old space we had over on Fourth was,” Cross said, taking a pause, “troublesome. We loved the neighborhood, we loved the people, but the building...”

There has always been one main goal—sell art—but that goal has been anchored by an underlying, philosophical-base: That they elevate this “outsider art,” as Cross puts it, to a level of respect. And they knew it simply wasn’t possible if they didn’t get into a space that respects the art as much as their hearts did.

From marginalized to contemporary

“The pairing of Horseman and the Emporium is so serendipitous,” Schott said. “Ryan [Hughes] and Martin [Svab] and myself were always looking with interest into the space. The moment we found out it was available, we hopped on it and immediately wanted it as a gallery space—despite not having street access.”

The Emporium’s new space inside the Walker Building will be accessible through two avenues. One that will be primarily through its speakeasy-like en-

trance inside the back hallways of The 4th Horseman and, should someone under 21 want to visit the gallery—the Horseman is 21-and-over—simply call to be buzzed in at the building’s Fourth Street entrance between Pine and Pacific avenues.

Tearing down a wall to create the connection, the space will not only act as a gallery but also be available to host events.

“There’s a cool factor that was impossible to pass up,” Cross said. “A speakeasy gallery that opens up this way through The 4th Horseman? It’s gonna blow people’s minds.”

When Cross says “contemporary and authentic,” he means that he and Schott both share a belief in the art they sell. It should be on the respect level that current art experiences in spaces like the Museum of Contemporary Art but it needs to be distinguished away from the art being peddled to investors at gallery spaces across the nation.

Dubbed “blue chip art,” the sole point is not to sell art because of what a viewer emotes or thinks about it but, rather, because it is an investment that will likely permit its owner to garner a lot (a lot) of money. Both Schott and Cross firmly believe that art should make you feel or think about something, that experiencing art is deeply personal, and while they can curate a show with their talent and authority, a gallery shouldn’t be telling people what to feel nor should art be relegated solely to philosophical statements.

“Plexiglass and neon can do some

moves to larger, darker, pizza-er location



Jeremy Cross, manager of Dark Art Emporium, adjusts art on the wall at his gallery's new location in Downtown Long Beach. (Photograph by Thomas R. Cordova)



Jeremy Schott, co-owner of 4th Horseman, walks through the new art gallery. (Photograph by Thomas R. Cordova)

amazing things in art but sometimes, current art being pawned at galleries are so removed from emotions," Cross said. "The only reason we think it's amazing is because we're told it's amazing, because we're told it can sell for a huge price point. These blue chip buyers aren't buying pieces because they feel something."

When a gallery has the power to tell a buyer that something they buy for

\$50,000 now will be worth \$2 million in five years, it downsizes not just the role and importance of smaller galleries but also fails to let art speak for itself. This is precisely why Emporium has long been so accessible: From \$60 pieces to pieces that stretch into the tens of thousands, Schott and Cross want to not only sell art to everyone, they also want to push artists that are largely dismissed from mainstream galleries.

A good example is Meimaro, an artist from Japan whose work in the U.S. has largely been driven by the Emporium. Her solo work will be the face of the new Emporium's inaugural exhibit, which opened March 14.

Meimaro's play with the female body, blood, and organs is perfect to open the new space because, if there is something to be said about why horror is such an underrated, underappreciated aspect of

the human aesthetic, it's because it is so powerful. And it is so powerful because though humans differ in what they like, what disgusts them and what recharges them, fear is a fairly universal feeling no one can discount.

And maybe this gallery is a way to face them.

The new Dark Art Emporium is located through The 4th Horseman at 121 W. Fourth St. in Downtown Long Beach. ■

Who can be tested for coronavirus? In Long Beach, not everyone



Coronavirus tests remain in short supply in Long Beach, as major events cancel and Long Beach Unified School District announces a five-week shut-down. (File photo)

■ By **JEREMIAH DOBRUCK**
Staff Reporter

Long Beach has been working to ramp up its ability to find new cases of coronavirus, but, for now, they're limiting who can be screened because of a lack of available tests.

The restrictions have frustrated some residents who suspect they have the coronavirus, but the Long Beach Health Department says it's prioritizing the sickest individuals for screening because they could put hospital staff and other patients at risk.

"We really want to protect our healthcare workers," said Emily Holman, a communicable disease controller for the city. Anyone who's had contact with a confirmed case of coronavirus or became sick after traveling to one of the countries experiencing an outbreak will also jump to the front of the line, she said.

(As of Thursday, March 12, four people in Long Beach tested positive for COVID-19 and about 18 have been tested, with six results pending, and about 70 people being monitored.)

The city's lab had been outsourcing the task of testing to Orange County and Los Angeles County while the city waited for test kits to arrive from state and federal authorities. Long Beach didn't receive test kits immediately because other jurisdictions with confirmed cases were prioritized, according to Holman.

Now that COVID-19 has arrived in Long Beach, Holman said she and a small team are working 16-hour days trying to track possible exposures to the virus.

"We still are hoping and trying to at least delay it or at least protect our most vulnerable," she said.

She said officials are depending on residents to honor the Health Department's requests even if they haven't tested positive for the coronavirus.

"It literally would save lives if you're willing to take that extra step, miss that day of work if you can," she said.

Long Beach is in a somewhat unique position because it has its own health department. Pasadena is the only other city in Los Angeles County with the same arrangement.

However, Long Beach is not alone in limiting who can get tested. Los Angeles County is prioritizing people most likely to spread the virus, according to Dr. Barbara Ferrer, director of the LA County Department of Public Health.

For a test to be administered, a healthcare provider has to determine that it's clinically necessary, she said at a briefing last week.

That's based on a few criteria including whether the person is showing symptoms for the coronavirus, whether he or she has had close contact with a confirmed case and the severity of the person's illness.

It should become easier to get testing as

privately run labs come online, according to health officials.

Last week, two commercial labs opened, effectively doubling or tripling the Los Angeles County lab's previous capacity to run 50 coronavirus tests a day, Ferrer said.

Officials are urging anyone who thinks they're infected to call a primary care provider instead of heading to a hospital unless they're experiencing symptoms that rise to the level of an emergency.

Most cases of COVID-19 are mild, with symptoms such as a fever and a cough, but authorities have tried to slow the outbreak to avoid overburdening the healthcare system with the severe cases that can include respiratory problems like pneumonia.

Just getting past the current flu season would be a boon, freeing up hospital beds for the sickest coronavirus patients, Ferrer said at a March 10 news conference, where she announced another case of coronavirus had been discovered in Los Angeles County.

Ferrer said she continues to hear concerns about limited access to testing, but she discouraged people without symptoms from seeking out screening simply to confirm they don't have the coronavirus.

"It doesn't really tell you anything about where you're going to be tomorrow or the next day or the next day," Ferrer said.

For more information, visit longbeach.gov/COVID19 or call Long Beach's COVID-19 hotline at 562-570-4636. ■

Extraordinary crisis

(Continued from Page 1)

sure of what's next, people who rely on this industry and these businesses for their paychecks and livelihood are wondering what the future holds.

I don't know when it will be over—no one does—but it will eventually be behind us, and our city and business leaders will set a course of action on how to move our community past this moment in time. We will recover and prosper again.

We've scaled down our coverage and the size of this edition to instead focus our attention on the latest developments from COVID-19 and what it means for local businesses and the economy. We've also taken the extraordinary step of declining and returning advertising commitments from our business partners working in the industry for this edition—supporting the resiliency of our community matters more than anything right now.

We will continue to robustly cover the challenges and questions we now face and we look forward to covering the triumphs ahead when our community is on the other side of this momentary crisis.

For the latest local developments on the coronavirus, please visit the Long Beach Post, our sister publication, where journalists are updating a blog with news and information in real time: lbpost.com/news/coronavirus-updates. ■

CSULB, LBCC move to online format for classes



Cal State Long Beach and Long Beach City College have suspended most in-person classes, moving them online at least until mid-April. (Photograph by Thomas R. Cordova)

■ By **JASON RUIZ** and **KELLY PUENTE**
Staff Reporters

Cal State Long Beach, Long Beach City College and Long Beach Unified have taken the unprecedented step of canceling classes or moving them online starting this week in hopes of stemming the spread of coronavirus.

Cal State Long Beach canceled face-to-face classes last Thursday to Tuesday, March 17. Beginning Wednesday, classes will move to an online format, campus officials said, with regular operations expected to resume April 20.

LBCC will begin the switch to temporary remote classes on Wednesday. The campus anticipates resuming normal classes on April 13, but both LBCC and CSULB officials cautioned the situation is fluid based on recommendations from health authorities.

USC, Stanford and UC Berkeley took similar steps.

CSULB President Jane Close Conoley noted that the campus is not closing, and officials and buildings will remain open and many operations will continue normally.

Some courses will continue to meet in person if alternative instruction is not appropriate, such as some laboratory, performing-arts, and physical-education courses. Accommodations associated with social

distancing will be implemented in these courses.

The campus library and Horn Center will remain open for students who need computers or WiFi.

There are currently no cases of coronavirus on the campus, but Conoley, in a note to students and faculty, said the shift is being done out of an abundance of caution.

“This action is a proactive step being taken because of our commitment to your health and safety and supports the concept of ‘social distancing,’” she said.

The Long Beach Unified School District, meanwhile, announced on Friday morning it would cancel classes through April 20.

The LBUSD also canceled all large school events, Saturday programming (not including for-credit courses), all district professional development that causes staff to leave their campus and all nonessential district wide parent and community meetings.

The school district will also bar spectators from attending sporting events, although the games themselves will continue with only essential staff, the district said. It has also halted the rental of its school spaces for use by outside groups to prevent the spread of coronavirus.

The move includes dozens of churches that regularly rent and meet in school auditoriums when students are not on campus.

“Per District directive, there will be no permits until further notice to minimize the spread of COVID-19,” the district told local leaders in emails. “The remaining dates have been canceled and any fees charged will be refunded. We sincerely apologize for any inconvenience.”

The decision came after state leaders last week recommended cancelling or postponing any nonessential gatherings of more than 250 people until at least the end of the month.

“Our efforts this week have included increased the sanitizing of high-touch areas with approved antibacterial products, reminding families of the need to keep students home if they are demonstrating any flu-like symptoms, and reinforcing continued use of universal precautions, especially handwashing, to be used by all staff members, students and visitors,” Superintendent Chris Steinhauser said.

Custodial staff would work to sanitize the schools over the weekend too, he said. ■

NAPLES RIB COMPANY

DINE IN MONDAY-FRIDAY 4PM / SATURDAY & SUNDAY NOON
TAKEOUT AVAILABLE DAILY 10AM



CATERING & BANQUET ROOM AVAILABLE

(562) 439-RIBS

RIBCOMPANY.COM

EASTER SPECIALS FOR DINE IN AND TAKEOUT

**CELEBRATE EASTER WITH US!
MAKE RESERVATIONS TODAY**

PARTY PACKS INCLUDE

Baby Back Ribs, BBQed Chicken, Louisiana Hot Sausage, Sliced Beef Brisket, Cornbread with Honey Butter, Choice of Two Sides

HOG PACK

Serves 9 to 13 \$140

PIGLET PACK

Serves 3 to 4 \$67

PIG PACK

Serves 6 to 9 \$125

BUCKET OF RIBS

Serves 3 to 4 \$53 (Ribs Only)

SIDES

BBQ Beans
Garlic Mashed Potatoes
Mashed Sweet Potatoes
Rice Pilaf
Macaroni & Cheese

NRC Signature Chili
Roasted Vegetables
Coleslaw
Potato Salad

5800 East 2nd Street, Long Beach

Coronavirus and new independent contractor law deliver one-two punch to state's event industry

■ By **ALENA MASCHKE**
Senior Reporter

It's been a tough few months for event organizers in California.

Earlier this year, several festivals, including the Lake Tahoe Jazz Festival and the Northern California Pirate Festival, announced the cancellation of this year's festivities as a result of the state's new independent contractor law.

"Due to the ambiguous wording and the lack of exemptions given to performing artists and musicians in California Bill 5 (AB5), we have experienced administrative and legal hurdles that have proven to be problematic," a statement released by the Northern California Pirate Festival organizers read.

"We simply do not believe we can produce the festival without taking on a rise in costs that would prove disastrous, until the law is clarified and amended," they added.

Over the past month, cancellations due to the emergence of the new COVID-19

coronavirus have further decimated business opportunities for event professionals across the state.

"The full impact of the virus is unknown and could both affect attendance and have longer-reaching consequences that simply cannot be predicted," the pirate festival organizers said in their March 10 statement announcing this year's hiatus.

The California Department of Public Health, as well as public health agencies in other states, have advised the cancellation of events with over 250 attendees for the month of March, a timeframe that could be extended if risk-levels increase or persist.

Dylan Louros runs his own business installing and operating LED-screens at concerts and festivals, including several Goldenvoice festivals held aboard the Queen Mary. Louros said he's already lost business as clients scramble to adjust their relationships with independent contractors like himself, some opting to cut ties and rely on existing staff alone.

Now, event cancellations resulting from

the spread of coronavirus are exacerbating the economic pressure he's facing. "The tour I'm on is getting cancelled," Louros said. "And when I get home, I have nothing."

While employees qualify for state unemployment benefits if laid off, independent contractors, freelancers and gig workers generally do not. Combatting misclassification and opening up benefits like unemployment insurance and workers compensation to employees formerly misclassified as independent contractors was the stated intent of the bill.

Lawyers like Samuel Dordulian, managing partner at Dordulian Law Group, have been able to use the new law to their clients' advantage.

"From my perspective of applying it to workers comp[ensation], AB 5 has been a great thing for my clients," he explained. "As applied to people who otherwise would have no benefits whatsoever when they get injured at work, they have a fighting chance now."

But many in the event planning industry, including Louros, have bemoaned the impact the new law has had on their ability to attract and retain clients.

"The ENTIRE EVENT & FESTIVAL INDUSTRY is dealing with AB5," Drew Michael Rivera, a freelance production manager and technical director from Carlsbad, commented on a post in the Freelancers Against AB 5 Facebook group.

"We are a project based industry and we rely heavily on a contract work force to execute short term work opportunities," he continued. "No production company could ever afford to hire the 100's (sometimes 1000's) of people it takes to produce an event."

Despite the loss of business he's experienced as a result of the current public health crisis – and the financial insecurity that entails – Louros said his disapproval of the new regulations has not changed. "If AB 5 didn't exist, it would be easier for me to find work," he argued. "No event companies are going to hire employees right now." ■

City to take a hit

(Continued from Page 1)

2017 Toyota Grand Prix brought in \$32.4 million for the Long Beach economy and \$63.4 million for Southern California.

The Grand Prix supports 606 year-round jobs, with 351 of those in Long Beach, the economic impact report found. It also generates \$1.8 million in overall tax revenue, including \$700,000 in Long Beach.

The economic impact will also hit restaurants, vendors and other businesses who depend on the Grand Prix each year for a boost in sales.

Managers at some of the city's largest hotels say they're already feeling the brunt. Swietlana Cahill, general manager for the Hilton Long Beach, said the recent drop in visitors has hit all hotels.

"We're staying focused on the positive, but obviously the entire city has been impacted," she said.

The impact can also be felt at the ports of Long Beach and Los Angeles as cargo numbers continue to drop due to lack of imports from China, where the virus was first discovered.

The Port of Long Beach, the nation's second busiest port, saw cargo volume drop by 9% last month, while the Port of Los Angeles saw a 22.9% decrease compared to last year.

The lack of cargo means little available work for longshoremen, rail operators and truck drivers.

Elizabeth Ramirez, an office manager for RPM Harbor Services, a trucking company near the Port of Long Beach, said her company has seen about a 70% decrease in the amount of cargo its moving compared to busier times. She said work for independent truck drivers has been especially scarce.

"We're trying to do what we can," she said. "It's definitely impacting a lot of people here in the industry."

But it wasn't all bad news for businesses. The Long Beach-based www.freeconferencecall.com saw its busiest day last Thursday since it was founded 20 years ago, said CEO Dave Erickson.

Erickson said the company has seen a major boom in business as a result of many workers being told to work remotely. It is also working closely with hospitals, government entities and healthcare organizations around the world to share information.

The company typically sees about 4,000 to 5,000 sign-ups for conference calls a day.

As of 3 p.m. on Thursday, it had hit 11,000 signups.

Erickson said the company has no call time limits and can connect up to 1,000 callers in one session.

"So in addition to providing peace of mind to geographically dispersed groups and supporting remote work to keep the economy going, we can also deliver some really essential services to those at the front lines of handling this global crisis," he said.

Goodling said he expects the conventions to return in the fall, but it will be dif-

ficult to make up for the losses moving forward since most dates are already booked.

For now, the Convention & Visitors Bureau is planning a "Staycation" marketing campaign in the hopes that local travel will pick up in the summertime as people may be wary of traveling overseas.

The bureau is also working with local restaurants on a local dining campaign to support small businesses, he said.

"Our next hope is that summer travel will be strong and we believe it will be if the virus can be contained," he said. ■



The Long Beach Grand Prix, one of the city's largest events, was canceled due to concerns about the coronavirus. The annual race generates approximately \$32 million for the city annually. (Photograph by Brandon Richardson)

Coronavirus is changing daily life in Long Beach



Long Beach Fire Department's Mike Harrison answers questions from stakeholders at the COVID-19 Table Top Discussion at the Emergency Communications and Operations Center on March 12. (Photograph by Thomas R. Cordova)

■ By **JEREMIAH DOBRUCK**
Staff Reporter

Bill Cruikshank needed advice Thursday afternoon.

Cruikshank, who manages Meals on Wheels of Long Beach, said he's walking a fine line in the age of coronavirus.

These days, someone dropping off food and chatting with senior citizens could mean exposing them to a disease that's potentially deadly for the elderly or infirm.

But volunteers strapping on intimidating medical masks or avoiding any contact with their charges seemed unthinkable for an organization whose mission revolves around bringing isolated seniors some social interaction.

But when Long Beach Firefighter Jake Heflin answered, he was definitive: As the coronavirus disease COVID-19 spreads, the way you do business must change.

"At some point," he said, "you're going to have to make some decisions and say we're going to deliver the meals and put them on the front porch and you guys can come out and get them."

Heflin's message wasn't just for Cruikshank. He was just one of about 75 health-care workers, first-responders, community group leaders and city employees gathered in Long Beach's Emergency Communications and Operation Center Thursday afternoon where city officials prodded them to

prepare for life under a pandemic.

As news came down that Long Beach was canceling large-scale events to slow the spread of COVID-19, the city's disaster preparedness director, Reggie Harrison, told the small crowd they need to think about what steps they're taking as well:

How, he asked, are you protecting your workers or volunteers when they interact with the public?

Can you make emergency changes to your budget if your business takes a hit?

What happens when 30% of your workforce calls out sick?

How will you handle it if one of your employees tests positive for COVID-19?

In a worst-case scenario, what are the essential functions your organization needs to perform in order to survive?

"These are the decisions that have to be made," Heflin said. "And I'm going to tell you, you need to start making contingency plans for that right now."

Long Beach is still fighting to contain the coronavirus, with only four confirmed cases in the city, all of which can be traced back to a likely point of exposure. But much like the 9/11 terrorist attacks, Harrison said, COVID-19 is going to change the way people act and think about the world around them.

Thursday afternoon, Harrison quizzed attendees on how they're prepping while others in the audience volunteered the steps

they've already taken:

- 911 operators and the Red Cross call centers are asking screening questions for possible COVID-19 exposure before deploying to an emergency scene.
- Long Beach's in-house mechanics are sanitizing the steering wheels and door handles of every vehicle that comes into their shop. They're also stocking up on parts in case of a shortage and are prepared to cut back on preventive maintenance like oil changes if they need to focus on only the most serious issues.
- The city's building department is trying to find a way to perform remote inspections over FaceTime or Skype.
- Port of Los Angeles custodians are skip-

ping deep-cleaning work to focus on continually disinfecting hand rails and elevator buttons.

- A representative from St. Mary Medical Center said they're prepared to call in backup nurses and doctors if their staff are exposed to COVID-19
 - And Signal Hill police say they have a contingency plan for officers to essentially move into the station and survive on MREs if staffing shortages demand it.
- The plans aren't being made in panic, Heflin said, minimizing the risk of COVID-19 spreading is something everyone should have on their mind.

"This is all new," Harrison said. ■



Stakeholders fill a room at the Emergency Communications and Operations Center for the Covid-19 Table Top Discussion on March 12. (Photograph by Thomas R. Cordova)

Continuing safe business operations in the wake of statewide coronavirus concerns

By BRANDON RICHARDSON
Senior Reporter

With a constant flow of reports and updates from local, state and federal agencies regarding the novel coronavirus, COVID-19, public concern continues to grow. For local businesses – especially small, local operations – times like these can be difficult, as they attempt to navigate how to continue operations in a safe manner with minimal impact to revenue.
“Health and government officials are working together to maintain the safety, security and health of the American people,” the U.S. Small Business Administration posted on its website. “Small businesses are encouraged to do their part to keep their employees, customers, and themselves healthy.
According to the administration, it is working directly with state governors to provide low-interest loans to small businesses and nonprofits that have been severely impacted by COVID-19. The funds are through

the administration’s Economic Injury Disaster Loan Program, which provides working capital loans of up to \$2 million to offset temporary loss of revenue.
On its website, the Small Business Administration lays out other assistance available for businesses, as well as tips from the Centers for Disease Control and Prevention for businesses, including:
• Actively encourage sick employees to stay home.
• Separate sick employees.
• Emphasize respiratory etiquette and hand hygiene by all employees.
• Perform routine environmental cleaning.
For some business types, employees can work from home, effectively eliminating the risk of spreading the virus throughout the office. However, many do not have that luxury, particularly those in the service industry, which often require face-to-face interaction to operate.
Restaurants employ some 15 million employees across the country,

according to the National Restaurant Association. Despite no evidence that the virus can spread via food, the association has advised owners and operators of restaurants to regularly reach out to state and local health departments for the latest advisories and information pertaining to their locale. The association advises restaurants to familiarize themselves with and implement workplace preparations laid out by the World Health Organization and OSHA, which is also helpful information for other business types.
OSHA released a 35-page guidance plan on its website for businesses with the following recommendations:
• Develop an infectious disease preparedness and response plan.
• Prepare to implement basic infection prevention measures.
• Develop policies and procedures for prompt identification and isolation of sick people, if appropriate.
• Develop, implement and communicate about workplace flexibili-

ties and protections.
• Implement workplace controls.
• Follow existing OSHA standards.
The World Health Organization published a list of precautions for businesses to take on its website, as well:
• Make sure your workplaces are clean and hygienic, including all surfaces such as desks and tables, and objects such as phones and keyboards.
• Promote regular and thorough hand washing by employees, contractors and customers by providing sanitizer dispensers in prominent places, displaying posters and communicating.
• Advise employees and contractors to consult national travel advice before going on business trips.
• Brief employees, contractors and customers that those with a mild cough or low-grade fever should stay home.
For more detailed information about managing your business during the coronavirus pandemic, visit who.it, sba.gov, osha.gov and cdc.gov.

CITY OF LONG BEACH
BID OPPORTUNITIES
TITLE BID NUMBER DUE DATE
Long Beach Boulevard Pedestrian Improvements R-7163 03/18/2020
Fire Boat 129 Hull Out & Engine Replacement ITB FS20-036 03/26/2020
Furnish and Deliver PLC Control Panels WD-08-20A 03/27/2020
Bicycle Racks ITB PW20-024 04/01/2020
BIDDER REGISTRATION
To receive notifications of bid opportunities, register with the City of Long Beach at www.longbeach.gov/finance/business-info/purchasing-division/purchasing-division/ Additional details on upcoming bids and how to register can be found online.
AUTO LIEN SALE AUCTION
3111 E. Willow Street March 31 & April 14, 2020
Long Beach, CA 90806 Registration & Viewing Hours:
(562) 570-2828 8:00 A.M. - 9:50 A.M.
http://www.longbeach.gov/finance/services-and-permits/towing-and-lien-sales/auktion/

BOULEVARD
BUICK
GMC
Cadillac
2800 Cherry Avenue Signal Hill (562) 492-1000
2850 Cherry Avenue Signal Hill (562) 595-6076
BOULEVARD4U.com

High-end steakhouse chain coming Downtown



Ruth's Chris Steak House is slated to open on the ground floor of the office tower at 180 E. Ocean Blvd. in Downtown Long Beach following a building expansion and renovation. (Photograph by Brandon Richardson)

■ By **BRANDON RICHARDSON**
Senior Reporter

Ruth's Chris Steak House, one of the country's top steakhouse chains, is preparing to serve up its sizzling beef dishes on the ground floor of an office building in Downtown Long Beach.

It's not clear yet when Ruth's Chris will open, but the restaurant is part of a full-building renovation and expansion planned by Thrifty Oil Co., owner of the office tower located at 180 E. Ocean Blvd.

The oil company purchased the 12-story, nearly 200,000-square-foot building from the Salvation Army in August 2018 for \$35.8 million. City staff said the expansion will accommodate ground-floor retail and mezzanine amenity spaces in addition to the Ruth's Chris restaurant.

Plans for a 2,700-square-foot expansion to the ground floor of the building and landscaping modifications to Victory Park were approved by the zoning administrator in No-

vember 2019 and are in plan check, according to city staff. Thrifty Oil could not be reached for comment regarding its future plans of the building.

"[We are] very excited to welcome Ruth's Chris Steak House to Long Beach and we expect the restaurant to be a big hit across the city and for visitors," Mayor Robert Garcia said. "We also get to activate a space that has been underused and [is] an important connection to the convention center."

The restaurant's menu features various cuts of USDA Prime beef, including ribeye, strip, filet and T-bone. Ruth's Chris specialty cuts include a 40-ounce tomahawk ribeye, a 16-ounce bone-in filet and a 19-ounce bone-in New York strip. The steakhouse also serves up specialty seafood dishes, including various crab, shrimp, lobster and fish items. Ruth's Chris also features around 250 wines and more than a dozen signature cocktails.

The steakhouse chain has more

than 150 locations around the world, including the U.S., Canada, Central America and Asia. In January, it was named one of the top 10 steakhouse chains in the U.S. by The Daily Meal. Locally, there are Ruth's Chris locations in Anaheim, Beverly Hills, Irvine, Pasadena and Santa Monica.

"We are excited to open our doors to the Long Beach area, and delight locals and visitors with a world-class experience and our sizzling steaks served on 500-degree plates," a restaurant spokesperson told the Business Journal. ■

Call us for a **FREE** Property Analysis

CBCBlair.com

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

LONG BEACH'S #1 MULTI-FAMILY TEAM

JUST LISTED

810 Stanley Avenue

- 1978 Construction
- Parking 6 - Garages
- Large Units
- Huge Upside in Rents
- Separately Metered Utilities
- Laundry Income

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

© 2019 Coldwell Banker Real Estate LLC, dba Coldwell Banker Commercial. All rights reserved. Coldwell Banker Real Estate LLC, dba Coldwell Banker Commercial, affiliates fully supports the principles of the equal opportunity act. Each office is independently owned and operated. Coldwell Banker Commercial and the Coldwell Banker Commercial logo are registered service marks owned by Coldwell Banker Real Estate LLC, dba Coldwell Banker Commercial. All information is deemed reliable but not guaranteed. Corporate BRE #01330395.

Park Estates home sparkles after \$1 million in upgrades



Listing agent Kelsea Mazzocco of First Team said that this home at 1171 Bryant Rd. in Park Estates is reminiscent of the large traditional homes in the Virginia Country Club neighborhood of Long Beach. “It just feels more like that part of town,” she said. (Listing photograph)

■ By **TIM GROBATY**
Columnist

Despite some overly wealthy residents’ propensity to tear houses down to make room for a frequently gaudier, uglier McMansions, interesting and historical architecture abounds in pockets around this city, and probably the highest concentration of works by notable architects and builders can be found in Park Estates.

The neighborhood was developed as a high-dollar area southwest of the starter, affordable tracts of Los Altos by developer Lloyd Whaley. And by high-dollar, you were looking at homes priced between \$20,000 and \$30,000 at a time when the Los Altos homes were going for about a third of that.

Whaley commissioned some big-name architects to design homes in Park Estates, including Mid-Century-Modern masters Paul Tay, Richard Neutra and Edward Killingsworth—the dean of Long Beach architects who was also joined by such local talent as Kenneth Wing, Dick Popper and William Lockett. In fact, of the three Neutra-designed homes in Long Beach, all are in Park Estates.

And, while the area is fairly famous for its mid-modern architecture—it’s where people move after they’ve grown weary of or outgrown their Cliff May homes in East Long Beach—there’s also a nice mix of more traditional forms in the area, not the least of which is the former home of Whaley himself, designed in part by renowned black architect Paul Revere Williams that sits on a

2.5-acre lot, the largest in the city. Whaley set the plot aside for himself on Bryant Drive, perhaps the toniest street in Park Estates and one that was named for Susanna Bixby Bryant, who, as owner of Rancho Los Cerritos, had owned much of the 205 acres that made up Park Estates.

A brisk walk from the Whaley estate is a home now on the market at 1171 Bryant Road, which, says listing agent Kelsea Mazzocco of First Team, is more reminiscent of the large traditional homes in the Virginia Country Club neighborhood of Long Beach. “It just feels more like that part of town,” she said. “It has a formal dining room and large, inviting grounds.”

The listing price is \$2.475 million, down from its original ask of \$2.595 million.

The home was built for Long Beach State College professor Henry Schmann and his wife. When it was built, it was faced entirely with Ojai fieldstone, which remains intact on the bottom floor. A second level was added later, making the home a comfortable five-bedroom, four-bath residence with 4,134 square-feet of living space.

Mazzocco, who sold the home to its current owners seven years ago for just under \$1.7 million, said that the couple sunk about a million dollars worth of improvements into the home. “A lot of it is things you can’t immediately see,” said Mazzocco. “All new electric, Lutron windows, a new roof, new trim, new lighting.” And some that are pretty noticeable, like a pool, two movie rooms and surround sound in every room. ■

SOLAR SOURCE®

RESIDENTIAL / COMMERCIAL SOLAR PROFESSIONALS



78 kW Church - Long Beach

Headquartered in Long Beach Since 2007

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

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

4801 E Anaheim St Long Beach 90804

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

HAVE YOU THOUGHT
ABOUT YOUR BUSINESS

SUCCESSION PLANS?

DISCOVER
**EMPLOYEE
OWNERSHIP**

RECEIVE MARKET
VALUE

PRESERVE YOUR
LEGACY

RETAIN GOOD
EMPLOYEES

project
{EQUITY}

Saul Rockman, Founder and Former
Owner of Rockman et al sold his
company to his employees in 2019.

REGISTER FOR A FREE
CONSULTATION:

PROJECT-EQUITY.ORG
(415) 991-3427



OFFICE AND/OR MEDICAL SPACE FOR LEASE

2679 Redondo Ave., Long Beach, CA



FEATURES

- Great Freeway Visibility
- 13,346 Sf of General Office and /or Medical Space.
- Owner will divide 4,000 Sf – 13,346 Sf
- Easy access to the Long Beach Airport and 405/ 710 Freeways.
- Site Located strategically Between LA and Orange Counties.
- Leasing Rate: \$2.98 PSF – NNN
- Lease Term: 5-10 Years
- Site Provides Abundance Parking.

JIM ARIAS
T: (562) 498-3395
jarias@incocommercial.com
DRE: 00997795

BRAD MILES
T: (562) 498-3395
bmiles@incocommercial.com
DRE: 00927860

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

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

LONG BEACH INVESTMENT OPPORTUNITIES



1685 LOMA AVE
LONG BEACH

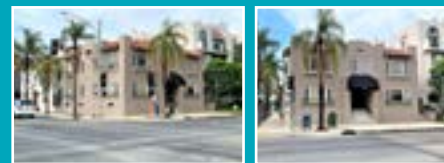
MULTIFAMILY 7 UNITS

Natural Tenant Base of
Nearby Medical Employees

Near the Traffic Circle

30-Year Owner - Well Kept Property

CHRIS BUCKA | 562.284.2335 | LIC #02083417



463 W 6TH STREET
LONG BEACH

MULTIFAMILY 8 UNITS

"Turn Key" Asset - The Hard Work
Has Been Done!

100 % Vacant
Choose & Qualify Your Own Tenants

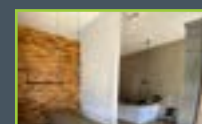
Financing IS Available - Call for Details

RYAN RAYBURN | 562.317.1106 | LIC #01496522

IF YOU LEASED THIS OFFICE SPACE YOU'D BE AT JOE JOST'S IN 30 SECONDS

NEW!! FOR LEASE!!

2801 E ANAHEIM ST | LONG BEACH, CA 90804
2,847 SF OFFICE SPACE WITH PARKING



DANIEL ROLAND | 562.513.1619 | LIC #02057043

DOUG SHEA | 562.317.1303 | LIC #00875427



FOLLOW US ON SOCIAL MEDIA

CENTENNIAL ADVISERS

Info@centennialadvisers.com

(562) 269.4844

5508 E. Britton Dr. | Long Beach, CA 90815

CalDRE #01866195 | centennialadvisers.com

Ebell Club brings elegant history to weddings and other special events



The spacious and airy covered courtyard at the Ebell Club features stenciled ceilings and mosaic flooring. (Photograph courtesy of Alan Dunn)

■ By **TIM GROBATY**
Columnist

Alan Dunn said, “I have a taxidermied peacock in the back of my car right now.”

So, it seems somewhat superfluous to say that Dunn, who owns one of Long Beach’s more beautiful and historic buildings, the Ebell Club event space, has a preference for things a bit out of the ordinary. The Ebell Club is certainly that.

The Spanish Revival building at 1100 E. Third St. at Cerritos Avenue, is in a fairly quiet neighborhood amid single-family homes and small businesses, where it has stood since it was completed in 1924. It was the meeting place for the now-defunct Ebell Club of Long Beach, established in 1896 by philanthropist Adelaide Tichenor and 17 other women of note in the city. It was a social and charitable force for more than a century before declining membership had dwindled to about a half-dozen women. The club folded in 2017.

Developer/preservationist Jan van Dijs bought the building in the early 2000s and worked his trademark restoration skills on it—the Long Beach-based van Dijs has been involved in

scores of impressive projects including the Art Theater, the Psychic Temple/American Hotel and Fingerprints/Berlin. He repurposed the Ebell as a condominium/loft space with 11 residential units, and restored the exterior of the building as well as its events space, exposing the wood beams and listing it with the city as a historical building.

“It was a beautiful space. It was gorgeous,” said van Dijs, who had the place booked for weddings on virtually every Saturday of the year.

Van Dijs’ restoration brought the building back to its original glory, when it was used for music recitals, films, stage performances and other special events.

Its builder was Long Beach’s Charles T. McGrew, a prolific architect/contractor whose work includes the old Pacific Coast Club, Downtown’s First Congregational Church and several homes in Los Cerritos.

In 2015, the restored building was purchased by Dunn, who also owns the Carondelet House wedding venue in Los Angeles, and, conveniently, Tres LA, a catering company that serves parties and receptions at both the Carondelet and the Ebell Club.

“I revitalized the space,” said Dunn. “Before, it had a sort of high-school

gym feel to it. Now, it’s very elegant and more vibrant and inviting.”

If you want to use the Ebell for your own wedding, you’d better hurry up and get engaged now. Dunn says the space, which handles about 100 to 120 events per year, is booked on Saturdays pretty much all year.

And, if your wedding is on a tight budget, you might have to scrimp on your honeymoon, because the Ebell goes for \$8,500 on Saturdays, along with a \$10,000 food and beverage minimum, and you should consider the fact that nobody wants to go to a minimum food-and-beverage wedding.

If you wish to use your own caterer, that’s not a problem. Just pay the \$10,000 buyout fee and Tres LA is out of your hair.

For events on other days of the week, the rental fee for Ebell is \$7,500, with a \$7,000 food and beverage minimum, and, again, a \$10,000 buyout fee.

It is a stunning space, though, with its covered courtyard featuring stenciled ceilings and mosaic flooring, and an inviting parlor with vintage furniture, whitewashed brickwork and a wood-burning fireplace.

Chandeliers abound in the Ebell, from gold-trimmed crystal orbs to the more traditional crystal drops style.

The venue can comfortably accommodate 300 guests and parking is available across the street on Saturdays at the Seventh-Day Adventist church parking lot.

And if you visit the Ebell’s drawing room, make sure to note the taxidermied peacock looking very much at home.

A potential challenge for both the event space and the residents of the Ebell’s 11 loft/condominiums is the fact that they both exist, but both Dunn and Realtor Nate Cole, of the architecture-focused brokerage firm Suprstructur, who has listed lofts in the Ebell on the fairly rare occasion when one comes on the market, agree that it’s not an issue.

“The lofts were built in such a way that people in the event spaces rarely hear the residents and the residents rarely hear the events,” said Dunn. “There’s a 12-foot firewall between us and the lofts, so there’s virtually no noise between the two.”

Cole also notes that the building is a quiet place to live, and its residents appear loath to sell their lofts.

“In the past five years we’ve only had five sales,” said Cole.

Among the selling points for the Ebell properties is the fact that every

unit has a bit of a patio, which gives residents a feeling of having some outdoor space and, on the upper floor, a nice view over the neighborhood. “It’s a rare feature for lofts,” said Cole. “It’s not something you find at the Walker or Kress or any of the other Downtown lofts, where the only outdoor features are the common areas.”

In this real-estate era where practically everything above the ground floor is termed a penthouse, the Ebell Lofts is no exception, with more than half of its units getting the penthouse tag—all of the six units on the second story are considered penthouses, said Cole.

One upper-level unit that sold for \$699,000 in 2018 by the Whipple Group, features soaring, 20-foot-high ceilings and contains some of the building’s original pieces of architecture that were incorporated by van Dijs in the restoration. These include brick walls with projector openings (the Ebell’s theater had to be demolished to make room for the lofts), keyhole windows and original arched window panes.

The loftiness of the Ebell residents refers to the upstairs mezzanines, which can be used as a guest bedroom or office.

The units in the building, which range from 1,500 to 2,200 square feet, have open kitchens with custom cabinetry and granite countertops, as well as

en-suite master bedrooms.

Upper levels are equipped with motorized skylights, allowing sea breezes to circulate through the units, and the

larger lofts come with two parking spaces with optional storage and bike storage available.

To keep an eye on upcoming sales

availability, check Cole’s Unique California Properties site, or swing by The Whipple Group, which specializes in Long Beach area lofts. ■



The Ebell’s grand hall opens to the space’s covered courtyard and a reception area. (Photograph courtesy of Alan Dunn)

A Trip to Italy For Only \$9.99!

Enjoy our Lunch Buffet featuring a Spring Garden Salad Bar plus a rotating menu of 7 or more authentic Italian specialties!



Farfale Alfredo w/ Chicken & Broccoli
Rigatoni al Forno
Ziti w/ Sun Dried Tomatoes & Mushroom
Linguini e Vongole
Penne con Pesto Parmigiano
Lemon Chicken Piccata
Meat Balls in Meat Sauce
Italian Sausage w/ Peppers & Onions
An assortment of traditional & gourmet pizzas & more...

**Mon. - Fri.
11am-2pm**

562.432.2211
250 W. Ocean Blvd., L.B.

562.595.6138
401 W. Willow St., L.B.

Order Online
Buonospizza.com

facebook.com/buonosauthenticpizzeria
twitter.com/buonospizzeria

ChristianCharles INSURANCE SERVICES, INC

**Helping Long Beach area
businesses protect their future**

- General Liability
- Workers Compensation
- Commercial Auto
- Commercial Property
- EPLI
- Group Health
- Portfolio Review and Consulting
- Loss Prevention
- Premium Financing
- Claims Management
- Audit Disputes

Over 20 years of experience serving Long Beach businesses

562.264.1437
info@christiancharlesinsurance.com
www.christiancharlesinsurance.com

Assemblyman honors 2020 Women of Distinction

■ By **BRANDON RICHARDSON**
Senior Reporter

Assemblyman Patrick O'Donnell, D-Long Beach, will honor 19 women during his annual 70th District Women of Distinction event. Originally scheduled for March 13, the event was postponed due to the coronavirus until a later date, which has not yet been determined. The ceremony will recognize women who live, work and volunteer in the Greater Los Angeles area district who have “gone above and beyond in service to the community.”

“As a father to two young women and a teacher for 22 years, it is an honor to recognize and celebrate the amazing women making a difference in the 70th District and in the State of California,” O'Donnell told the Business Journal. “Thank you for your leadership and determination in making our communities better every day.”

Elise Swanson, president and CEO of the San Pedro Chamber of Commerce, was named 2020 Woman of the Year. Nine community leaders from Long Beach were among the honorees, including former city councilwoman Jan Hall Zolin. The women were nominated by the public and selected by O'Donnell.

Woman of the Year:

Elise Swanson is president and CEO of the San Pedro Chamber of Commerce and represents more than 400 member businesses and orga-

nizations. Under her leadership, the chamber has developed a strong state, local and federal legislative advocacy program that supports businesses, and contributed to the creation of the San Pedro 2020 plan. Swanson is also working with San Pedro stakeholders, including the Port of Los Angeles, to implement a certified Tourism Ambassador Program to position the area and the Los Angeles waterfront as a unique destination. She is currently a commissioner on the City of Los Angeles' Small Business Commission, vice-chairperson of the South Bay Association of Chambers of Commerce and co-chair of BizFed's Small Business, Labor & Employment Committee. She has served on Councilman Joe Buscaino's San Pedro Task Force on Homelessness, was formerly on the Gang Alternative Program's Board of Directors and was a member of the Port of Los Angeles Charter High School Board of Trustees. Prior to joining the chamber, Swanson served as district director for then-Congresswoman Janice Hahn.

2020 Women of Distinction:

Barbara Betts is the CEO of, as well as a broker and Realtor, at the Betts Realty Group, Inc. She specializes in the sale and purchase of real estate within the Long Beach, Orange County and South Bay areas. Betts has had her client's best interest at hand since she entered the real estate business since 2003. She has a passion for giving back to the real estate industry

and serves on the boards of the Pacific West Association of Realtors, East Long Beach Pony Baseball and the Women's Leadership Council of Realtors.

Yvonne Bogdanovich is a volunteer for the Beacon House, a non-profit in San Pedro. She has encouraged, mentored and inspired many men to pursue better professional and educational opportunities. Bogdanovich's volunteer work and philanthropic efforts have gone beyond the call of duty and have helped to increase fundraising revenue of the organization. She also serves on the board of directors for the Boys and Girls Club of San Pedro.

Severina Britto is a U.S. Women's Army Corps veteran. For the past four years, she has served as a Long Beach Police Department senior police partner. Britto is passionate about making sure all handicapped parking spots are used only by those who truly need them. She is also a lead senior police partner for Special Olympics of Southern California, National Night Out, Parades, Shop-With-A-Cop and Toy Patrol. Her senior police partner team efforts have resulted in a unit citation, the 2018 Peace Officers Association of Los Angeles County Award and recognition for donating more than 500 volunteer hours in 2018 and 2019.

Pam Dutch-Hughes is passionate and active in the Signal Hill community and is always willing to step up to volunteer for a cause. She currently serves as a parks and recreation commissioner and a member of the sustainability commission. She is a trendsetter when it comes to ideas focused on improving the community. She also serves at her Church of Jesus Christ of Latter-day Saints as a Sunday school teacher, team mom and board member. Dutch-Hughes has been married to Dr. Joseph Hughes for 47 years, and has been his partner in crime in starting their podiatry practice together. She has a pure heart for helping others and gives timeless hours back to her community.

Sandra Hege exemplifies leadership, dedication and service. She helped establish the El Dorado Park Estates Neighborhood Association through connecting neighbors and continued outreach and advocacy. She has a special talent of bringing neighbors together and building a sense of belonging and community. Hege is also heavily involved at Newcomb Academy in East Long Beach and remains a very active member on the PTA. Every Friday, Sandra volunteers her time to help teachers in their classrooms.

Maria Hernández has accomplished more as a volunteer than many do in their careers. She first came to Lutheran Social Services when she and her husband were down on their

luck and in need of their services. The love and appreciation she received from the organization was so deeply appreciated that she has been dedicating her time as a volunteer for over 28 years now. Her story has inspired and given hope to thousands of clients and employees to follow in her footsteps and treat people with dignity and respect. Hernández is truly unstoppable.

Kimia Khatami is extremely hard working and on track to accomplish many achievements for the rail industry. She is the director of customer service at Pacific Harbor Line and strives to create cohesion between external customers and the internal organization. While at Brigham Young University, Kimia participated in a fellowship in Uganda, where she worked on projects to help locals obtain access to savings accounts with the goal of decreasing wealth disparity – this is where she gained an increased appreciation for the role that infrastructure plays in successful economies. Khatami has executive board leadership positions on the Harbor Association of Industry and Commerce, the California Short Line Railroad Association and the Long Beach Chamber International Business Association. Kimia Khatami is truly the engine that enables the rail industry to run.

Julie Perlin Lee is a true leader in the arts. She is the executive director of the Catalina Island Museum and continues to bring creative and impactful exhibitions and programming to the island. She recently led the development of the museum's Catalina Ambassador Program with Avalon School and a partnership with Chapman University. Prior to Catalina, Lee was the vice president of collections and exhibition development at the Bowers Museum. She has worked with institutions around the world on a broad range of exhibitions, including Terra Cotta Warriors. As a professor at Cal State Fullerton and Irvine Valley College, Lee instructed museum studies courses for anthropology and art majors.

Kathleen Martin is the chair of the homelessness committee for the Coastal San Pedro Neighborhood Council and advocates for those whose voices are rarely heard. On the third Wednesday of every month, she can be found volunteering at the San Pedro Mobile Shower Event at San Pedro United Methodist Church. When San Pedro experienced a rash of hate crimes late last year, Martin reached out to elected officials, gathered statements denouncing hate and created a social media platform as a way to empower the community to stand up in the face of these heinous acts. She is an incredible community leader.

Cathy Martinez is an active resident who volunteers in the office of Vice Mayor Dee Andrews and is dedi-

New LB Chamber of Commerce Chair

(Continued from Page 1)

chair of public policy and senior manager of government relations at Boeing, this kind of work is right in Rogers' wheelhouse. Additionally, Harris is planning a public outreach campaign to span his first 100 days in office, an effort to collect community input that is unprecedented in the chamber's history, Rogers noted.

Together, Harris and Rogers are planning to revive the chamber's foundation. “We're thinking that the foundation, once it's back up and running, will have a very strong workforce development focus,” she told the Business Journal.

Through the foundation, Rogers said she hopes to connect with students, educators and administrators on several levels of public education in Long Beach: high school, community college and university.

“Something I've learned in my day job at Boeing is that it's never

too early to start,” she said.

Asked to assess Long Beach's business climate overall, Rogers opted for a measured response. “There's always room for improvement. Long Beach has been fantastic about attracting a lot of new businesses to the area,” she said. “You hear great things about, for example, the growing aerospace industry, but then you drive down Second Street and every other day there's a new store that's closed. I don't know if it's Long Beach-specific, but it is sad to see businesses that have been around for decades go under.”

As for the chamber, an area with potential for improvement is its relationship with city hall, Rogers said. In 2014, the chamber endorsed candidate Damon Dunn, who wound up losing to Robert Garcia in the mayoral race.

“I don't think a chamber can be successful if we're not working hand-in-hand with the city,” she said, after noting the progress Harris has already made on that front. “We're two separate entities, but we have to be [singing off] the same sheet of music, at least.” ■

cated to making our community a great place to live and work. She is a graduate of the Neighborhood Leadership Program and strives to improve the community through civic engagement. Cathy brings resources to the community through community clean-ups, art projects and school events. Her ability to communicate in Spanish and English allows her to engage with diverse residents and encourage them to participate in a full range of community events. As a small business owner of a screen printing shop, Martinez is constantly donating her services back to the community. Every city and state needs a Cathy Martinez—a community advocate who empowers others to make a difference in their neighborhood.

Suzanne Morales is a dedicated community leader and advocate for all of California's children. She served on the boards of Minnie Gant School PTA and the Long Beach Junior League. As a food service director, Morales ensures that schools provide nutritious meals and quality nutrition education guidance so that students can make healthy lifestyle choices and are ready to learn and ultimately "earn." Morales has served a combined 25 years in local, state and national capacities for the School Nutrition Association, including three years as the California legislative chair. She is paving the way in school nutrition services.

Hemlata Momaya is the founder of Bal Jagat (Jaa got) – Children's World Inc., an inter-country non-profit adoption agency in Long Beach. She has worked tirelessly to unite over 5,000 orphaned children with loving adoptive parents here in the U.S. for over 30 years. With a background in social work, Momaya has also opened a home for children with disabilities to receive physical and occupational therapies. "Auntie Hemlata" is a true hero in every sense of the word.

Suzanne Plezia is a hard-working leader committed to the growth of the Port of Long Beach. Suzanne is the first woman to be chief harbor engineer at the port, and her division is responsible for \$4 billion worth of capital improvement projects, including the new Middle Harbor Container Terminal and the replacement of the Gerald Desmond Bridge. She joined the port as an intern fresh out of college and worked her way up. She is a person of integrity and has a straightforward and collaborative management style.

Dede Rossi served as the executive director of the Belmont Shore Business Association in Long Beach for 10 years. Whether it is at 10 a.m. or 10 p.m., she has been seen out on Second Street making sure that people are safe, and living and working in a clean environment. Rossi also was the assistant athletic director of development at Long Beach State University for over 20 years.

Alexandra Torres is the executive director of WINTER, Women In

Non-Traditional Employment Roles. She strives to increase and improve the social and economic strength of women in Los Angeles County. She advocates for economic equity in the workplace and equal access to good paying jobs in the construction and building trades industry for women. She also makes recommendations to advisory boards and committees at the county, state and national level to ensure all women have a seat at the table. Her work around improving training for women in low-income communities and creating project labor agreements that are more inclusive of women makes our community stronger.

Pastor Lisa Williams is a tenacious and passionate activist for our unhoused community. Under William's leadership, the San Pedro United Methodist Church is working to create a mixed-use affordable housing project on church property. She has also brought to the neighborhood vaccination clinics, mobile showers and the Children's Christmas Shopping Spree, where more than 450 youth choose gifts for the adult(s) in their lives. Pastor Williams is a trustee at Toberman Neighborhood Center, a member of Rotary San Pedro and serves on the quality of life committee for the San Pedro Chamber of Commerce.

Juanita Wilson, fondly known

as Mama J, is a genuine community servant, who has made volunteerism a lifestyle. Every year, Juanita brings community members together to collect gently used and new jackets for underserved children in Long Beach. This year, Mama J's Jacket Drive gave out nearly 300 jackets. She is also very active in the community through the Linden Roosevelt Historic District and the Long Beach in Your City News.

Jan Hall Zolin has been a tireless leader for the Long Beach community, Southern California and the State of California. She served as a strong

leader and Long Beach councilwoman for 12 years. She also was the first woman to be elected as president of the Southern California Rapid Transit District. Continuing in the transportation field, Zolin went on to serve as a board member with Californians for Transportation and then became director of the Southern California Department of Commerce. She was inducted into the Long Beach Community College Hall of Fame in 1984. Zolin continues to be involved in local community issues. ■

Long Beach
BUSINESS JOURNAL

Thank you for turning to the Long Beach Business Journal for local news and business coverage. For up-to-the-minute breaking news visit our sister publication the Long Beach Post at lbpost.com

LONG BEACH POST

**WE'VE GOT YOUR
BACK(YARD)!**

New! Incentives available for front and backyards

For replacing your water-thirsty and non-functional grass lawns (up to 5,000 square feet) with a beautiful, water-wise landscape

Backyard incentive

\$2 per square foot

Front yard incentive

\$3 per square foot

Save water, energy and the environment!

Apply today at lblawntogarden.com



Long Beach Water
Exceptional Water • Exceptional Service

A Greener Future

Testing new technologies, building new infrastructure, funding local environmental projects – the Port of Long Beach's goal is zero emissions as we remain a powerful economic engine for our region.



Port of
LONG BEACH
THE PORT OF CHOICE

