

Support Local Small Businesses

Articles by Staff Writer Anne Artley and photographs by the Business Journal's Pat Flynn and Anne Artley

Ruby Tuesday Bead Company

Ruby Tuesday Bead Company owner Connie Haywood started out as a jewelry designer. "I had a lot of extra inventory, so I opened a bead store," she said. The name of her shop came from a pseudonym she used as a designer and the Rolling Stones' song by the same name. Haywood, who has been in business for 17 years, still makes jewelry samples to display as inspiration for customers. "I've always been crafty, ever since I was young," she said. Her products include beads made out of various gemstones and the materials needed to assemble jewelry, such as chains, cord and clasps. She said her favorite part of running the business is the "creativity" and the ability to "give other people ideas and have them go from there." Haywood said that jewelry styled after Mala prayer beads, traditionally used in Buddhism, is now a popular fashion trend. Macramé, a form of decorative knotting, has also made a comeback. "Everybody is [also] layering several different bracelets at one time with charms and chains," Haywood said. "Everything's reinvented every year into something new." Ruby Tuesday holds regular classes for various levels. "We have fun, mini-workshops on Saturdays," Haywood said. "For example . . . we're making a macramé bracelet. We do those in three sessions. They almost always sell out. People like those quick projects now. We're all so busy." Ruby Tuesday Bead Company is located at 1766 Clark Ave. For more information, visit: www.beadstrands.com or call 562/498-2700.



Beach City Deli & BBQ

Beach City Deli & BBQ Co-owner Mark McKim, who grew up in Pennsylvania, moved to Long Beach in 1977 to join some friends in the city. "It all started nine years ago," he said. "I couldn't find a sandwich in town that I liked, so I figured I'd better open up a place myself." He opened his first location in San Pedro. When the conditions of his lease for that store changed, he closed the store. By that time, he had opened a second location in Long Beach, which was about four years ago. Beach City Deli & BBQ offers a variety of hot and cold sandwiches as well as barbeque. McKim said the barbeque beef brisket sandwich is a top seller. Other specialties are the baby back ribs and the 6-Way Italian, a sandwich with six Italian meats: ham, sopressata, mortadella, capicola, salami and prosciutto. "We [also] have the most authentic Cuban-style sandwich in town," McKim said. This toasted sandwich includes house-made slow-roasted pork loin, ham, Swiss cheese, pickles, mustard and mayonnaise. McKim said his favorite part of owning the business is seeing his customers happy. "We get a lot of positive feedback," he said. "If it wasn't for that, I wouldn't continue because you don't get rich in this business. You have to get some emotional nourishment from it. It can't be all financial because it's hard to run a small business and make a lot of money." Beach City Deli & BBQ is located at 1714 Clark Ave. For more information, visit www.beachcitydelibbq.com or call 562/676-6753.



Nails BB

Kat Dinh, co-owner of Nails BB, moved to the United States from Vietnam when she was 12. After having lived in several different states, she moved to California about four years ago to join her cousin, Elaine Eliptico, and Eliptico's husband, Kelvin, in starting a business. "At first, we weren't looking to go into nails, we were looking into [opening] a print shop, but there are too many of those around here, like Staples and FedEx," Dinh said. They decided to open a nail salon since Elaine had worked in one for almost 20 years. "Instead of working for others, why not have others work for us?" Dinh remarked. "We were driving by and saw that this space was available," she said, referring to the location off of Atherton Street and Clark Avenue. "We took a peek and thought it would be the perfect nail salon. Within a month, it was off and running." In addition to manicures and pedicures, the salon also offers eyebrow waxing and gives customers the option of a mini-facial while they are having their nails done. "We love waxing and gives customers the option of a mini-facial while they are having their nails done." "We love this place because it's isolated from other nail salons," Dinh said. Although she paints nails from time to time, Dinh is mainly responsible for customer service. "I love all the people who come here," she commented. Pictured from left are co-owner Elaine Eliptico, manager Raymond Le and Dinh. Nails BB is located at 1720 Clark Ave. For more information, call 562/588-9353 or visit www.nailsbb.com.



Small Business Dollars & Sense

Your Child Has Graduated, What Next?

As the sound of Pomp and Circumstance runs a constant loop in everyone's head this graduation season, small business owners with recent graduates have plenty to think about. With student loans, monthly living expenses and the grind of a new job, how do you and your children begin to plan their financial futures?

Below are 7 tips for recent graduates and future small business owners, starting their careers:

1. Live below their means. If your recent grad can maintain a frugal college student mindset the first two or three years after obtaining their first job, they may be amazed at how much they can save and invest. The more that they invest now, the more potential they have to benefit from their long-term investment time-horizon to help grow those assets.

2. Set money aside for emergencies. Your former student should set up a separate bank account for this purpose with the goal to accumulate enough money to cover three to six months of basic living expenses. Although it may not feel like it, surprisingly it is easier to accumulate this cushion now when they have fewer financial commitments than any other time in their lives. Speaking of emergencies, they should also consider signing up for employee offered disability insurance.

3. Start retirement savings with the first paycheck. Retirement may be the last thing on your child's mind when starting their first job, but if they don't take advantage of a company's savings plan, they may be giving up an opportunity for free money. Most companies include 401(k) plans that offer some level of matching contributions. At a minimum, they want to capture the full matching amount. Starting to save early can help them benefit from the power of compounding – where over time the interest earned on their investment helps it to grow at an accelerated rate. Your child should consider saving a minimum of 10% of their income.

4. Create separate savings accounts for large purchases. They should never, ever withdraw money from an investment account for a purchase of a consumer product.

5. Keep credit card balances low in relation to overall credit availability and ability to pay it off in full. Debt is easy to get out of hand. Your child needs to not only understand their credit score, but also how credit works.

6. Borrow prudently. Your recent graduate should only take out a loan only for purchases that will likely appreciate over time. They should avoid borrowing for items such as clothes or furniture, which lose value before the first payment is made.

7. Be a smart car shopper. Before buying a car, your child should consider its resale value and the total cost of ownership. They should carefully consider whether buying a new car that depreciates the moment they drive it off the lot is the right financial move. Often a car that is a year or two old with low miles and lots of warranty coverage remaining offers a better value than buying a new car.

Keeping these tips in mind will aide small business owners in navigating and advising your children as they embark on their next phase in life.

(Natasha Mata, a 22-year veteran of Wells Fargo, is region bank president of the greater Central Los Angeles Area, which includes Long Beach and some North Orange County cities.)



By NATASHA MATA