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Helping Prepare The Workforce Of The Future

The Port Of Long Beach Becomes College Promise Program Partner

By **ANNE ARTLEY**
STAFF WRITER

At its September 10 meeting, the Long Beach Board of Harbor Commissioners approved the port becoming the fifth partner in the Long

Beach College Promise, joining Long Beach Unified School District (LBUSD), Long Beach City College (LBCC), California State University, Long Beach (CSULB) and the city itself in providing more accessibility to higher education.

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The Port of Long Beach has joined the city's three educational institutions as a partner in the Long Beach College Promise. This formalizes the port's current efforts to advance education and awareness of the maritime industry, which includes operating the Academy of Global Logistics at Juan Rodriguez Cabrillo High School. Pictured from left is Harbor Commissioner Lou Anne Bynum, Academy Career Technical Education Teacher Jim Dowding, Academy of Global Logistics Lead Teacher Kim Oliver, Port of Long Beach Executive Director Mario Cordero and Cabrillo High School Pathways Coordinator Aline Maestas. (Photograph by the Business Journal's Brandon Richardson)

ANNUAL FOCUS ON THE ARTS IN LONG BEACH

Elevating The Museum Of Latin American Art: CEO Plans To Grow The Institution's Facilities And Clout

By **SAMANTHA MEHLINGER**
EDITOR

Dr. Lourdes Ramos-Rivas, the first Latina president and CEO of Long Beach's Museum of Latin American Art (MOLAA), has ambitious plans to grow the museum into a first-class institution with international clout.

A museum professional with 20 years of experience, Ramos-Rivas has spent her career immersed in Latino art. Prior to being recruited by MOLAA's board and taking over leadership of the museum in May 2017, Ramos-Rivas served for 13 years as executive director of the Museo de Arte de Puerto Rico and as the director and curator of the Institute of Puerto Rican Culture's national collection. The Puerto Rican native also completed a fellowship at the Museo Nacional Centro de Arte Reina

Sofia in Madrid, Spain. In addition to her role at MOLAA, she is one of seven commissioners for the American Alliance of Museums

tasked with accrediting museums throughout the United States.

Ramos-Rivas is spearheading a
(Please Continue To Page 26)



Dr. Lourdes Ramos-Rivas became president and CEO of the Museum of Latin American Art in May 2017 after being recruited by the board. She has plans to create new centers of study at the museum and to lift the institution to international prominence. (Photograph by the Business Journal's Brandon Richardson)

Hotel Ballot Measure WW

After Council Passes Panic Button Ordinance, Dividing Lines Intensify

By **SAMANTHA MEHLINGER**
EDITOR

The issue of how to address worker safety at local hotels has been a divisive one for the Long Beach City Council, most recently resulting in a split room in which four councilmembers left chambers during a vote to require worker panic buttons at all area hotels. At issue that night was that the council had already voted to place another proposal meant to address hotel safety and work requirements, most commonly referred to as Claudia's Law, on the November 6 ballot. That initiative would require hotels with 50 rooms or more to provide panic buttons to employees, but it would also create various workload restrictions at those hotels.

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Recognizing Their Legacy

Historic Long Beach Businesses And Organizations – Part II

By **GEORGE ECONOMIDES**
PUBLISHER

Too often, a city's roots are lost in time, as most city leaders and successful businesspeople prefer to look to the future rather than the past.

When the Business Journal staff brainstormed editorial focus ideas in 2016 for the 2017 calendar year, we kept returning to words like "history" and "legacy." We rattled
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MILLENNIAL PULSE

Millennial Icons

By Editor Samantha Mehlinger

Perhaps the most Millennial thing to happen all year occurred last week, when it was announced that Millennial sports icon LeBron James would star in the sequel to the Millennial childhood classic, "Space Jam," which originally featured

Michael Jordan and Millennials' unofficial favorite old guy, Bill Murray.

Which got me thinking. Who can we count amongst those who are inarguably icons of, or to, the Millennial genera-
(Please Continue To Page 4)

PortSide Keeping Up With The Port Of Long Beach

As the safety and business continuity manager for the harbor department, Steve Choi constantly prepares for worst-case scenarios. In his role, Choi develops, coordinates and implements a safety plan to ensure that each division keeps functioning during an emergency. “It could be a major earthquake, or the loss of a building or of personnel,” he explained. A typical day may involve conducting safety trainings or responding to issues in the field. “I oversee a construction safety program, so I have staff that I work with who are at various construction sites, overseeing contractors,” he said. “I could also be at my desk, drafting policies and procedures, or out investigating incidents or doing job hazard analyses.” Choi joined the port about five years ago. Before that, he worked for the Long Beach Public Works Department, starting out as a safety and disaster preparedness officer. He then worked his way up to become the city’s safety officer in the human resources department. Choi took the opportunity at the port since the position allowed him to “wear two hats,” in coordinating both safety and business continuity. “It’s the second-largest container port [in the U.S.]. If something goes wrong, we have to make sure the cargo keeps flowing,” he said. “The responsibility is great. It’s a little nerve-wracking.” The Palm Springs native is a graduate of the University of California, Irvine, where he majored in biology. His first job involving public safety was as a consultant for mold inspections. “It kind of escalated from there,” he said.

– Article and Photograph by Staff Writer Anne Artley



City Union Elects Avendano Its First Female President

The Long Beach Association of Engineering Employees members recently elected Carolina Avendano as the association’s first-ever female president. The LBAAEE operates as a union – negotiating salary, benefits and work conditions – for city engineers, inspectors, technicians, geologists, petroleum engineers, planners, environmental specialists and surveyors. “I definitely feel that there are high expectations because I am a woman, but I also don’t want to let our members down,” Avendano told the Business Journal. “My main goal is to make sure our members get what they deserve. It’s definitely an important role but . . . it won’t just be me. It’s everybody as a whole – not just the executive board members, but also our members as well. It’s a combined effort between all of us.” Avendano began working for the City of Long Beach as an intern 10 years ago and is now an associate civil engineer. She has worked on capital improvement projects for the water department related to large valve replacements and cast-iron main replacements. (Photograph by the Business Journal’s Brandon Richardson)



Loose Leaf Boba Company Opens At The Streets

Loose Leaf Boba Company opened at The Streets in Downtown Long Beach on September 15. A highlight of the event was a traditional Chinese Lion Dance for a Grand Opening Blessing immediately following the ribbon cutting ceremony. Joining the ribbon-cutting celebration was from left: Catherine Morris, vice president of William Morris Commercial; Austin Metoyer, research & policy manager, Downtown Long Beach Alliance; Thomas Liu and Jasmine Yip, owners of Loose Leaf Boba Company; and Cameron Andrews, representative of Shooshani Developers, owners of The Streets. According to the Yips, they want to change the way people view boba and tea. Their mission is to bring the world closer with one cup at a time and one person at a time by providing a cultural experience to remember. The business is located at 315 Promenade North in Downtown Long Beach. (Photo courtesy of Loose Leaf Boba Company)

Hospitality Workers Recognized

The Long Beach Hospitality Alliance, consisting of businesses in the hospitality, tourism and restaurant sectors, announced the winners of its second annual Hospitality Awards during a celebration at the Hotel Maya on September 19. More than 150 individuals and businesses were nominated for 10 awards. The Top 5 finalists in each category were in attendance event as winners were announced. Here are the honorees:

Rising Star

Wendy Renteria,
Residence Inn by Marriott Long Beach Airport,
Guest Services Supervisor

Unsung Hero

Aldo Perez, Hyatt Regency Long Beach, Cook

Beyond the Call of Duty

Bret Kirk
Hyatt Regency and Hyatt Centric The Pike
Area Director of Security

Lifetime Achievement

Lou Andreoli, Hyatt Regency Long Beach, Sales Manager

Community Spirit

Dave Ursini, Naples Rib Company, Owner

Special Event Award

Jesell Ortloff, Alfredo’s Beach Club, Owner/Operator

Outstanding Restaurant of the Year

Roe Seafood

Hotel of the Year

Hotel Maya

Entrepreneur of the Year

Michael O’Toole, Gondola Getaway

Housekeeper of the Year

Francisca Melena
Renaissance Long Beach, Housekeeper

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Photograph at the construction site of a new Starbucks at the Traffic Circle by the Business Journal's Brandon Richardson

Daryl Supernaw

By SAMANTHA MEHLINGER
EDITOR

4th District

LBBJ: Do you feel business owners in your council district are happy with the direction the city is going?

Supernaw: Yes. We get a lot of positive feedback from existing retailers and also the new ones. We endeavor as a council office to be as pro-business as we possibly can be. And they let us know how appreciated that is.

LBBJ: In your more than three years on the city council, how have you worked to build relationships with businesses in your district?

Supernaw: My background is unique in that I am a 30-year business consultant. This is something that comes naturally to me. I have a pretty good handle on what their [businesses'] level of expectation is. . . . The business owners have a very strong comfort level with contacting me on issues. The other advantage that I have is being born and raised here, so I know the history of the area. Folks are always surprised to know about the [history of] property they've invested in. For instance, the traffic circle was built for the 1932 Olympics in which Long Beach hosted the rowing events at Marine Stadium. We also show them the history of other retailers on their spot. That's always of great interest.

Your councilmember is very much involved, on the scene and ready to assist in any issues that come up. We offer ribbon cuttings. It doesn't have to be a brand new business; it can be for a remodel or a reopening. We are very active in that. We carry our own giant scissors and ribbon in the trunk all the time. That seems to be appreciated. Also, I should probably mention my weekly e-newsletter. We're always trying to promote new businesses or make the residents aware of what's going on from a retail perspective.

The 4th District is very unique in that it goes from the [El Dorado] Nature Center to Cambodia Town. It is very wide, very diverse. You have the Los Altos Shopping Center built in the mid-50s, and the Los Altos retail area. Then you have the [traffic] circle area. That's where all the activity is going on right now. We are regaining momentum with the business association there. This will be a very active business association for the circle area. We decided with all this investment here that we needed to get organized a little bit, so we formed a business organization that retailers here, property management, investors can all be a part of.

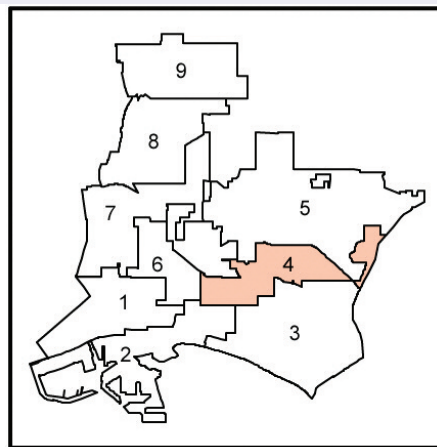
The other piece with the circle is Community Hospital, which is a big part of my life right now. It has been since the end of October 2017. That [situation] evolves weekly if not daily. [There are] very positive results there, so that is something I was very proud of that we were able to, so far, save the ER.

We also have two business improvement districts (BIDs) in the 4th District. We have pretty much all of Zaferia, which used to be known as the East Anaheim Street Business Association. . . . The Midtown BID starts up at Raymond Avenue and goes to the end of our district. The 4th District goes one block west of Cherry, which is Gardenia [Avenue]. That would be part of the Midtown BID.

LBBJ: What are businesses in your district telling you are their biggest challenges?

Supernaw: It's a diverse group of businesses. The challenges would be the day-to-day homeless issues and that type of thing. I am very proud of the fact that we're really on top of graffiti abatement [and] dumped items pickup. It is a challenge, but we do address it immediately. That's one thing.

Any time you deal with the city and the planning department – these are processes, inspections and whatnot – at the end of the day it's a big city with a huge volume of inspections and processes. Just dealing with those rules and regulations, that's where a council



office can really come in handy to explain, 'Yeah, this is normal, this is what you have to do.' For instance, just explaining that the council office doesn't influence the planning commission, but that you have to go through that process and, ultimately, it will come to council for approval. We try to iron all that out.

LBBJ: As the elected representative for the businesses in your council district, what steps have you taken to make Long Beach business friendly?

Supernaw: Promoting businesses 24/7 is a huge part of it. Whenever we find a retailer who is doing things for their employees, such as scholarship funds, we always promote that and make a point to tell everyone how important this is. That just sets the tone of how much we appreciate the private sector investing in our district and everything they provide, from all the conveniences for all the residents and jobs and everything else.

I have to say, I am so grateful that my council colleagues support me. The Community Hospital [situation] is a huge piece. I am just so appreciative that all my council colleagues saw the need [to find a new hospital operator and conduct studies of the site] and supported me on that. . . . We stepped up to hire an architectural firm out of our council [office] savings. I try to set the tone that way, putting my money where my mouth is. We're fortunate to be able to have that savings in our operating budget. We run a very lean [operation]. . . . I knew the challenges at Community Hospital on day one. I realized I might need some funding. And, right off the bat, we scaled back and tried to run our office efficiently and banked some money that way.

LBBJ: What sorts of businesses do you feel your district has a need for? Do you have a plan to attract such businesses?

Supernaw: The private sector does a pretty good job of research, and the investment dollars seem to be there. The circle area traditionally was service sector, with restaurants and whatnot. That went away for a little while and now it is coming back very strong. . . . The fact that there are so many drive-throughs is so unique. We had heard this is a bicycle-friendly city. Well, evidently the private sector didn't get the memo, because all these establishments are drive-throughs, and they are packed all the time. It's not that we're going out and attracting these [businesses]; it's just that the free market is bringing them in. We want to support these businesses that come in. Also, banking is a real big one. We have that both in Los Altos and the circle area now. I am fortunate enough to have two branches of F&M Bank in my district, on the Anaheim corridor and in Los Altos. They do a great job. It just kind of sets the tone that this is a viable banking area.

LBBJ: Are there any other businesses or services closer to Cambodia Town that you think would be needed?

Supernaw: I don't mean to focus on the circle area. It's just so astounding what's going on here right now, and it's dead center in our district. But the Anaheim corridor, we put a lot of energy into that. It's evolving. If a business closes, then there is someone right there to expand into that spot, so you don't have empty storefronts. All the way down to the edge of my district we have a brand-new Jack In The Box that went in. We'll do a ribbon cutting for them. That is on Anaheim one block east of Cherry. Here is a guy who owns multiple Jack in the Box restaurants and other brands too. . . . He is so pleased with it that he wants to do more investments in Long Beach. That's not district specific. I am very proud of that.

LBBJ: Is there anything you would like to add?

Supernaw: The United Cambodian Community, UCC, is in the 4th District, and we work with them as well. ■

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(Continued From Page 1)

tion? I'd argue it's those we've continued to cherish for 10 years or more. Plus, going back 10 years, 2008 was pivotal for our generation. It was the year the Great Recession began – an event that is still impacting Millennials' financial standing today. If our icons of that time made it through all that with us, surely, they're worth mentioning.

So, who have we carried with us through all that time?

There are a few obvious picks. Starting with (all together with me in unison now):

Beyoncé – Music Icon

Honestly, I am less into Queen Bey now than I was as a kid at Hoover Middle School, when any person entering my bedroom would have been inundated by walls full of Destiny's Child posters pulled from the pages of "Tiger Beat" magazine, punctuated, of course, with Spice Girls and NSYNC memorabilia.

In 2008, Beyoncé released "I Am... Sasha Fierce," her first solo album depicting her alter ego of the same name who, by all accounts I am willing to entertain, won over Millennial America. It was the album that brought us "Single Ladies (Put A Ring On it)," after all. You know you still try to do that dance every time the song comes on when you've had one too many margaritas.

I may not be as into Beyoncé's music now as I once was, but I totally get why she has such a huge fan base. She's immensely talented, has totally cultivated her own image and narrative, has a super body-positive attitude (and, frankly, for good reason), is incredibly successful, and even manages to get political on occasion but without being obnoxious about it. And she's creative, to boot. So, here's to Queen Bey, Beyhive.

LeBron James – Sports Icon

If you know anything about me you know I know next to nothing about sports. If you're bringing me to a sports-themed pub trivia night, prepare for us to lose. But even I am not dense enough to miss that LeBron James – another Millennial icon more often referred to by his first name – is a superstar. (And yes, I know he plays basketball And yes, I had to look up for which team).

The Internet tells me 2008-2009 was the first year LeBron was recognized as most valuable player in the NBA, a feat he'd repeat three more times, among many other accolades. According to my BFF who actually follows sports, Millennials love LeBron because he grew up in impoverished neighborhoods but lifted himself up to become successful. He has "superhuman athleticism," is a philanthropist, and has a pretty solid reputation all around. He is also diversifying his career, having recently partnered with HBO for an unscripted series called "The Shop," in which LeBron and others will tackle broad topics of conversation in the setting of a barbershop.

And we can't forget "Space Jam."

Steve Jobs – Tech Icon

Picture a black turtleneck. Who's wearing it in your mind's eye? Chances are, it's Steve Jobs – the man who took us from Walkmans to iPods, and, thus, changed the music industry forever. Then he took us from flip phones to iPhones, and, in doing so, put fully functioning, compact computers in the pockets of average people worldwide.

Steve Jobs transformed how we took in information about the world while Millen-

nials were becoming adults. He cemented our preferred form of communication as text. He gave us cheap, even free, music on the go. He gave us access to the Internet – in our pockets. Basically . . . he spoiled us. And we loved him for it.

In 2008, Jobs introduced the "App Store," thereby creating a whole new industry – a way for people with ideas to put those ideas into the pockets of anyone with an iPhone. And, quite quickly, that became a heck of a lot of people.

He may have left this world, but his legacy lives on. In our pockets, on our wrists, and, of course, in our depleted bank accounts.

Barack Obama and John McCain – Political Icons

2008 was a big deal for Millennials not only because our financial futures were suddenly bleak, but also because it was an election year – and, for many of us, it was the first presidential election we got to participate in. Our political icons that year in many ways remain of equal relevance today.

In 2008, for many Millennials, Barack Obama was The Man. He was younger than most presidential candidates we'd ever seen. Diverse, like our generation. An inspirational orator. And he was selling an agenda we, as well as many others, longed for: "hope and change." He became our first black president.

For the right or more moderate leaning among us, there was John McCain. McCain was the embodiment of patriotism. He reminded a generation who witnessed 9/11 in their formative years, and who saw many classmates enlist soon thereafter, that it was OK to be proud to be an American. Even though parts of the world were telling us not to.

For those on the left, and some in the middle, Obama remains an icon – particularly in contrast to our current administration. And for mostly everyone, with the exception of those who cannot accept anyone who has ever donned the label of Republicans, McCain, even after his recent death, remains an icon too. And for our generation, they probably both always will.

Malala Yousafzai – Humanitarian Icon

Malala, as she is most commonly known, didn't register on the international radar at a truly encompassing scale until, unfortunately, she was shot in the head by a member of the Taliban as she rode the bus to school in Pakistan in 2012. The resilient 15 year old survived, and went on to become something of a philosopher, and an advocate for education and women's rights.

Malala was targeted for activism she began at the age of 11, in 2008, after publicly advocating for young girls to be allowed the right to go to school after the Taliban had invaded areas of Pakistan and banned women's education. She continued this advocacy up until, and after, she was nearly murdered. In 2014, she became the youngest recipient of the Nobel Peace Prize. In 2015, she opened a school for girls who had survived the war in Syria. And she continues to pursue humanitarian efforts. In summation: she's kind of a superhero.

I'd come up with more categories, but I'm out of space. Why don't you send me some, and we'll see what we can hash out down the road?

Samantha_mehlinger@lbbj.com ■

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Olympian Bob Seagren, left, is pictured with Lou Anthony, general manager of JetBlue Airways at the Long Beach Airport. The airline is the title sponsor of the JetBlue Long Beach Marathon & Half Marathon, which takes place October 5-7. (Photograph by the Business Journal's Brando Richardson)

Thousands To Participate In 34th Annual JetBlue Long Beach Marathon & Half Marathon

■ By **SAMANTHA MEHLINGER**
Editor

The JetBlue Long Beach Marathon & Half Marathon continues as a mainstay local event October 5-7, with more than 17,000 participants expected during race weekend. With a confidence in and commitment to the success of the event, JetBlue Airways is back as title sponsor, having opted to renew its sponsorship through 2019.

"We have always been passionate supporters of the marathon," Lou Anthony, general manager of JetBlue's operations at the Long Beach Airport, said. "That's a signature event for us."

Olympian Bob Seagren, the organizer of the marathon, said having a national sponsor like JetBlue opt to retain its role as title sponsor lends credibility to the event. "When you can attract a national brand like that, it's a good thing. It says that you've got something going," he reflected. He noted that before coming on as title sponsor in 2015, JetBlue had served as the Long Beach Marathon's official airline.

The marathon is in its second year under the new ownership of Motiv Running, a company with a portfolio of more than 40 events worldwide. Last year, the firm bought out the previous owner of the event, RUN Racing, an event management company operated by Seagren. Seagren and his team remain in place as the event's operational leadership under Motiv.

Now in its 34th year, race weekend retains its signature events. A 5K and a kids one-mile fun run are sponsored by and pass through the Aquarium of the Pacific on Saturday, while the marathon, half marathon and 20-mile bike tour take place on Sunday. Of these, the half marathon is the most popular, Seagren noted.

About 92% of event participants reside within a two-hour distance from Long Beach, according to Seagren. The remainder come in mostly from nearby states, although "a smattering" of runners also come in from foreign countries, he noted.

The Health and Fitness Expo at the Long Beach Convention & Entertainment Center returns as a hub for participants to retrieve their identifying race bibs and peruse a variety of vendors. Seagren noted that each event participant typically brings two to three people with them, and, as a result, he expects as many as 50,000 people to visit the Expo.

This year, runners will have the benefit of a new, simpler system for retrieving their bibs. "In the past when you registered, we would assign you a bib number and then you could look up the number online. It was cumbersome," Seagren said. Motiv has adopted the use of a "dynamic bib assignment" system in which runners are emailed a code to present at the Expo. "It's scanned right there at the Expo, and you pick up your bib and you're on your way," Seagren said, noting that the process takes a matter of seconds. The new process also relieves his staff of the burdensome task of having to hand-label thousands of bibs prior to the event.

While most of the event routes are remaining the same, the marathon course has a slight adjustment this year. A loop up onto Ocean Boulevard that took runners to the onramp of the 710 Freeway has been eliminated, which Seagren noted would be helpful to weekend travelers trying to visit Downtown Long Beach. Instead, he explained, "We're going to go over the Magnolia Bridge to the Queen Mary, loop around and then come back over the bridge."

For those who cannot make it to Long Beach for the event but still wish to participate or raise money for one of its official charities, there is a digital alternative available: a virtual run. Through this option, runners are given distance specifications and can map out their own course wherever they are located. "That is something that has been growing in popularity around the world," Seagren said. "A lot of the people will do the virtual run as part of a charity group." Runners who have participated in the event for many consecutive years may also choose this option if a personal matter comes up during race weekend, such as a family wedding. By doing the virtual run, they will not lose their status as "legacy runners," Seagren noted.

Each year, the JetBlue Long Beach Marathon & Half Marathon benefits charities, including officially sponsored charities and those that individual participants can choose to sponsor themselves. "We have been raising on average anywhere between \$350,000 to \$700,000 a year for all the charity programs," Seagren said, noting that the grand total raised over the years amounts to nearly \$6 million.

JetBlue is partnering with the charity Up and Running Again for the marathon, according to Anthony. Through the partnership, two volunteers from JetBlue have spent the past 13 weeks coaching a team of homeless and impoverished individuals who wish to participate in the race, he explained. "JetBlue is very community focused. A lot of us have [community service] requirements, and most of us just do it because we love the communities we serve," he said. This year, JetBlue has 85 employees running in the event, Anthony added.

To ensure the events are secure, Motiv

partners with the Long Beach Police Department, which provides staffing all along the routes. "We have quite a few plain-clothed [officers] at the finish line area," Seagren noted. "They have bomb sniffing dogs out patrolling around. That has been [the case] the last few years. There has been beefed-up security," he said.

"It's a massive undertaking," Seagren said of the event. "When you see the number of people you are impacting who come and participate, it's just a great feeling of pride and satisfaction that you're putting on this event."

Without volunteers, the event "wouldn't happen," Seagren pointed out. About 2,000 people volunteer throughout the weekend, he noted. Having that many people on the payroll would make the event cost-prohibitive, so having passionate volunteers is key, he explained. "They are a critical part of staging the event. That's why we have a volunteer coordinator."

The 26.2 Club is the marathon's core group of volunteers. Made up of many former runners, the group of around 30 people mentor new volunteers and act as the "front line" for organizing the others, Seagren explained. "Most marathons don't have a core volunteer group like that. We're very fortunate we have this group who are very passionate."

Watching people cross the marathon finish line is one of Seagren's favorite aspects of the weekend. "It's life altering for a lot of them. They set this as a goal, and a lot of them are shocked that they actually did it," he said. "Then of course [with] the family members who are cheering them on, it's pretty awesome. If I had to say there is one favorite part, that's probably it. Seeing the excitement and the emotions that come out of the finishes." ■

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EVENT SCHEDULE

Health & Fitness EXPO - FRIDAY – October 5, 2018
12 p.m. – 6 p.m. Health & Fitness Expo

Family Day - SATURDAY – October 6, 2018
10 a.m. – 4 p.m. Health & Fitness Expo
7 a.m. Aquarium of the Pacific 5k
9 a.m. Aquarium of the Pacific Kids Run

Race Day! - SUNDAY – October 7, 2018
6 a.m. – Marathon start
6 a.m. – 20 Mile Bike Tour start
7:30 a.m. – Half Marathon start
8:00 a.m. – 2 p.m. Finish Festival



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OCTOBER 13, 2019 | 35TH ANNIVERSARY OF THE EVENT

■ By **BRANDON RICHARDSON**
SENIOR WRITER

City's First Solar, All-Electric New Home Neighborhood Celebrates Grand Opening

On September 18, Irvine-based developer City Ventures and the City of Long Beach celebrated the grand opening of the city's first new home neighborhood built in the downtown core in over a decade – The Huxton.

“We’ve always said that ‘every additional home is a great home,’ whether that’s a market-rate, for-sale home, a unit being rented or an affordable home,” Long Beach Mayor Robert Garcia said during the event. “What I’m most excited about is almost everyone that’s purchased their home in this project is from Long Beach. These are Long Beach families and people that are currently renting their homes and wanted to buy and put their roots down here in Long Beach.”

Located at 227 Elm Ave. between 3rd Street and Broadway, the project consists of 40 for-sale townhomes, with prices starting in the high \$600,000s. The first phase of the project includes 13 homes, 12 of which have been sold, according to City Ventures Homebuilding CEO Philip Kerr. The homes are nearly completed, with City Ventures allowing buyers to select their homes’ final finishes. The four-story townhomes range in size from 1,254 to 2,025 square feet and include two or three bedrooms and 2.5 or 3.5 bathrooms.

The ground floor of each unit has a one- or two-car garage and entryway staircase leading to the second floor. The second floor of each unit consists of kitchen, dining and living areas with multiple floorplans available. The third and



City Ventures and the City of Long Beach celebrated the grand opening of the first phase of The Huxton at 227 Elm Ave. on September 18. The project is the city's first new home community built in the downtown core in over a decade. Of the initial 13 homes, 12 have already been sold. City Ventures Homebuilding CEO Philip Kerr is pictured in the kitchen on the second floor of the model home. (Photograph by the Business Journal's Brandon Richardson)

fourth floors of the homes have a mix of bedrooms, bathrooms and living areas, depending on the chosen floorplan. For the largest homes, bedrooms are located on the third floor, each with its own bathroom, while the fourth floor consists of a second living area. Each home has a roof deck on the fourth floor.

“We’ve worked with over 90 cities throughout Southern California, but we have always been in conversations with Long Beach about finding a great site in the downtown to build on,” Kerr told the Business Journal. “This is a former redevelopment site that [the city] did an RFP for that we responded to. We work very closely with the city on identifying sites

that are voided or in need of redevelopment and then help target those sites to build homes on.”

Solar panels and electric vehicle charging capabilities come standard in each home at The Huxton. Additionally, each unit is equipped with all-electric appliances, LED lighting, windows with ultraviolet coating, energy- and water-efficient plumbing, a “smart” thermostat and more. These features create a home that is good for the environment, while saving owners money on their electric bills, Kerr said. Solar panels are standard for City Ventures projects, Kerr noted.

“We try and balance the lifestyle for folks and build a home that people want

to be in, while simultaneously building a dense project that’s in the downtown,” Kerr said. “This living style where you have your bedrooms separated from your kitchen, living and dining is just a great way to live and we’ve seen a lot of demand for it.”

The second group of homes will be available for presale on September 29 and are expected to be completed by the end of the year, according to City Ventures Vice President of Sales and Marketing Natasha Zabaneh. The third and final phase of homes is anticipated to be completed during the first quarter of 2019, she added.

Planning Commission Green Lights Two Residential Projects

During its September 20 meeting, the Long Beach Planning Commission unanimously approved two residential development projects totaling 217 units. The first vote approved the site plan review and lot merger for the construction of an eight-story mixed-use development with 120 residential units and 4,997 square feet of retail space located at 1101-1157 Long Beach Blvd. The second approval was of a site plan review for the construction of a seven-story multi-family residential building with 97 units located at 1112-1130 Locust Ave.

City Seeks Globemaster (Former C-17 Site) Corridor EIR Input

The City of Long Beach is seeking public input related to the scope and content of the draft environmental impact report (EIR) for the Globemaster Corridor Specific Plan, which includes the former

Realty Views

Ten Years After The Crash



By **TERRY ROSS**

It was 10 years ago this month that some of the more dramatic events in this country’s financial history finally came to a head to produce what has been known as the Great Recession – and the housing bubble that was one of its largest contributors.

The events of September 2008 had been in the works for years because of government-inspired easy lending regulations and skyrocketing home values that continued unabated even though jobs and incomes did not support it. The house of cards really crumbled when Wall Street giants Lehman Brothers and AIG declared bankruptcy during that month. The government eventually bailed-out the banks, but for much of the middle class, their jobs and their homes were gone. More than eight million Americans lost their jobs – and during the 10-year period, seven million lost their homes.

Now, with a decade of losses and rebuilding, where is the economy? Where is housing? Are we back?

There are no easy answers to these questions – despite whatever government or corporate hype might be thrown around. Many of the answers depend on where you live, what you do and frankly, how lucky you may be in many instances.

We do know that the homeownership rate was at nearly 70% in America in 2006 – just before the recession – and fell for almost the next decade. Today the levels are down to those of the mid 1980s at around 64%. Black homeownership rates are at 50-year lows and the homeownership rate for young people – under 44 years of age – was 7 to 10 points lower last year than in 2006.

In 2011 alone, one million Americans were foreclosed upon and thrown out of their homes. In some markets, prices have rebounded to pre-recession levels or higher – but not in all of them. In places like Denver, Dallas and San Francisco, they are at higher levels than ever before. In metros like Chicago, Detroit, Las Vegas and New York, home prices are still lower than in 2006. According to MarketWatch, more than 1.3 million American homeowners were still underwater at the end of last year – more than double the number before the bubble bust.

But the real driver of these trends is not as much due to tighter lending standards, more regulation or demographic trends as it is to what has happened to the jobs market over the last decade.

Since mid-2017, the government reports that the unemployment rate has hovered

below pre-recession levels and in August was at 3.9% – the lowest since 2000. But looking beyond the numbers, many Americans are not counted in the unemployment rate because they have stopped looking – and the better paying jobs have disappeared in many industries – leaving people no choice but to work for much less than before the recession. As an example, there are four million fewer manufacturing jobs than in 2000 and 33,000 fewer in coal mining – and Wall Street jobs have declined as well. Many white-collar jobs now go to younger workers who employers feel they can pay less for the same tasks. Automation is taking away jobs across many industries and specialties – like banking – as industries try to replace an employee who makes a salary and gets benefits with a smartphone app or a computer program.

Many younger workers are saddled with more student loan debt and consumer debt has surged from \$2.7 trillion before the recession to nearly \$4 trillion today. It shows that for much of the population it is just a matter of trading mortgage debt for other kinds of debt today. The fact that homeownership is lower and homeowners are staying put shows that they feel less confident about their financial situation than a decade ago. And these people are not investing in the stock market, either. Before the recession 62% of Americans owned stock – now only about half do.

One recent study showed that the wealthiest one percent of Americans owned nearly

40% of the nation’s stock market wealth, which coincides with the feeling of many on the street that the recovery seemed to help those at the top more than the middle class.

Before the financial crisis, the number of commercial loans to small businesses – the traditional borrowing option – continued to grow at double-digit rates and was a driver of the entrepreneurial economy. This came to a virtual standstill during the financial crisis. In fact, loans by large banks to small businesses from 2008 to 2011 were practically nonexistent.

Even when the economy started to recover in 2011 and 2012 there was not a concurrent recovery in bank lending to small businesses as the number of small business loan originations fell by half due to credit constraints.

Moving forward, one prediction by John Burns of the John Burns Consulting Group in Irvine pointed out that the cause of the next recession will not be due to housing – since the levels of construction have been low over the last 10 years and the stringent mortgage documentation that has been adapted.

Most likely, just as in the past, there will be several issues that determine when and how bad the next recession is, and how big a role that housing and real estate plays in it.

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

Boeing C-17 manufacturing site. The plan would guide land uses for 438 acres and create a policy framework for developments and improvements on the land adjacent to Long Beach Airport along Cherry Avenue from Carson Street to the 405 Freeway. The city is hosting a meeting on Wednesday, September 26 from 6-8 p.m. at Howard Hughes Middle School, 3846 California Ave., to present the proposed project and receive input from the public. Input may also be e-mailed to craig.chalfant@longbeach.gov. The public commenting period ends October 11 at 4:30 p.m. Under the first proposed scenario, projects within the corridor would be subject to base height requirements. A second scenario would allow for taller structures in exchange for specific uses, including 4.7 million square feet of office space, 4.3 million square feet of industrial, 463,600 square feet of retail, 84,500 square feet of restaurant and 178,600 square feet of hotel. The plan area also anticipates approximately 16 residential units. The draft EIR will include guidelines for project aesthetics, air quality, cultural resources, water quality, land use and planning, noise, population and housing, public services, transportation and traffic, utilities and other items.

City Staff Reveals First Wave Of Short-Term Rental Ordinance Options

In March 2017, the Long Beach City Council directed city staff to collect and study data on short-term rentals (STRs), homes and units for rent on sites such as Airbnb. Since then, staff has conducted stakeholder interviews, a community workshop and roundtable, and an online survey. Staff also analyzed STR regulations in San Francisco, Sacramento, Santa Monica and Newport Beach. On September 10, Long Beach Development Services staff sent a memorandum related to STRs to City Manager Pat West to be distributed to the mayor and all councilmembers. The following are summaries of three options for an STR ordinance outlined in the memorandum:

Option 1 – STRs must be registered with the city and include a local, 24-hour contact. STRs are prohibited in income-restricted units and student housing. A 24-hour hotline would be created by the city to resolve issues and create a record of complaints.

Option 2 – Includes all the features of Option 1. Additionally, Long Beach residents may operate two STRs, or three if one is a primary residence. The number of non-primary residence STRs in multi-family buildings would be limited to 25% of the total units or up to six STRs, whichever is fewer. One non-primary residence STR would be allowed in two- or three-unit buildings.

Option 3 – Includes all features of Options 1 and 2, but un-hosted STRs could be prohibited in designated areas by a vote of area residences.

An economic feasibility study is underway for each option, according to the staff document. The assessment includes estimated revenue from the transient occupancy tax (which STRs are not currently subject to), fees and fines, as well as uses for those funds. A public review work-

shop is scheduled for Wednesday, October 10. City staff will refine the proposed options based on community feedback before presenting them to the city council in November. For more information, contact Lisa Fall, manager of administrative and financial services at 562/570-6853 or by e-mail at lisa.fall@longbeach.gov.

All Homes Purchased In Newest Northwest Long Beach Community

Earlier this month, Brandywine Homes announced that all 131 single-family homes in its Riverdale community in Long Beach have sold, with many homes still under construction. "It is a testament to the City of Long Beach that demand for homes at Riverdale was so high that it has been one of the fastest-selling communities in all of Southern California this year," Brandywine Principal Dave Barisic said in an e-mail to the Business Journal.

"From jobs and proximity to industry, to entertainment, arts and food, Long Beach has what homebuyers are looking for." To date, 71 homes in the Northwest Long Beach gated community have been completed and are now occupied. The remaining 60 homes are expected to be completed by January, according to Barisic. Homes range in size from 1,925 to 2,242 square feet, with prices starting in the low \$600,000s. Riverdale is the company's largest project to date, Barisic stated.

(Please Continue To Next Page)



The Long Beach Cruise Terminal, a Carnival Corporation facility, is seeking long term parking solutions for its guests within the Long Beach downtown area in either private or public facilities.

Interested parties, with parking facilities within the area, bound by State Route 47 to the west, Los Alamitos Avenue to the east and Pacific Coast Highway (US 1) to the north, are requested to contact:

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(Continued From Page 9)

Three New Tenants Announced For LBX At Lakewood And Carson

Last week, Burnham-Ward Properties announced three new tenants for its Long Beach Exchange (LBX) retail center, including two restaurants and an optical retailer. Quarters Korean BBQ, a fast-casual restaurant, is set to open later this year inside “The Hangar” – a 17,000-square-foot food hall that will feature 14 artisanal food vendors and boutique retailers. Slated to open in spring 2019, The 908 is a new Long Beach-based restaurant concept that will specialize in “American classics and comfort cuisine with a modern bar offering,” according to the announcement. Optical retailer For Eyes, which has 110 locations nationwide, is expected to open in early October. The retailer offers eye exam services, as well as eyeglasses, sunglasses and contact lenses.

LBX is located on the southwest corner of Lakewood Boulevard and Carson Street. “The community has been so welcoming to Long Beach Exchange,” Steve Thorp, Burnham-Ward Properties partner and director of acquisitions, stated. “We are extremely grateful to have received such positive feedback and support from Long Beach residents, office tenants and visitors, and are proud to be able to continue to bring more great retail and dining options to the area.”

Traffic Circle Development Update

Construction is underway on two buildings on the corner of East Atherton Street and Ximeno Avenue in the Traffic Circle area. The buildings total 10,286 square feet and include four tenant spaces. Starbucks and an unidentified fast food restaurant are set to occupy two of the spaces, each with its own drive-thru. The development also includes a 1,700-square-foot outdoor dining area. “I am incredibly pleased with the retail renaissance at the eastern edge of the traffic circle. We will have a total of seven new stand-alone retail buildings and many new businesses,” 4th District Councilmember Daryl Supernaw said in an e-mail to the Business Journal. “This in an area where some of the old buildings had been abandoned for years. As an added bonus, the relocation of Rite Aid to the corner of PCH & Ximeno will actually add a new business; Planet Fitness will be going into the former Rite Aid location in the Vons Circle Center.” (Rendering courtesy of the office of Councilmember Supernaw)



2nd Street: New Age Store Leases Former Rubber Tree Location

After more than two decades as the sex boutique The Rubber Tree, the Belmont Shore storefront at 5018 E. 2nd St. is slated to become the new home of New Age retailer House of Intuition. The company was founded by Alex Naranjo and Marlene Vargas in 2010 and sells crystals, candles, tarot cards, oils and more. The Long Beach location is the company’s fifth in Southern California, with other stores located in Echo Park, West Hollywood, Santa Monica

and Highland Park. A Pasadena store is also coming soon, according to the company’s website. Catherine Morris, vice president of William Morris Commercial (WMC), handled the lease. House of Intuition is expected to open in the next 30 to 60 days, according to Toliver Morris, president of WMC.

Belmont Shore Bar And Eatery, Quinn’s Pub & Grill, Reopens

After closing for renovations on June 14, 2017, Quinn’s Pub & Grill reopened its doors at the beginning of the month.

Due to a lack of data regarding earthquake retrofitting for the 1926 building, owner and chef Jason Rabenn, who has owned the pub since December 2009, said the space had to be completely gutted. “Nothing changed but everything changed. We used solid mahogany to finish the place off . . . and large windows to take advantage of the breeze, view and light,” Rabenn said. “For the interior we kept a lot of the key design elements that naturally occurred in the old Quinn’s, like the location and shape of the bar, colors, textures – the overall warmth of the place.” Rabenn added that

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Hortencia and Martin Montion opened Hortencia's Mexican & Seafood on September 12. This is the couple's second location, with the first opening near Lake Arrowhead two years ago. (Photograph by the Business Journal's Brandon Richardson)

Quinn's is currently the "most sophisticated pub or restaurant around" in terms of incorporating state-of-the-art electronics and equipment such as in the brand new kitchen.

The menu is relatively unchanged, Rabenn said, having only added a green salad, a dessert and fish 'n chips. The pub has 34 beers on draft, 24 of which rotate to bring new offerings to patrons, along with 12 to 15 different bottled beers and ciders. He said the pub continues to be known for its burger special – a burger with an angus beef, chicken or veggie patty, fries and a pint of domestic beer for \$12.50. Rabenn was born in Hollywood and raised in Belmont Shore. He graduated from the Los Angeles Culinary Institute in 1999 and has cooked for The Reef in Long Beach and Hyatt Hotels, among others.

Bixby Knolls Welcomes New Mexican Restaurant

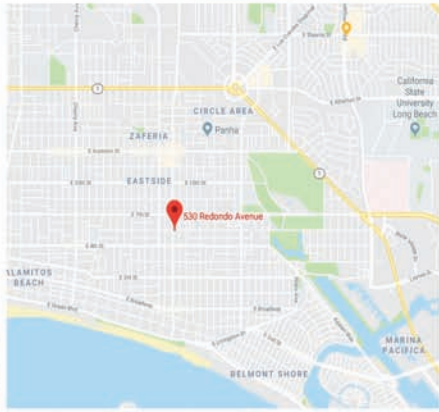
Hortencia's Mexican & Seafood quietly opened its doors for dinner on September 12 at 3502 Atlantic Ave. The restaurant is the second for Martin and Hortencia Montion, who opened their first location, Hortencia's At The Cliffhanger, two years ago near Lake Arrowhead. The couple moved to Los Alamitos in January to open their second location and stumbled upon the Bixby Knolls spot. "It's really nice," Hortencia said. "We like it – the area, the parking." The site is the former home of Baja Sonora, which permanently closed in April due to the property needing approximately \$90,000 in improvements, according to Baja Sonora co-owner Mary Sophia. Before opening Hortencia's, (Please Continue To Next Page)

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(Continued From Page 11)

the parking lot was repaved, the restaurant was painted and new decor and furniture were installed, Martin said. Some of the restaurant's specialties include fajitas, fish and shrimp plates, and breakfast menudo. Hortencia said the tilapia plate, served whole with rice, beans and tortillas, is quickly becoming a customer favorite. The restaurant is open 9 a.m. to 8 p.m. on weekdays and 8 a.m. to 9 p.m. on weekends.

Other New Bixby Businesses

Also in Bixby Knolls, Ambitious Ales brewery is anticipated to open in late October at 4019 Atlantic Ave., according to Bixby Knolls Business Improvement Association Executive Director Blair Cohn. Additionally, Bella Pizza at 4085 Atlantic Ave. is being sold and will become Pow Wow Pizza, Cohn said. Pow Wow will be locally owned by chef Maurice Yim, who works at Mar'sel at the Terranea Resort in Rancho Palos Verdes.

Old Gold Boutique Coming To Retro Row

Old Gold Boutique, an online store for curated vintage clothing, is celebrating the grand opening of its first brick-and-mortar store on October 5. Located at 2146 E. 4th St. on Retro Row, the concept was conceived by Huntington Beach-native Bridgett Thomson and Long Beach designer Dan Rossiter. "I've always been interested in fashion, especially vintage pieces that work perfectly with one's everyday wardrobe. From a young age I collected finds that didn't even fit, purely to have beauty in my closet," Thomson stated. "It's



See's Candies Los Altos Reopens

Fourth District Councilmember Daryl Supernaw attended the grand re-opening of See's Candies at 2129 N. Bellflower Blvd. on September 21. The store closed May 14 for renovations and reopened with nearly twice as much space on the sales floor. Tote bags filled with treats were handed out to customers in celebration of the occasion. Prior to opening, a line of more than 100 patrons stretched around the building. Pictured from left: Dakota Taylor, sales associate; Sarah Johns, sales associate; Supernaw; Mary Beth Berry, district sales manager; Julie Moorman, shop manager; Erin Carrington, assistant manager. (Photograph by the Business Journal's Brandon Richardson)

been a passion of mine to give those used pieces a new life, but to be opening Old Gold's doors in this town and amazing community that Dan and I care so deeply about is just a dream come true."

The 800-square-foot boutique will offer a curated mix of clothing from the 1960s and '70s, as well as an Old Gold clothing brand and home goods. The store will be open Tuesday through Sunday from 11 a.m. to 6 p.m., and on Mondays by appointment.

commerce companies, 4PLs offer the ability to work smarter and more efficiently without the increased cost of purchasing services from multiple logistics service firms," the report states. "The rise of 4PL services is expected to speed up over the coming years in response to the increase of online purchases and higher consumer expectations putting pressure on supply chains." 4PL firms are currently the most active users in terms of logistic company leasing, the report notes.

Logistics Company Leasing Activity Continues To Increase Throughout The Region

Leasing activity by logistics companies increased 37% from 2013 to 2017 in the Greater Los Angeles, Orange County and Inland Empire regions, with 2018 on track to "eclipse" last year's activity, according to a report by CBRE.

Some third-party logistics (3PL) companies have transformed into fourth-party logistics (4PL), which combines warehousing, distribution and transportation management to fulfill online orders. 3PL firms only handle the transportation of goods to customers. "For shippers and e-

Los Angeles Area Rent Increases Continue

Rent growth in the Los Angeles metropolitan area was 3.6% in August year-over-year, according to a monthly multi-family report by real estate analytics firm Yardi Matrix monthly. The forecasted rent growth for 2018 is 4.3%. The occupancy rate as of July was 96.9% in the L.A. area. Of the 30 metro areas surveyed, 21 reported year-over-year rent increases of more than 1.5%, the report stated. ■

**CITY OF LONG BEACH
 BID OPPORTUNITIES**

TITLE	BID NUMBER	DATE
Regional Training Center Security Gate	ITB FD18-134	09/26/2018
Siphon Replacement at Cedar Ave & 52nd Street	WD-35-18	09/27/2018
Rubber & Paint Removal Svcs - Airfield Pavements	RFP AP18-127	09/27/2018
Critical Incident Support and Counseling Services	RFP HR18-139	10/02/2018
Renewable Liquefied Natural Gas LNG	ITB FS18-151	10/02/2018
Emergency Medical Supplies	ITB FD18-132	10/04/2018
Emergency Vehicle Auxiliary Equipment	ITB FS18-146	10/04/2018
Printed Envelopes	ITB LB18-086	10/09/2018
Pump Maintenance and Repairs	ITB PR18-122	10/09/2018
Citywide Security Guard Services	ITB LB18-123	10/10/2018
Downtown Shoreline Marina Fire System	RFP PR18-130	10/11/2018
Development & Implementation of Broad-Based	RFP CS18-135	10/11/2018
Ivanti LANDesk Maintenance Renewal	ITB TI18-140	10/16/2018
Long Beach Airport Monument Sign Improvements	R-7133	10/17/2018
Temporary Steel Plates	ITB GO18-137	10/18/2018
Westside Storm Drain Phase 3	R-6751	11/14/2018
West Seaside Way Storm Drain Project	R-7104	12/19/2018
Qualification and Selection of Peer Reviewers	RFQ DV17-112	Continuous

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

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Measure WW – The Hotel Ballot Measure

(Continued From Page 1)

Now that a blanket panic button ordinance for all hotels is moving forward, the argument is whether the more extensive initiative on the ballot, Measure WW, is about protecting workers or if it is a vehicle by which to pressure hotels to unionize.

Claudia's Law first came before the city council in September 2017, as a proposal put forth by Councilmembers Lena Gonzalez, Jeannine Pearce, Roberto Uranga and Rex Richardson. Their five colleagues, Councilmembers Suzie Price, Daryl Supernaw, Stacy Mungo, Dee Andrews and Al Austin, voted it down.

The council reviewed the proposal again in August after the Long Beach Coalition for Good Jobs and Healthy Community, the Long Beach arm of the pro-labor nonprofit Los Angeles Alliance for a New Economy (LAANE), submitted signatures to place it on the ballot. The council could have adopted the policy outright, but chose instead to send it to the voters.

Now on the ballot as Measure WW, the proposal would cap the space roomkeepers clean in one eight-hour shift to 4,000 square feet, and require that workers are given 30-days notice regarding overtime. The measure exempts hotels that are unionized.

Asked how the 4,000 square foot figure was determined, Victor Sanchez, director of the Long Beach Coalition, said that he would have to get back to the Business Journal. He had not done so by press time.

He did say, however, that "a lot of research" went into the creation of Measure WW.

Pearce provided a document to the Business Journal originally sent to councilmembers before they considered Claudia's law in September 2017. The memo by union Unite Here Local 11 used average workloads at four downtown hotels – The Westin Long Beach, Renaissance Long Beach Hotel, Hyatt Regency Long Beach and Hyatt Centric The Pike Long Beach – to argue why "a daily workload of 4,000 square feet is reasonable." The document noted that the average square feet cleaned by housekeepers in an eight-hour period ranged from 3,015 to 4,207. In the case of the Hyatt hotels, which are unionized, this data was collected from hotel management. In the case of the Westin and Renaissance, the average amount of space cleaned was determined with data provided by housekeeping employees.

"The protections in WW are well researched. The proposal is written by and informed by the experience of workers," Sanchez said. "It has been a debate for over four years, and it is something that was not proposed in a quick fashion out of nowhere."

Asked how he felt about the council's 5-4 decision to create a panic button ordinance covering all hotels, Sanchez said he was focused on a campaign to ensure the passage of Measure WW. "For us, panic buttons are an important part of the solution, but abuse is far beyond what people are trying to make it seem. A panic button is not a panacea," he said. However, he said, "I mean, it's hard to be

against panic buttons when it's a part of what we're advocating for, right?"

Hotel industry executives and representatives interviewed by the Business Journal support the blanket panic button ordinance, but take issue with Measure WW. Greg Keebler, general manager of the Hilton Long Beach, was one such executive. His hotel has provided panic buttons to employees for two and a half years, he noted.

"If we truly believe in Long Beach that there is an issue with housekeeper safety and security relative to harassment, why would we not make that [panic button ordinance] immediate and all inclusive, and not wrap it up in a package that is not designed to do that?" he asked. He posited that proponents of the ballot initiative were using the issue of worker safety to pass other unrelated measures.

Keebler said that the square footage cap on room cleaning during an eight-hour shift would mean that workers would have to be assigned fewer hours. "It's clearly defined in that ordinance that [the cap] needs to be prorated if they are going to work less," Keebler noted. "If someone has cleaned 3,800 square feet, they can't take another room, because that will put them over and we're not going to pay double time for the entire day to clean one more room. So it will mean reduced hours."

Keebler said he expects Measure WW to cost his hotel \$400,000 in 2019, if it passes. To accommodate the workload restrictions, he would have to hire 20 additional housekeepers. The restrictions in Measure WW "was not based upon any intelligence within the hotel community," in his view.

Pam Ryan, general manager of the Renaissance Long Beach, said she would have to raise room rates to accommodate the cost of implementing Measure WW if it passes in November. "That makes us less competitive when it comes to the group rates that are out there from a citywide perspective and otherwise," she said, referring to booking groups such as conventions or business meetings.

Imran Ahmed, general manager of the Long Beach Marriott, estimated that implementing Measure WW would cost his hotel anywhere between \$300,000 to \$500,000 per year.

Ahmed noted that the requirement to provide 30 days notice to employees regarding overtime "can't work." He explained that he offers overtime to scheduled employees when others unexpectedly call in sick – and you can't predict when someone will be sick. "It's not going to work. Can you tell me you're going to be sick 30 days from now?" Ahmed, Keebler and Ryan all said that they do not require overtime, but offer it to employees to volunteer.

Ahmed called the panic button ordinance "a responsible decision." He noted that his hotel has provided panic buttons to workers for the past two years. Ahmed said he was surprised that the four councilmembers who originally backed Claudia's Law walked out of the city council chambers rather than voting on the panic button ordinance. "I thought they would embrace this with open arms because it is the safety and security which has been promulgated [by those councilmembers] in the past year and a half," he said.

Mike Murchison, a hospitality industry consultant, sat in on the interview with Ahmed. "What message are we sending to those employees that work in a hotel or motel under 50 rooms?" he said. "That their safety doesn't matter?"

A Divided Council

Second District Councilmember Pearce, who before joining the council in 2016 helped spearhead LAANE's efforts in Long Beach related to Claudia's Law, took issue with timing of the panic button ordinance proposal. She noted that it was added to the September 4 council agenda right before Labor Day weekend, which meant that many councilmembers did not see it until Monday or Tuesday that week.

Pearce also took issue with the fact that, while the five councilmembers who voted against Claudia's Law had at the time argued that more needed to be done to study its impacts, the same councilmembers approved the creation of a panic button ordinance that she said had not been researched. "When I started talking about Claudia's Law, I met with every single major hotel of 100 rooms or more and tried to talk to them about what a policy might look like. That to my knowledge was not done with any of the hotels that were 50 rooms or less," she said. The original Claudia's Law proposal was for hotels with 100 rooms or more.

Third District Councilmember Price said she had been working on the panic button proposal "for a long time," noting that she had begun considering the issue when Claudia's Law came to the council in September 2017. "If it's really about panic buttons, then why don't we just craft an ordinance or adopt a provision

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that requires panic buttons?" she wondered. "Why would we want to include things that in my opinion don't have any sort of nexus to public safety?"

She added, "But I was really encouraged by some of my colleagues who were supporters of Claudia's Law to really not interfere with the signature gathering process [for the ballot measure], and to allow the conversation to authentically unfold in terms of public outreach. . . . Out of respect for that process I really didn't do anything in terms of bringing my item forward, which I had drafted."

Pearce disagrees that the workload restrictions and safety measures should be separate issues. "They are both worker safety issues, I would argue. I would say that they are both in concert together," she said, referring to Measure WW's combined provisions for panic buttons and workload restrictions. "Women that work in an industry where they are knocking on bedroom doors by themselves deserve to be able to work at a pace where they are aware of their surroundings, where they can work not at a feverish pace, not at a pace where they don't get to take bathroom breaks," she explained.

Since Price and other councilmembers voted against Claudia's Law in 2017, Price said they have consistently come up against a false narrative that they do not support women workers or public safety. In reality, Price said they voted against the initiative because "There was no nexus between the workload requirement and the union opt-out provision to public safety."

Price continued, "I can understand

them trying to say that the reason the measure failed was because councilmembers didn't believe in supporting women in terms of public safety, but that's baloney. It's fake news. And I am not going to allow that narrative when I have dedicated my career to supporting victims of crime." Price is a prosecutor and has served as a deputy district attorney for Orange County since 1999. In that time, she has handled many cases where she represented victims of sexual assault.

"I have sat across the table from hundreds of crime victims, looked them in the eyes and led them through the criminal justice process fighting for justice for them," Price said. "So I am not going to allow any special interest to say public safety is not on the forefront of my mind in everything that I do."

Price also took issue with the union opt-out in Measure WW. "It should be noted that I have no issues with collective bargaining and union membership," she wrote in an e-mail following up on her interview with the Business Journal. "I'm the only person on the council who is actually a dues paying worker represented by a public employee collective bargaining association/union. I just don't appreciate the deceptive strategy to connecting union membership to public safety."

Price said she believes some proponents of Measure WW have adopted the narrative that she and other councilmembers don't support worker safety because "it helps support the advocates of the desire to get the hotels to become unionized."

(Please Continue To Next Page)

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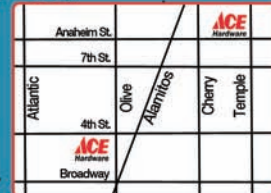
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Measure WW – The Hotel Ballot Measure

(Continued From Page 15)

Asked what she would say to opponents who argue that the opt-out for unionized hotels is an indication that the ordinance is really about unionization rather than worker safety, Pearce replied, “I say that unions have always protected women.” She continued, “The fact that there is a union opt-out is an opportunity for workers in each hotel and sit down across the table from their manager and negotiate particular terms for that union – that hotel. . . . The American way is to have strong unions. A union is democratic. It allows people to pay a union due and to have a voice at the table with the boss, which is something that is very special.”

Pearce added, “Absolutely, WW is across the board about the workers and protecting women. And having a union contract is one way to do that.”

Pearce acknowledged that the Claudia’s Law debate has strained relations among the councilmembers.

“Honestly, this is the most political vote that has been in front of this council outside of the airport,” Pearce said, referring to the failed initiative to allow international flights out of Long Beach. “There are lobbyists, there are hotel managers, there is the chamber involved. Everybody is tugging and pulling and using it as a political opportunity.” She added, “It’s emotional for me when this item keeps coming up, which is why when we voted to put it on the ballot I was hopeful that it would be behind us

and that we could all move on. But it feels like it’s a scab that we just keep picking at.”

Is The Panic Button Proposal Legal?

On September 12, lawyers for Unite Here Local 11 sent a letter to the city council, Mayor Robert Garcia and City Attorney Charles Parkin claiming that the proposal to create a panic button ordinance passed by the council days earlier was unlawful.

The firm McCracken, Stemerman & Holsberry LLP argued that the ordinance was tantamount to adopting a “near verbatim” portion of Measure WW. Doing so, the firm stated, was equivalent to picking and choosing “which parts of an initiative to adopt and which to send to voters,” a violation of election code.

But Parkin told the Business Journal he doesn’t think the firm has a case. “After we had done our research and looked at the cases and election codes they cited, we do not believe that this letter is accurate in that it prohibits us from moving forward with the type of ordinance that five councilmembers requested I prepare,” he said.

Parkin continued, “Anybody can sue anybody for anything any day. But I believe, and my response to the council will be, if asked, ‘I believe if they want to proceed with this ordinance we could successfully defend a challenge based on this letter.’”

The panic button ordinance five councilmembers voted to have Parkin create is different from provisions for panic buttons in Measure WW, he argued. Key is that the ordinance applies to all hotels, not just those with 50 rooms or more. “I think a court would allow our city council to do this,” he said. ■

California Ruling About Independent Contractors Has Small Business Owners Worried About The Future

■ By **ANNETTE SEMERDJIAN**
STAFF WRITER

A recent ruling by the Supreme Court of California that restricted classification of independent contractors has tattoo, salon and barber shop employers unsure of what lies ahead, according to local small business owners.

The ruling in the case of Dynamex Operations West v. Superior Court this past April allows the state to assume all workers are employees unless their work passes an “ABC” test for independent contractor classification. The three-pronged test outlined in the ruling states that the employer must prove:

(A) that the worker is free from the control and direction of the employer

(B) that the worker performs work that is outside “the usual course of the hiring entity’s business”

(C) that if the worker is “customarily engaged” in an independently established business, then the worker should be considered an employee and the hiring business an employer

Dynamex workers were the plaintiffs in the California ruling this past April. They argued that the company treated them like employees, but misclassified them as independent contractors. Dynamex is a courier

company that employs truck drivers to deliver goods. The court ruled in favor of the worker and thus created the ABC test to prevent other companies from employee misclassification, according to the ruling.

Although some businesses that hire independent contractors can satisfy most aspects of the test, the B portion is what works against employers, according to Sharrion James Salon owner Sharrion Johnson. That provision disallows independent contractors from performing the main work that the business offers. Therefore, a salon cannot hire an independent contractor who is a hairstylist, but can hire an independent contractor who offers something outside of hairstyling, such as nail or makeup design.

Johnson said she might have to resort to having a different type of business to at least keep the salon going on the side. “I would probably try and restructure my business and turn it into a beauty supply store because I know beauty supply stores have salons inside their businesses,” she said. “But I have to figure out – probably through an attorney – what to call my business.”

For small business owners in the cosmetology industry, Johnson does not see resorting to restructuring one’s entire business as a feasible option.



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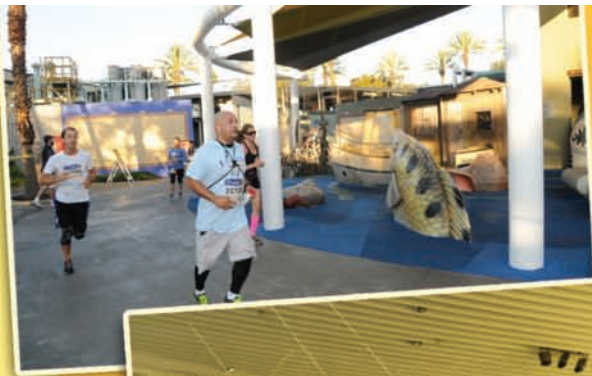
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Stephanie Stomp, owner of Envy Beauty Studio in the East Village Arts District, also noted the disadvantages to the court ruling, especially for small business owners. Stomp found that having employees might be an easier option than complying with the ABC test. "Now that I have to turn my [contract workers] into employees, it's really taken a hardship on me. My business license costs more now because I have employees and I pay payroll and unemployment taxes," she said.

She also did not think established hair-stylists would want to become employees because they would make more money renting a chair in the salon. Yet, many small business owners in the industry do not or cannot structure their business to have renters, according to Stomp.

"It's totally going to discourage my opportunity to bring new talent in because I'm in a developing area over here, so we

don't have a lot of the walk-in traffic that some of the other areas of Long Beach have," Stomp said.

Mikey Vigilante, owner of Paper Crane Tattoo, found the ruling to work against the tattoo industry as well. "Tattoo artists prefer to be independent and masters of their own destiny, and having a tattoo shop allows them [the space] to do that," Vigilante said. "If they were to become employees, the culture would essentially die. I don't know how we're going to survive if they enforce it."

Vigilante thought that although the ruling would protect those in other industries who may be misclassified by their employers, that the tattoo industry would take a big hit. "What I would like to believe is that the people who are enforcing the law and making these Supreme Court rulings are able to look at this and act in the best interest of the people who they're trying to protect," he continued. "I hope that it's not a tax grab

where they're trying to collect revenue and payroll taxes and that type of thing."

Owner of barber shop The Broken Comb, Jeff Farley, thought the ruling was not intended for the barbering, cosmetology or tattoo industries, but rather toward courier or driver services such as Dynamex.

According to Farley, driver service companies like Uber and Lyft might suffer because they only employ independent contractors to perform the core services of their business. Yet, within his industry, Farley thinks there are ways to comply that would affect them less.

For example, Farley has a renter that simply takes up the chair next to him. He is not an employee but rather a renter who operates his own barbering business. Farley argued that if a worker has his or her own license and pays the rent on time per contractual agreement, then barber, salon or tattoo shop owners would not be qualified as employers, but

as property owners renting out their space.

"For Danny [who rents the other chair in the shop], there is zero compensation from The Broken Comb to him. He pays The Broken Comb rent, and The Broken Comb claims that rent as income," Farley said. "Because of the way we operate within our situation, we are well within the three rules."

Whether the state will appeal the ruling or continue to enforce it remains in discussion. The California Chamber of Commerce is advocating for the courts to consider delaying enforcement of this ruling for a year so business owners and independent contractors could find a way to make the ruling work for them.

Until the court's ruling regarding independent contractors is appealed or its enforcement is delayed, business owners and freelance workers have to re-examine their current work situations to confirm their compliance with the ruling. ■

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Mother's Market & Kitchen Teams Up With Local Chefs For Music Tastes Good Festival In Downtown Long Beach

Mother's Market & Kitchen in Signal Hill is sponsoring a tent at the upcoming Music Tastes Good festival on September 29 and 30 at Marina Green Park in Downtown Long Beach (<https://mtglb.co/>), where chefs will perform cooking demonstrations for festival goers and use fresh produce provided by the grocer. "We're excited to be in touch with the Long Beach community to let everyone know we are here with



fresh, organic choices and healthy foods for everybody to enjoy," store General Manager Kevin Sharar said. Numerous chefs from up and down the West Coast, including several from Long Beach, are taking part in the festival. Pictured at Mother's Market are four chefs participating in the event. From left: Jason Witzl, owner and chef of Ellie's; Art Gonzalez, owner and chef of Panxa Cocina and Roe Seafood; Aliye Aydin, natural food chef and culinary coach at agoodcarrot.com; and Dina Amadril, owner and creator at Long Beach Creamery. (Photograph by the Business Journal's Brandon Richardson)

Port Of Long Beach Becomes College Promise Partner

(Continued From Page 1)

The Promise program guarantees LBUSD graduates a tuition-free year at LBCC and a path to admission at CSULB if they meet certain academic requirements. Commissioner Lou Anne Bynum said the port's commitment to expanding its educational influence is a natural extension of its current involvement. By becoming a partner in the Long Beach College Promise, the port is formalizing its current efforts to advance education. Bynum retired from a 20-year career at Long Beach City College a year ago. She served as executive vice president of college advancement and economic development since 2012.

According to Bynum, the port has awarded thousands of dollars in scholarships and provided more than 400 internships to both high school and college students. Through its externship program, the port has also advised faculty members on how to integrate trade and logistics into their curriculum.

"It only made sense to me that, if the port is so committed to this and is putting in so many resources to help students in our community, it would be great if we could be a formal partner in the promise," Bynum said.

In July, the board approved \$60,000 to develop a pilot program for a Maritime Center of Excellence at the Long Beach City College campus. Plans include six training workshops for seven occupations related to trade and transportation. The port also operates an Academy of Global Logistics at Juan Rodriguez Cabrillo High School, a four-year program that introduces students to careers involving the supply chain.

Now, port leaders are looking to share this curriculum with other communities around the country, "so they don't have to do everything from the ground up," Bynum explained. She also said that discussions are underway about adding a STEM component for young women.

"It would open the door to higher-paying jobs to young women in our community that they wouldn't normally consider," Bynum said. "There's a dearth of young women who have access to or even think about getting involved in [STEM] careers."

Bynum said that, out of the 200 similar College Promise programs that are active -across the nation, there is no other with an industry partner that demonstrates the same level of involvement as the Port of Long Beach. "Other Promise programs have high-level corporate partners that may provide some money but, as far as I can tell, I don't know of any other program that has this kind of robust participation in education from an industry side," she commented.

Port of Long Beach Executive Director Mario Cordero expressed agreement. "What's groundbreaking about our involvement is that a particular industry is now going to also be a part of the College Promise. We'll be available to give greater awareness of maritime industry opportunities, training and curriculum. These are some of the aspects that lead us to be very proud of being a leader in that model."

Cordero said that the port's participation aligns with the goals set forth in the Green Port Policy, a framework that the board adopted in 2005 to reduce harmful environmental operations. "For us at the port authority, it's part of the roadmap that we've been making since 2005, pursuant to the Green Port Policy of elevating our involvement in the community, which would include the educational institutions," he said.

According to Cordero, port leaders have discussed ways to grow the internship program, as it increases awareness of not only the port but of different career paths in general. "Within the Port of Long Beach, we have engineering, human resources, communications, trade and commercial development," he explained. "There's a number of fields in which students can associate themselves, which may not be strictly related to something they want to do in the maritime industry,

but maybe related to something they want to do as a career."

Bynum said a goal of joining the Promise program is to retain local talent. "We want our students to get educated in Long Beach and stay in Long Beach," she said. "We tend to export those we educate. The city is going to depend on this workforce, and the port will certainly depend on it in the future." She also called on more industries to get involved in order to extend the program as far as possible. ■

Tariffs To Hit About One-Fifth Of Cargo Traffic At San Pedro Bay Ports

■ By SAMANTHA MEHLINGER
EDITOR

As much as 23% of cargo moving through the Port of Long Beach and more than 20% of cargo at the Port of Los Angeles stand to be affected by tariffs on \$200 billion worth of Chinese imports announced by the Trump administration on September 17, according to port representatives.

The 10% tariffs are in addition to 25% tariffs on \$50 billion worth of Chinese imports enacted earlier this summer. Shortly after those were enacted, the Chinese government responded with in-kind tariffs against American exports to its country.

Mario Cordero, executive director of the Port of Long Beach, said the port had anticipated the new tariffs, as Trump had previously threatened them. However, he noted that originally Trump had proposed 25% tariffs on \$200 billion worth of Chinese imports, rather than 10% tariffs.

But in the official tariff announcement, Trump stated that he would consider increasing the tariffs to 25% if the Chinese

government did not act to change its "unfair" trade practices. The president has taken issue with the trade imbalance between China and the United States, as well as what he has characterized as China's flagrant practice of stealing American intellectual property.

"I believe there will be an impact because we are now at a level of tariffs that are going to apply to a number of commodities across the board which will, in this particular case, come down to the American consumer in terms of additional cost," Cordero told the Business Journal. "It's concerning. On the other hand, there is some relief, so to speak, in that the administration has specifically referenced 300 commodities that have been exempted from this particular tariff application."

Prior to the announcement of additional tariffs, Cordero had forecasted that the Port of Long Beach would exceed overall cargo volumes compared to last year. "Our forecast right now is we are going to continue with positive growth. . . . I'll stick to that

(Please Continue To Next Page)

forecast, but we will see what the impact of this latest application of tariffs will have," he said.

"More than 20% of the total trade value at the Port of L.A. is exposed to the tariffs, meaning that 20% of the items coming into the port from China would be exposed to those tariffs," Phillip Sanfield, director of media relations for the Port of Los Angeles, told the Business Journal. "That equals about \$43 billion of trade value or about 1.4 million container units."

Sanfield continued, "Our position in general on the tariffs is the port supports effort to engage our training partners abroad to create a rules-based investment system that provides fair and equitable access to foreign markets for U.S. businesses." In other words, he explained, negotiated talks or settlements instead of tariffs are the best course to resolve trade issues without causing instability.

Cordero reflected, "One of the things that is coming is the holiday shopping season. That's going to be a true measure in terms of what this impact is, because, ultimately, our economy is based on consumer demand, in large part. So we will wait to see what the consumer answer is."

If China retaliates, Trump stated that he would impose tariffs on \$267 billion of additional Chinese imports. ■

Critical Queen Mary Repairs Currently Unfunded

■ By **BRANDON RICHARDSON**
SENIOR WRITER

Seven of the most critical repairs to the Queen Mary have been completed by master leaseholder Urban Commons, while others will remain unfinished until additional funding becomes available, according to a city staff presentation to the Long Beach City Council during a special meeting on September 18.

The completed projects include repairs to decks M and A, updating fire systems, repairs to the exhibit hall and boiler room, expansion joint replacements, exterior rust removal and fresh paint, and repairs to leaking side tanks in the exhibit hall. How-

ever, 20 out of 27 critical repairs identified in a 2015 marine survey of the ship remain only partially funded or unfunded.

Johnny Vallejo, property services officer in the city's economic development department, said the city's initial \$23 million investment to jumpstart the repair and preservation process with Urban Commons will be depleted by the end of the year. Of 11 partially completed projects, Vallejo said only some would be completed before funds run out.

More than 10 projects are expected to remain unfinished and unfunded until around 2027, when the \$17.2 million in city bonds are repaid in full using fees charged by Carnival Cruise Line, unless additional revenue sources are identified, according to Economic Development Department Director John Keisler. The cost of all short-, mid- and long-term repairs as identified in the marine survey is between \$235 million to \$289 million and will be made over the next several decades, Keisler added.

Keisler said the city has a contract engineer that continuously reviews the urgency and prioritization of remaining repairs to ensure the ship is safe. If an area of the ship becomes unsafe, it is immediately closed off to the public. The Ghosts & Legends Tour, for example was closed for infrastructure repairs, and reopened last October after repairs were made, Assistant City Manager Tom Modica noted.

While some repairs were cheaper than anticipated, several far exceeded initial estimates. Updating the fire systems was originally pegged at \$200,000, an estimate that inflated to \$5.29 million as the project progressed. Roofing and deck repairs to the upper-most level of the ship were estimated at \$2.13 million, but the completed project cost \$5.97 million.

The presentation focused on ship improvements, but did include side notes related to the proposed Queen Mary Island development, which includes an amphitheater, retail stores, restaurants and more. Modica noted that the plans are being reviewed by city staff and revised with Urban Commons before being taken back to the Queen Mary Land Development Task Force. After the task force, plans will proceed to the Long Beach Planning Commission and then the city council.

"It's clear to me when I visit the Queen Mary, particularly the last six months or so, just the amount of work that is happening on the ship," Mayor Robert Garcia said. "It is going through a pretty extensive renova-

tion, there is construction everywhere – whether it's the decks or the complete paint overhaul or what's happening inside the ship, there are really a lot of important repairs."

"The Queen Mary is a complex and im-

portant asset to the city," Garcia said. "I've said it before and I'll say it again: the Queen Mary is here to stay in Long Beach and we will invest in it appropriately. It's an important part of our history and our relationship to the world." ■

Small Business Dollars & Sense

Sandwiched Between Children And Parents? Three Tips To Ease The Squeeze



By **NATASHA MATA**

Should I help my child who wants to move back home after graduating college? Should I contribute to a special-needs trust for my child with autism? Or should I save for my own retirement? Questions like these occur in households everywhere – everyday.

A Wells Fargo/Gallup survey looked at one subset of the sandwich generation – the 47% of investors who have children and at least one living parent. Of this group, we found that 32% provide some type of financial assistance to an adult child, a parent, or both. More than half of this group claims that financial strain hinders their ability to save for their own retirement.

This research indicates that many people find themselves faced with the tough choice of helping a loved one financially or saving for their own financial future. Luckily, there are things you can do to help make facing these decisions a little easier. Below are three tips to help small business owners navigate caring for children and parents while saving for retirement.

Talk early and often about money

Unfortunately, many young adults face paying crippling high-interest debt or dealing with the results of poor financial choices as they learn to "get on their feet." Talking early and often with our kids will help improve their ability to make sound financial choices. Seniors can also benefit from family conversations about money. These discussions help them better understand their finances and how to manage other available resources. These conversations are essential to working toward a lifetime of financial independence.

Having the courage to discuss these potentially scary issues helps all of us better prepare to make informed decisions that are right for our families.

Plan for the future

Though financial conversations are essential, talking only gets you so far. You have to plan and start taking small steps that can add up over time. It is imperative to understand where you are spending, and how much, before you can identify areas where you can cut back and save. Focusing on tracking and modifying spending habits offers a huge opportunity for members of the sandwich generation to improve their future financial outcomes.

Ask for help

Everyone's situation is unique and it's always OK to ask for help. We take our cars in for tune-ups. We have annual physicals to proactively manage our physical wellness. Many of us use travel agents to plan vacations.

When it comes to saving for retirement – especially when you are also financially caring for a child and/or a parent – you don't have to go it alone, seek out professional advice if you're unsure about your next best step and learn how you can give yourself more time to save.

Small business owners in the sandwich generation deal with many unique challenges every day – from helping parents navigate medical issues to helping children learn to move out and succeed on their own. By having important money conversations frequently, planning ahead, and asking for help when necessary, those of us who feel "sandwiched" can make the financial responsibility of caring for multiple generations a little less daunting.

(Natasha Mata, a 23-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.)

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Arts Council For Long Beach Showcases The Art Community's Diversity

■ By **ANNETTE SEMERDJIAN**

STAFF WRITER

Through her work as executive director of the Arts Council for Long Beach, Griselda Suarez emphasizes the importance of embracing all art forms from different Long Beach artists. “For so long people thought the Arts Council only focused on visual arts, and now we really want to open that up through our artists’ registry to different mediums and genres,” she said.

In that spirit, the Arts Council for Long Beach’s main art space in downtown, The Collaborative Gallery, opened its current “Stories of Boundaries” visual art exhibition in August with an interpretive dancer as well as a local jazz band.

Not only does Suarez, a literary artist herself, want to showcase different mediums of art, but also artists of different levels and backgrounds. Downtown has a growing busking community that Suarez wants to highlight as well. Busking is performing on the streets and accepting donations from the public. “You can have an artist who, even if they were a dancer, could just pull up to a corner or storefront and start doing their art form and that would be accepted and welcomed,” Suarez said. “I think that a healthy arts environment is when both [busking and non-busking artists] can exist.”

The council has a number of projects to present the eclectic nature of Long Beach’s art community, including the annual State of the Arts to be held October 12 in partnership with Mayor Robert Garcia. “Our theme this year is taking on an arts revolution in the sense that we’re really looking forward to celebrating, honoring and helping our



Griselda Suarez, executive director of the Arts Council for Long Beach, stands beside a mural from the Collaborative Gallery’s current exhibition, “Stories of Boundaries.” The exhibit is on display through September 28 at the gallery at 421 W. Broadway. “The Collaborative Gallery is a dedicated space for artists that are on our artists’ registry,” Suarez said of the gallery space. “The artists’ registry was launched earlier this year in March. It is a place where artists can build their profiles and showcase their work.” (Photograph by the Business Journal’s Brandon Richardson)

residents imagine a city full of the arts,” Suarez said. “[We look forward] to looking at artists and organizations that transform our creative landscape in Long Beach.”

Suarez stressed the importance of civic engagement in all aspects of the council’s decision-making and event planning in order to be inclusive of the city’s various communities. To this end, the Arts Council launched an open discussion in partnership with 2nd District Councilmember Jeannine Pearce, the East Village Association and the Downtown Long Beach Alliance at East Village Arts Park this past June. “We had an open conversation evening where we invited

people to share their ideas on how the park can be used,” Suarez said. “We look forward to implementing some of those ideas.”

Another goal the council wants to achieve is creating even more partnerships with businesses. “Working with the business improvement districts has really been the first step toward creating more partnerships with businesses, and it has helped tremendously,” Suarez said. “Then there are some businesses in Long Beach that just really want to support the Arts Council, and they have stepped forward because they see the importance of art in their businesses spaces. . . . It’s exciting that more

and more people are using us as a resource and are seeing the opportunities that the arts could bring to their neighborhoods.”

The Arts Council also features an artist registry consisting of individuals from different cultural backgrounds who present a wide range of art categories, including folk, literature, performance and visual arts. Artists who live in Long Beach as well as artists who work in Long Beach but do not live in the city are all eligible to be on the registry.

“Just like how we have city workers who don’t live in Long Beach but work for the City of Long Beach, we have some neighboring artists who dedicate their time to the city here and are very much involved,” Suarez said. “So we’re highlighting their work.”

The Collaborative Gallery features a variety of individuals from the artist registry. The current exhibition displays work from artists who received the council’s 2017-2018 Professional Artist Fellowship award. Those awarded the fellowship are considered the artists of the year, according to Suarez.

Professional development and exposure opportunities like the Professional Artist Fellowship are made possible by funds from the city’s Percent for the Arts program. Mayor Garcia proposed reviving the program in 2016, and it was unanimously approved by the Long Beach City Council. It took effect in 2017.

The program assesses a 1% fee on new capital improvement projects that cost more than \$100,000 to fund art projects in the city. Funds are managed by the Arts Council’s board, which is currently examining the best ways to spend funds that were generated for the current fiscal year.

A press release from the city manager’s office this past July stated that the Arts Council, along with other major art organizations in the city, will receive increased arts funding from the General Fund for the proposed Fiscal Year 2019 budget. Suarez said the city projected \$170,000 from Percent for the Arts funding alone.

The Arts Council, in collaboration with the city manager’s office, shaped policies and procedures of the Long Beach Percent for the Arts Committee but is still in the process of forming the committee itself, according to Suarez. Until the committee is formed, the council will continue to work on responsibly using funds for programs like the Professional Artist Fellowship, she said.

Suarez emphasized the importance of funding the arts, “I understand that there are many services and many priorities within our cities; I’m here to say that arts and culture are a foundation for a better life, for building close-knit communities and for expression.” ■

Gerardo Monterrubio, Ceramicist

Gerardo Monterrubio stumbled upon the craft of ceramics while pursuing a different passion. “I was chasing a girl,” he said. “She was taking a ceramics class at Los Angeles City College.” Although she ended up moving to Japan, the chance paid off for Monterrubio, as he discovered that he loved working with clay. He continued his art education at California State University, Long Beach, where he focused on drawing and painting. “But when I found out the ceramics studio was open 24 hours, I pretty much stayed there and never left the field.” Monterrubio now teaches ceramics at Long Beach City College. Some of his work draws from his background as an Oaxaca, Mexico, native and incorporates social commentary. He is pictured here with “La Malintzin,” a wooden crucifix with a porcelain Christ figure, and “Carnalita,” a terra cotta artwork below. The figure in “Carnalita” is a depiction of Claudia Patricia Gómez González, a 20-year-old Guatemalan immigrant killed by border patrol officers while crossing over in Texas. Monterrubio said the two pieces complement each other, as González is depicted as the Virgin Mary. “In the background, you see dogs fighting and killing each other. That’s what it feels like in this political climate,” he said. Monterrubio described the creative process as all-consuming. “I got five hours of sleep last night because I was really engaged in one piece I was working on,” he said. “You get lost because there’s a pleasure you find in being uncomfortable in your work when you’re trying to find [creative] solutions.”

(Article and photograph by the Business Journal’s Anne Artley)



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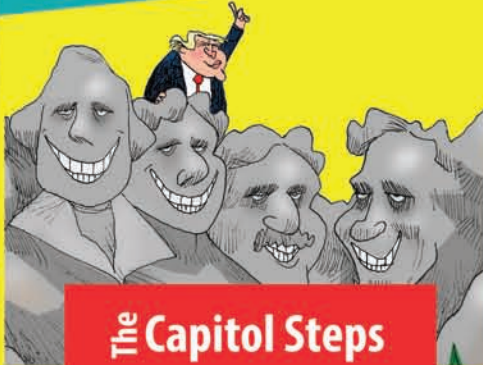
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Long Beach Ballet

The Nutcracker

Saturday, December 15 | 2pm, 7:30pm
Sunday, December 16 | 2pm
Friday, December 21 | 7:30pm
Saturday, December 22 | 2pm, 7:30pm
Sunday, December 23 | 2pm

Long Beach Camerata Singers

Camerata Peace Project II

Sunday, October 7, 2018 | 4:30pm

Handel's Messiah

Friday, November 30 | 7:30pm
Saturday, December 1 | 3:30pm

From Heav'nly Harmony – Celebrate the Season

Saturday, December 8 | 7pm

Long Beach Symphony

American Fusion: Bernstein, Gershwin, Bates, and Zappa

Saturday, September 29 | 8pm

Dancing in the Street: A Symphonic Tribute to Motown

Saturday, October 6 | 8pm

Brahms & Dvorák

Saturday, November 10 | 8pm

Holiday Pops!

Saturday, December 22 | 8pm

Musica Angelica

Tempest – Vivaldi: The Four Seasons | Marais: Alcyone Suites

Saturday, September 22 | 7pm

Handel's Total Eclipse –

Music for Handel's Tenor, John Beard

Saturday, November 10 | 7pm

From Heav'nly Harmony –

Music of Joy to Celebrate the Season

featuring Bach's famous cantata

Jauchzet Gott in allen Landen

Saturday, December 8 | 7pm

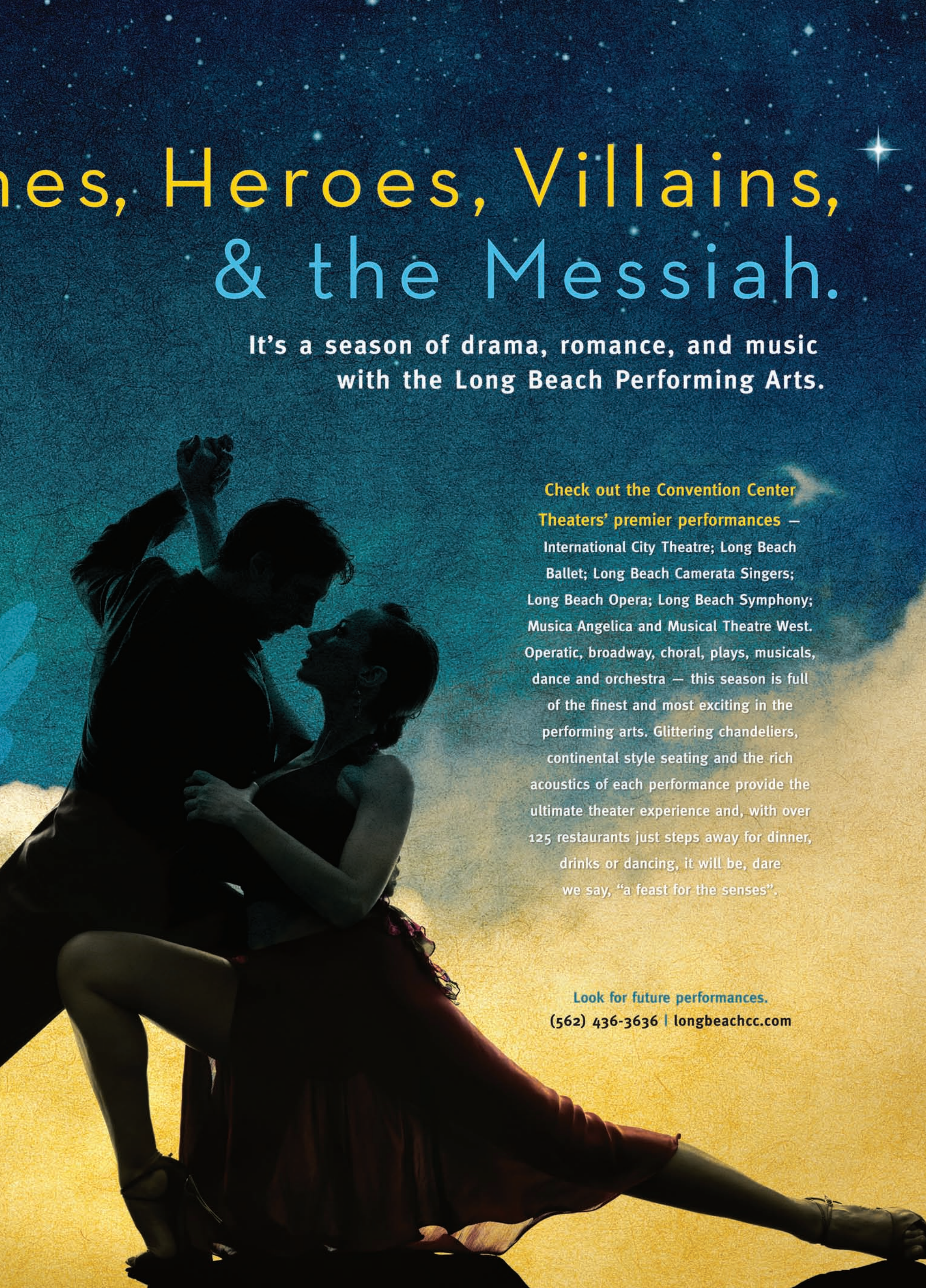
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Long Beach Museum of Art and LBMAx Executive Director Ron Nelson stands alongside the current art exhibition at LBMAx, "Practice and Pedagogy." The exhibition features work from studio art faculty at Long Beach City College (LBCC). Pictured paintings are by Carolyn Castano, LBCC assistant professor of drawing and painting. (Photograph by the Business Journal's Brandon Richardson)

Long Beach Museum Of Art And Art Exchange Merger Seeks To Enhance City's Arts Community

■ By **ANNETTE SEMERDJIAN**
STAFF WRITER

The Long Beach Museum of Art (LBMA) merged with the former Art Exchange this summer to create the new LBMAx. The merger was a unanimous decision by the museum board, according to LBMA and LBMAx Executive Director Ron Nelson.

LBMAx, formerly known as the Art Exchange, is a collection of four connected, historic buildings located at 356 E. 3rd St. in the East Village Arts District. It includes a second-floor office space as well as multiple studios for its artists in residence to use, along with a gallery space on the first floor.

Boardmembers from the Art Exchange joined the LBMA board for the merger. The full board will hold its future meetings at LBMAx, which now functions as one of the museum's departments and as its downtown campus. The newly-formed LBMAx also adopted the artists in residence from the Art Exchange and will continue to provide studio space for them.

"What I want to do is, number one, bring this [institution] to a place that everybody in the city would be proud to have," Nelson said.

Nelson intends to position LBMAx as a transitional space providing the opportunity for local artists to reach their goal of presenting a museum exhibition. He noted that resident artists Shay Bredimus and John Sonsini have both graduated to showing their work at the Long Beach Museum of Art. Bredimus is an artist and tattooist whose recent collection of tarot card art was displayed at the museum this past May. Sonsini will present his col-

lection of paintings, inspired by Latino day laborers in Los Angeles, called "Daywork: Portraits" this October.

"[The artists] need that jump to a museum, and some are just not ready," Nelson said. "Some just need a show in a space such as this that's going to push [them] to go further. Being able to have artist studios here, and to be able to have artists in residence, to me, is something we've been lacking in the city, and my intention is to fill that hole."

Nelson wanted to make sure the space would be a great contribution to the liveliness of the downtown and East Village communities. "I am trying to make it [an attraction] for anybody coming in from out of town, anybody in the hotels for the convention center and anybody who's here [in the city]," he said. "I really want this place to be seen as the gem that it can be."

LBMAx is located on the same block as the planned Broadway Block development by Ratkovich Properties, which is set to commence construction in 2019. The development will include a 21-story residential tower west of the LBMAx building. Nelson said Ratkovich granted the deed for the former Art Exchange building to the museum.

"Downtown is going to be transformed within the next five and 10 years. It's going to be a completely different place," he said. "And we really want to be a part of making it special and being part of that growth."

Nelson plans to add to the facade of the LBMAx building by extending the windows to the floor and adding a perforated, black-steel screen to enhance the uniquely designed windows already in place at the top edge of the building.

A sole donor, Josephine Molina, was instrumental in making these improvements possible. "I'm really thrilled to have funding to make this possible by a single

person," Nelson said. "And Josephine is truly a philanthropist to the arts."

Molina is the daughter of David Molina, who founded health care company Molina Healthcare. She is the founder of the RuMBa Foundation, which works to make the arts accessible to students in Long Beach. Molina agreed to donating about \$500,000 to bring the vision of the new LBMAx to life through her RuMBa Foundation, according to Nelson.

LBMAx routinely features exhibitions in its gallery space. Its current exhibition is "Practice and Pedagogy," on display through October 28. The selection of art features work by full-time faculty members from the media arts department at Long Beach City College.

LBMAx is free to the public. The downtown campus is open Thursday and Friday from 11 a.m. to 6 p.m., Saturday from 11 a.m. to 7 p.m., and Sunday from noon to 5 p.m. Every second Saturday of the month, LBMAx participates in the Second Saturday Art Walk in the East Village Arts District and stays open an additional two hours, until 9 p.m.

Nelson plans to institute a free educational program for local students at LBMAx similar to those offered at the Long Beach Museum of Art. The museum's free KidsVisions program, for example, allows 5th graders from the Long Beach Unified School District to visit the museum.

Along with educational programs, LBMAx will also become the main headquarters for the team behind the mural festival POW! WOW! Long Beach during next year's festival. The week-long summer festival gathers people to celebrate art through mural paintings and street art events.

Nelson's overall vision for LBMAx is to present exciting, thought-provoking and creative exhibitions, and to improve the design and aesthetics of the exterior of the building. ■

Kristin Beeler, Jeweler and Multimedia Artist

Although artist Kristin Beeler started out with a passion for jewelry and metalwork, she extended her range to other mediums as well. Beeler earned a degree in applied design, and her work includes photography and fiber arts. "I have to become an expert in things," Beeler said in describing her pursuit of meaningful creation. "Once I have a subject, I have to pursue it from every perspective in order to understand it." Sixteen years ago, Beeler moved from Tucson, Arizona, to teach jewelry making at Long Beach City College. She said her students are one of her greatest sources of inspiration. "They are amazing humans. I just admire them so much because they're often juggling work and family and so many other things to continue going to school," she commented. Beeler depicted one of her students in her series, "archive of rag and bone," on display at the Long Beach Museum of Art Exchange. This body of work focuses on moments in time that altered the course of the future. Included in the series is a photograph, "Portrait Of A Woman," featuring the student, who suffered a snowboarding accident and now carries a scar as a result. Another piece in the series are objects constructed out of wood, charcoal, sterling, steel and mother of pearl, which draw inspiration from the volcanic eruption of Mt. Vesuvius and its impact on ancient Roman cities Pompeii and Herculaneum. "The thing that's special about that is, when the lava came, it just flash-carbonized everything organic: loaves of bread, furniture, tables," Beeler explained. "It was just that one moment where everything changes."

(Article and photograph by the Business Journal's Anne Artley)



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MoLAA CEO Ramos-Rivas

(Continued From Page 1)

strategic plan for MOLAA, a planning process to expand its collection and storage facilities, and a feasibility study to create a research center on Latino and Latin American art and a center for the study of murals.

“The trajectory of muralists in L.A. is huge. We want to build up the first study center for murals,” Ramos-Rivas said. “We are in the process of conceptualization and looking for the resources.”

Creating centers of study at MOLAA will require building additional facilities. The museum has the land to expand, but has not yet secured funding, Ramos-Rivas explained. “We have to set up a capital campaign. We have to look for partners,” she said.

As she begins undertaking this process, Ramos-Rivas is also working on growing the museum’s leadership. In the past year, the museum has brought on a vice president of development and a vice president

of content and programs, she noted. Another priority is expanding the current board of 10 to 21 individuals. Three new boardmembers were recently installed, she said.

As for any nonprofit, another ongoing focus for MOLAA is fundraising. “It’s not easy fundraising in general in this area. I found that it’s quite difficult, not just for MOLAA, [but] for all the nonprofits,” Ramos-Rivas said. “We have to build up the culture of philanthropy for everybody here in Long Beach.”

Although she has only been leading the museum for close to a year and a half, Ramos-Rivas has already secured exhibitions and events that have put MOLAA in the spotlight. Recently, the museum hosted the World Forum on Mexican Gastronomy, a celebration of Mexican cuisine featuring lectures, demonstrations and, of course, food samplings. It was the first time the forum had ever been held outside of Mexico. More than 27,000 people visited the museum for the event, Ramos-Rivas noted. “It was really a very strong, a very beautiful and a very colorful experience,” she said.

Last year, MOLAA participated in

“For MOLAA’s future, I want a robust institution that can support Latino/Latin American art in a very open way, in a very progressive way . . . with the right facilities to support art in residence and to produce the most marvelous exhibitions of Latino/Latin American art, and with a strong board.”

Dr. Lourdes Ramos-Rivas
Executive Director
Museum Of Latin American Art

“Pacific Standard Time: LA/LA,” a collaboration among 70 art institutions in Southern California sponsored by The Getty and Bank of America. MOLAA’s exhibition as part of the collaboration, “Relational Undercurrents: Contemporary Art of the Caribbean Archipelago,” is currently traveling to museums across the country, including in New York, Florida, Portland and Oakland. “It is the first time an exhibition produced by

MOLAA traveled to other four venues,” Ramos-Rivas noted.

Coming up in October, the museum will again be under the gaze of the art world as it honors Plácido Domingo, internationally acclaimed opera star, with its first-ever Legacy Award. The honor will be bestowed to Domingo at MOLAA’s annual gala on October 5, a major fundraising event for the museum, Ramos-Rivas said. “He is not just a big singer, but also a real icon of philanthropy. And, of course, he is the director of the L.A. Opera and is an extraordinary human being,” she said of Domingo. The concept of the Legacy Award is to honor people who make an impact in the art world and in the community, she explained.

Overall, Ramos-Rivas views MOLAA as the “house of culture for Latinos” in Long Beach and greater region – an institution that serves to educate the public not only about Latino, Latin American and Chicano art, but also about the associated cultures. “Culture is about the knowledge of each other,” she said.

MOLAA continues to offer a variety of educational programming, including workshops and field trips for public and private school students, according to Ramos-Rivas. “We support all the students in the way that we can with the resources we have,” she said.

The museum has three ongoing exhibitions running through February 2019, when new exhibitions will be installed. Currently on display are: a selection of works by Peruvian artist Cecilia Peredes; “Ink: Stories On Skin,” which examines L.A. Chicano culture and tattoo art through the lens of the history of Long Beach, the former Pike Amusement Park and the presence of the U.S. Navy; and “A Dream Is The Shadow Of Something Real,” a solo exhibition of work by Chicana artist Judithe Hernández.

The museum also has a full calendar of special events. “We have other special events coming up, like concerts, some dinners, films, and some documentaries coming soon,” Ramos-Rivas said. MOLAA also occasionally offers cultural trips to foreign countries. “We went this year to . . . the art fair of Argentina. It is the most relevant in Latin America,” Ramos-Rivas said. “We visited artists’ studios and collectors’ houses.” Events listings can be found at molaa.org.

“For MOLAA’s future, I want a robust institution that can support Latino/Latin American art in a very open way, in a very progressive way . . . with the right facilities to support art in residence and to produce the most marvelous exhibitions of Latino/Latin American art, and with a strong board.” Ramos-Rivas said. “Everything you can envision in a first-class institution, that’s what I want for MOLAA.” ■



Jose Loza, Muralist

Artist Jose Loza discovered he had a knack for painting as a middle school student, when he was hanging around in the summer with nothing to do. “My parents told me an artist was doing a mural in the neighborhood, close to Anaheim Street and Temple Avenue, and was looking for volunteers,” he recalled. “I was helping smaller kids paint and I really liked it, so I kept volunteering on projects around town.” Loza continued his work beautifying Long Beach, and is pictured with a recent project, a mural depicting a child riding a coyote. He explained that the girl is searching for her family, and that the mural is meant to evoke the news stories of family separations at the Mexican border. “I’ve always been curious about the origins of people’s stories and how they get to where they are and why,” he explained. “You hear about their hardships. I wanted to visually interpret this to make it aesthetically pleasing, but also carry a deeper message.” An immigrant himself, Loza moved to the United States from Cuernavaca, Mexico, when he was a toddler. He said he enjoys incorporating the topic of immigration into his work, as well as political and satirical themes. Loza described creating art like “scratching an itch,” or exploring a topic that provokes curiosity. “In painting murals, you get to do a lot of research, whether it’s a neighborhood project or something about migration, because people will ask you about it,” he said. “You get to learn new things and then you get to paint about it.”

(Article and photograph by the Business Journal’s Anne Artley)

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Long Beach Art Institutions Address The Importance Of Arts Education

■ By **ANNETTE SEMERDJIAN**
STAFF WRITER

Art institutions across Long Beach offer a variety of educational programs for local youth. These institutions represent the vocal, theatrical and visual arts, fields that provide students with skills vital to their overall education, according to local arts leaders.

One of those institutions is International City Theatre, which Artistic Director and Producer caryn desai – who taught college courses for 20 years – said is rooted in education. “We started on a college campus in ’85, so education is in our DNA,” she said.

One of International City Theatre’s (ICT) most popular educational programs is Performing Arts Classroom Teaching (PACT), which is an in-school, curriculum-based program that teaches theater to third graders. The classes are once a week for a duration of three weeks in each classroom. “The [Long Beach] school district asked me to create it 17 years ago, and it’s tied to their curriculum,” desai said.

ICT sends a form to all schools in each city district to request the program in their classrooms, according to desai. Although the program is not a part of an existing course, it is tied to the third grade curriculum. Desai noted that during this past school year, the PACT program reached 480 classrooms.

Elements of the required curriculum, such as learning new vocabulary, are interwoven into the program, according to desai. Students have an opportunity to write and perform a play as well as participate in the “Be the Critic” exercise where they learn to form critical opinions of the performances.

“It’s important that we understand how words affect others, and theater is a great way to educate [people] and create a more harmonious society,” desai said. “When you bring people together to hear somebody else’s story, it creates empathy.”



Actors from the Long Beach Opera present “The Playground King” at an elementary school playground. Pictured from left: Bernardo Bermudez, Katherine Giaquinto, Sarah Reynolds and Arnold Geis. The opera, which has an anti-bullying message, is presented to local elementary schools through the organization’s Opera@School program. (Photograph courtesy of Long Beach Opera)

Madison Mooney, executive director of the Long Beach Playhouse, also stressed the importance of arts education. She said that schools should introduce the idea of STEAM instead of STEM into curriculums. STEM is a focus on science, technology, engineering and mathematics that most school curriculums have as a part of their core studies. STEAM incorporates the arts into that core curriculum, according to Mooney.

The Long Beach Playhouse currently offers a summer youth conservatory for ages 7 to 17 with theatrical classes in acting, singing, dancing and music. Each person, depending on age and ability, is put into a group to take certain classes. Students perform a show at the end of the program for friends and family.

“If a kid attends a camp for theater, it doesn’t mean they would have to be a famous actor. They can use those skills for so many different parts of their lives and in their futures, like in public speaking and just being comfortable in their bodies,” Mooney said.

Musical Theatre West (MTW) also provides youth programs in theater arts. The theater presents special matinee performances for students and works with schools on their theater productions. It also has a program for young people who want a career in theater and a summer theater camp for kids ages 8 to 18.

Musical Theatre West’s council of youth ambassadors works with young people who want to learn about the business of theater from working professionals. The group

meets bi-weekly on Thursdays. The theater group also works with Woodrow Wilson Classical High School, which requires students to take classes in visual or performing arts. Through the partnership, Musical Theatre West works with theater teacher Paula Riley to provide a choreographer and set designer for the school’s fall productions. The goal of the partnership is to help the school’s musical theater department grow and reach their goals, according to Watts.

“We’re not simply trying to engage with students who are already in love with musical theater, we’re trying to cultivate that love also,” MTW Education and Outreach Director Ted Watts told the Business Journal. “It’s really important to go out and expose students who might not have any awareness of that career possibility [in the performing arts] . . . and it helps with so many different professional and life skills, like all of the arts do in their own way.”

Arts education not only helps youth with life skills, but also teaches them that the arts are a part of culture and history, according to Long Beach Opera Director of Development Jennifer Rivera. “We think opera is a particularly effective tool for teaching children multiple facets of the arts since it’s so intersectional in that there are singers, instrumentalists, acting, movement and story,” Rivera said. “The programs we present are very engaging and participatory, and it allows kids to put themselves in the scene to understand what’s going on.”

The Long Beach Opera works with both the Los Angeles and Long Beach school districts to bring opera to school stages. A grant from the Miller Foundation, a philanthropic organization benefiting the youth

(Please Continue To Page 30)



Members of Musical Theatre West pose with the participants of the theater’s Summer Youth Conservatory 2018. Pictured from left, front row: Bobby Brater, accompanist; Madeline Wall, education and outreach intern; and Tro Shaw, summer camp instructor and choreographer. The three-week camp for the theatrical arts is open to ages 8 to 18. (Photograph courtesy of Musical Theatre West)

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Performers from the Long Beach Camerata Singers present “Meet Mr. Bach” as a part of the organization’s Kinder Konzerts series at a local church. Pictured from left, back row: Trinidad Cano, David Bunker, Denean Dyson and Jeannette Anastasia. Front row: Mark Waters. Kinder Konzerts are interactive performances about a certain era, composer or piece of music for ages 6 to 11. “Meet Mr. Bach” was the first show they developed for the series and revolves around the music of composer Johann Sebastian Bach. (Image courtesy of the Long Beach Camerata Singers)

(Continued From Page 28)

of Long Beach for over 50 years, allows for the opera’s educational programs to reach more schools in the Long Beach area.

One such program provides elementary school performances of “Monkey See, Monkey Do,” an opera performed in Spanish and English with Mexican folk music. “Monkey See, Monkey Do” is important as a bilingual production because of the number of Spanish-as-first-language speakers in some of the schools the opera works with in Long Beach, according to Rivera.

The educational performances the Long Beach Opera offers dispel the stereotype that opera is elitist, according to Rivera. “One of

the most important aspects of any arts organization is the opportunity for young people to be able to experience something [in the arts] before they have an opportunity to form an opinion about it,” she said.

For the same reason, the Long Beach Camerata Singers have a program for ages 6 to 11 called Camerata Kinder Konzerts. President of the Long Beach Camerata Singers Board of Directors, Jan Hower, stressed the importance of having this program reach children before they enter the “eye-rolling stage” and become dismissive of the vocal arts.

Kinder Konzerts is a one-of-a-kind program because it has focused heavily on the

vocal arts for youth since its inception in 2015, according to Hower. The program engages elements of singing, conducting, note reading, rhythms and tempos in the context of a historical composer, music piece or era of music. Each production employs the chorus’s professional singers. The organization is also developing a program for ages 3 to 6 that would be a less structured production with a more basic storyline led by volunteers, Hower said.

A recent production called “Meet Mr. Bach” focused on German composer Johann Sebastian Bach of the Baroque era. The Camerata Christmas Kinder Konzert is the next upcoming production that is set for the holidays this year.

“Before we had instruments, before we even spoke, people sang,” Hower said. “It’s the most fundamental art form that children learn first.”

Although the Camerata Singers want to expand to in-school programs, Hower said the current budget, funded primarily by grants and support from organizations, does not allow it.

Hower also acknowledged the support of volunteers in making productions come to fruition. “We’re a small organization and the only reason we can do what we do is because we have over 65 volunteers who volunteer their time every week,” she said. “We have about 7,500 volunteer hours per year that our singers put in to make our concerts possible.”

Hower also discussed the significance of guidance from vocal arts teachers for the youth. “Music teachers seem to have such a strong impact on young minds and young hearts,” she said. “The arts last a lifetime, and appreciation of the arts is something people use everyday – it’s something that feeds their soul and contributes to their quality of life.”

Likewise, Ron Nelson, executive director of the Long Beach Museum of Art, spoke about his personal experience in seeing how the arts in education have a positive impact in a person’s life. Rapper Vince Staples, who grew up in North Long Beach, met with Nelson while he was filming a public service announcement for the U.S. Food and Drug Administration’s tobacco-free campaign, Fresh Empire, at the museum in 2017. Staples revealed to Nelson that the reason he was compelled to film and speak about the arts at the museum was because of his experience at the Long Beach Museum of Art’s fifth grade KidsVisions program as a student. The KidsVisions program offers about 6,500 fifth grade students the opportunity to explore the museum free of cost for field trips.

Nelson expressed his joy in realizing that an arts education program was instrumental in Staples’ life from childhood to his current success as a well-known musician.

“I’m thinking, ‘We have one; it worked,’” Nelson said. “And if we could do that again and again and empower young people with the arts, that’s huge.” ■

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MUSEUM OF LATIN AMERICAN ART

Long Beach Performing Arts Venues Spotlight A Range Of Theater Experiences

■ By ANNE ARTLEY
STAFF WRITER

Not to allow its neighbor, Los Angeles, to hog the limelight, the City of Long Beach boasts several performing arts venues and groups. The award-winning Long Beach Convention & Entertainment Center houses both the Beverly O'Neill and Terrace Theaters, which host big-name acts as well as performances by local organizations. The California State University, Long Beach campus is another beacon for the fine arts, with the presence of the Richard & Karen Carpenter Performing Arts Center and the more intimate Martha B. Knoebel Dance Theater. For more offbeat productions, drama aficionados have the options of the Garage and Found Theatres, both of which have their own production companies. The Long Beach Shakespeare Company, based at the Richard Goad Theater in Bixby Knolls, transports theater-goers with more specialized tastes to Elizabethan England. And for those who wish to see community productions in a wide range of genres, the Long Beach Playhouse includes two stages for performances.

**California State University, Long Beach
Richard & Karen Carpenter Performing Arts Center
and Martha B. Knoebel Dance Theater**
6200 Atherton St. | carpenterarts.org
Carpenter: 562/985-7000 | Knoebel: 562/985-4747

Through its five series of performances, the Richard & Karen Carpenter Performing Arts Center aims to open audiences to a wide range of experiences.

The center's "Wit & Wisdom" series includes three shows aimed to inspire laughter. This year's performers were actress Lily Tomlin, stand-up comedian Paula Poundstone and Peter Seagal, the host of NPR's "Wait, Wait...Don't Tell Me!" The other series are comprised of Sunday afternoon concerts, cabaret, dance and shows intended to make an audience say, "Wow!" according to Executive Director Megan Kline Crockett.

(Please Continue To Next Page)



The Richard & Karen Carpenter Performing Arts Center seats 1,000 guests. Right, the Center transforms into a different venue for cabaret-style shows. Tables are set up behind the stage and performances take place behind the curtain. (Photographs courtesy of the Carpenter Center)



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A cast from Long Beach theater company Musical Theatre West acts out a scene from "Les Misérables," in a February 2015 show at the Richard & Karen Carpenter Performing Arts Center. (Photography courtesy of Musical Theatre West)

(Continued From Page 31)

"We're a very important part of the cultural fabric in Long Beach," Kline Crockett said. "We live in such a diverse area. This is a gathering space for people to enjoy live theater and dance. They don't have to go into L.A. to see these shows. They're right here in their backyard."

Musical Theatre West, a Long Beach theater company, performs at the Carpenter Center. Each year, the organization produces five Broadway musicals that each run for three weeks. The next production is "Bright Star," which is set in the Southern U.S. during the 1940s, and features music by actor Steve Martin.

According to Paul Garman, the organization's executive director, performances draw approximately 60,000 patrons every year. "The majority are from Long Beach, but some come from as far as Arizona, Las Vegas and Santa Barbara," he said.

Garman explained that Musical Theatre West is both a commercial and cultural boon to the city. "It generates income for the economy and provides jobs," he said. "We hire casts of about 20 to 25 for each show. There's a stage crew, costume crew, ushers and musicians. It's an economic resource which also lifts the human spirit."

Located near the Carpenter Center, the Martha B. Knoebel Dance Theater provides a venue for both student productions and those of other organizations that regularly rent out the space. Some of these include Precision Dance Company, Nannette Brodie Dance Theater and Westside Dance Project, according to California State University, Long Beach (CSULB) Dance Department Chair Betsy Cooper.

"The theater is a bridge between the creative work we do in the department and the local

community," Cooper stated in an e-mail. "It is also a venue for the Long Beach and L.A. County communities to view the work of outside companies, organizations whose work may be more appropriate for the intimate 230-seat Martha B. Knoebel Theater as opposed to the 1,000-seat Carpenter Performing Arts Center."

The next dance concert is "Variance," featuring the work of CSULB dance students. Performances are scheduled for October 11, 12 and 13. Tickets for performances at the Martha B. Knoebel Theater are sold through the Carpenter Center box office.



The Found Theatre has a history of introducing original productions. The venue, a black box theater with moveable seats, accommodates up to 50 guests. (Photograph courtesy of The Found Theatre)

Found Theatre

599 Long Beach Blvd. | www.foundtheatre.org | 562/433-3363

The Found Theatre, both a venue and a theater company, has a history of introducing original productions. According to Executive Director Virginia DeMoss, the late founder Cynthia Galles started the company with some of her peers after she graduated from college.

"She started doing classics like Shakespeare and Chekhov because they didn't have to pay royalties," DeMoss recounted. "She did a lot of different things with scripts like re-imagining [Shakespeare's] 'Twelfth Night' as a Ginger Rogers/Fred Astaire show."

The Found Theatre is made up of a core group of about 20 to 25 members. The venue, a black box theater with moveable seats, accommodates up to 50 guests. Although the company has scaled back from producing five original shows per year to running two or three, DeMoss said she's hoping to bring the number back up to at least three.

"We like to make people laugh and stick them with a message," DeMoss said. Over the

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past year, the venue has mostly featured outside performers. These included Maha & Company, a Southern California nonprofit dance organization, and theatrical group MASQ Kids. The Found Theatre also hosted a one-man show, "La Verdad de Judas," about a pedophile priest who was himself a victim of abuse. The actor, Pablo Figueroa, plans to return for a repeat performance in October.

The Found Theatre is a partner of Able ARTS Work, which provides music and art therapy to handicapped adults. "We bring their clients in to see shows," DeMoss explained. "It's hard for them to find spaces where they can take them."

The Garage Theatre

251 E. 7th St. | www.thegaragetheatre.org | 562/433-8337

Eric Hamme, the managing director and co-founder of The Garage Theatre, said the goal of the volunteer-based performance group is to "take the stuffiness out of the theater."

"We've always set out to do theater that's a little more challenging," he commented. "We don't pigeonhole ourselves into a particular genre. We're drawn to theater that other companies might find too strange or provocative. As long as the story is really good, we're open to it."

The company is made up of about 10 core members who conduct the day-to-day operations. "A whole pool of actors and designers come in and out based on the show," Hamme said. The theater puts on four shows per year. Past productions have included, "The All-American Genderf*ck Cabaret," which breaks down gender stereotypes; a work by an Australian playwright called "Kill Climate Deniers," which explores the intersection of climate change and politics; and "Extremities," a show that dealt with sexual assault.

"We're the only theater in town that's doing what we're doing," Hamme said. "I think it's a very unique experience. Ours is very intimate; the audience is sometimes a part of the show, whether they want to be or not." The black box theater seats around 30 to 40, depending on the configuration.

Hamme said the company set out to attract a younger audience, a mission it has found successful. "A good portion of our audience are in the 18 to 34-year-old range, which a lot of theaters would kill to have. I think that has to do with environment of the Garage of being relaxed and fun. The material we do appeals to that younger generation."



The Terrace Theater at the Long Beach Convention & Entertainment Center seats 3,100 guests. The theater hosts the Long Beach Ballet Company's annual production of "The Nutcracker," as well Long Beach Symphony concerts. (Business Journal file photo)

**Long Beach Convention & Entertainment Center
 Beverly O'Neill Theater | Terrace Theater**

300 E. Ocean Blvd. | www.longbeachcc.com | 562/436-3636

Each year, the Beverly O'Neill and Terrace Theaters book around 24 performances from arts groups and about 20 to 30 entertainers such as singers and comedians, according to John Braun, the center's assistant general manager. Earlier this year, rock group Chicago and singer Bonnie Raitt both performed at the Terrace Theater.

Braun said the comedians have the best turnout. "You can get some really good shows that come in here," he said. "You don't have to travel very far in traffic as a Long Beach

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(Continued From Page 33)

resident. The community can come in, enjoy a show, go for dinner and stay in a hotel.”

International City Theatre, Long Beach Symphony and Long Beach Ballet utilize the convention center venues for their performances. Long Beach Ballet Founder and Artistic Director David Wilcox said the Terrace Theater, which seats 3,100, lends itself well to the types of performances he likes to produce. “Ballet is at its best when it’s at a big, full-scale production,” he commented. “Giant theatrical productions like that are supposed to touch the audience emotionally.”

Long Beach Ballet is known for its annual holiday production of “The Nutcracker,” a Terrace Theater performance that features effects such as pyrotechnics and a live horse. The ballet company produces one other show every year, rotating between five ballets: “Swan Lake,” “Cinderella,” “Coppélia,” “Don Quixote” and “Aladdin,” an original production by Wilcox based on the Disney movie.

Long Beach Symphony performs six annual classical concerts at the Terrace Theater. It also provides arrangements for approximately 1,200 fourth and fifth graders from the Long Beach Unified School District to attend four shows every year. “We have a pretty intensive educational aspect to all of our concerts,” Long Beach Symphony Director Kelly Lucera said. “We try to make sure our audience is not just entertained, but [also] educated. We’re always encouraging them to listen to the pieces ahead of time to get them excited.”

International City Theatre, a professional theater company, also aims to educate and inspire. “I try to do something for everyone. I throw the net wide,” Caryn Desai, the theater’s artistic director and producer, said. “Theater helps create a more educated and harmonious society. We opened the theater, in 1986, with a play about AIDS. This was before people were even talking about it.”

International City Theatre performs five shows every year at the Beverly O’Neill Theater, which contains 825 seats. “We have a beautiful space in the Long Beach Performing Arts Center. It’s close proximity to the stage no matter where you sit,” Desai said. “The orchestra is five rows. You’re so close to the performers. It feels very intimate.”

Long Beach Playhouse

5021 E. Anaheim St. | www.lbplayhouse.org | 562/494-1014

Long Beach Playhouse holds open auditions, which attracts a range of aspiring performers with different experiences and backgrounds. “It fills a niche of seeing your community members up on stage, like someone who works for the city or is your vet during the day,” Executive Director Madison Mooney said.

The company explores a variety of genres in the 13 shows it produces each year. The Mainstage Theater seats 200 in a horseshoe shape around a thrust stage. The Studio Theater seats 98 around a proscenium stage. This setup features an arch over the stage that serves as a frame for the action, separating the audience from the performers. Shows run the gamut of drama, classics, musicals, murder mysteries and romantic comedies.

“We’re always trying to be by and for the community,” Mooney explained. “In the last few years, our artistic directors have tried to include more plays with roles specifically written for people of color or the LGBTQ community.”



The Beverly O’Neill Theater is located in the Long Beach Convention & Entertainment Center and contains 825 seats. International City Theatre is the resident company, and its season consists of five shows annually. Other groups such as Musica Angelica and Musical Theater West also use the theater. (Photograph courtesy of the Long Beach Convention & Entertainment Center)

The Playhouse is entering its 90th season. “Our longevity as a community theater is an important part of a city’s cultural landscape,” Mooney said.

Every summer, Long Beach Playhouse offers a youth program with singing, dancing and acting classes. It also opens the studio theater to outside local companies from December to April to produce their own works. “This gives newer groups or those who don’t have their own space a chance to use our facilities,” Mooney said.

Upcoming productions include “Sherlock Holmes and the Adventure of the Suicide Club,” which began on September 22 on the Mainstage Theater and runs until October 20. Stephen Sondheim’s musical “Assassins,” a show that explores the motivations of those who attempted assassinations of American presidents, opens in the Studio Theater on October 13.

Richard Goad Theater

4250 Atlantic Ave. | www.lbshakespeare.org | 562/997-1494

The Long Beach Shakespeare Company, the resident theater company of the Richard Goad Theater in Bixby Knolls, is “the only Long Beach theater company that does 100% classical-form [productions],” according to Producer and Theater Manager Dana Leach. The black box theater accommodates 45.

“Our mission is to promote literacy and bring classical theater to Long Beach at an affordable price,” Leach explained. “Everything we do is based in classic literature. We try to re-create it in the period in which it was written to be performed.”

Each year, the volunteer-run organization produces four shows that run for 10 performances each. In between these productions, they perform eight radio scripts from the 1930s and 1940s. The shows are performed in front of a live audience, and actors wear costumes from the time period. The readings, which have included Sherlock Holmes plays, “Treasure Island” and “War of the Worlds,” are available as podcasts which stream on the company’s website. The group also reads from the works of Shakespeare.

Actors for the stage productions are selected through open auditions. Each year, the company chooses a different theme for the shows. “This year’s theme is ‘seldom-done Shakespeare,’” Leach said. “We did ‘King John’, and we’re finishing up ‘Troilus and Cressida.’ Those productions are done very rarely. For ‘Troilus and Cressida’, we had people coming in from other states. Next year is our season of villains.”

On the first Friday of every month, the company holds literature slam nights conducted in American sign language (ASL), which are free of charge and open to the public. The radio shows also have ASL interpreters. ■



The Long Beach Playhouse’s Mainstage Theater accommodates an audience of 200. The Studio Theater seats 98 guests. The playhouse holds open auditions, which attracts a range of aspiring performers with different experiences and backgrounds. (Photographs courtesy of Long Beach Playhouse)



(Continued From Page 1)

off the names of several businesses we knew had eclipsed the century mark, and a few others that were closing in on that historic achievement.

Curiosity got the best of us. How many businesses in Long Beach have operated for decades and decades? What are their stories?

First, we needed to establish criteria for what could be considered a historic company. We decided to limit our search to companies that opened prior to 1970 and are still operating in the city today. We later added nonprofit organizations and other non-public sector institutions. We reached out to the city business license department, the public library system, the Long Beach Historical Society, Long Beach Heritage, city councilmembers and others to develop as complete a list as possible. We e-blasted, posted on Facebook and even tweeted.

The end result: in our first effort a year ago June, we identified more than 220 businesses and 45 nonprofit organizations and institutions. It was an impressive list, but surely incomplete. During the past 15 months, companies contacted us and their names have been added to the list. We also lost a few. Jones Bicycle, which opened in 1910, was one of several businesses that closed or relocated.

The City's First Business

Several historical books about Long Beach have noted that in 1884, four years before the City of Long Beach incorporated, entrepreneur W. W. Lowe opened a general store – making it the first business in the area.

“Our Community,” a publication prepared by the Long Beach Unified School District in the 1950s, explained it this way: “At that time Pine Avenue was no more than a wagon track. Weeds grew high on both sides of the road. With his wife and two daughters, Mr. Lowe had driven to our town from Los Angeles in a carriage to see the new beach resort. Because the trip had taken so long, they decided to remain in town over night. Lowe suffered from asthma, but he slept so well in Long Beach that he decided to make it his home. He bought the property at the corner of Pine and Ocean. In a little frame building just north of his house, he opened a general store.”

Two years later, in 1886, the community that would become Long Beach had grown fast enough that a total of 21 businesses had opened to meet the needs of the residents and visitors. The Pasadena Star newspaper gave this description of Long Beach: “. . . It is a promising town looking forward to the day when it will be a veritable ocean city. It contains a graded school, no saloons, two drygoods stores, one hardware store, a planing mill, four hotels, blacksmith's shop, and has a newspaper [known as the “Journal”]. The Methodists have a neat house of worship, and the Congregationalists are planning to build one that will cost \$10,000.”

The oldest firm on our list traces its city roots back to 1891, and our longest established nonprofit even further – to 1884.

Many of the legacy businesses on our list span several generations within the same family. Other firms have changed hands one or more times but the company name

remained the same. Still others have been sold or renamed while maintaining similar operations.

From newspapers to major law firms, from aviation suppliers to logistics firms and so many more, these institutions made Long Beach their home. They have chosen to remain through earthquakes, wars and recessions, through the oil boom, the building of the breakwall, the arrival and departure of the Navy, the development of the port, the Rosie the Riveter era of big aviation, and countless other momentous shifts in the life and times of the city, both prosperous and tumultuous.

Last year, of the 220-plus businesses on our list, we chose to contact all that predated 1930 to ask them to provide historic photographs and anecdotes telling a story tied to their business's Long Beach history. This year, we contacted the firms and nonprofits which opened between 1930 and 1935. A dozen responded and are profiled on the following six pages.

Criteria For Inclusion

Businesses and nonprofits/membership organizations on this list had to meet the following criteria:

- Began operations in Long Beach prior to 1970;
- Continue to operate in the city today;
- Were able to provide a firm year of opening/starting operations;
- Companies that changed their name due to merger were accepted, as long as the type of business activity remained the same (e.g., Douglas Aircraft Co./McDonnell Douglas/Boeing).
- Professional companies, such as law

firms, that changed names because a partner was added.

• Businesses that began in another city but relocated to Long Beach prior to 1970 and are still operating in Long Beach today.

Not included on the list are home-based operations, public sector entities such as schools and city/county/state departments, or companies that did not return our phone calls verifying information.

If your business or organization is not included on the list on the pages that follow, please send an e-mail to samantha_mehlinger@lbbj.com or call 562/988-1222. ■

Companies Spotlighted

- M. O. Dion & Sons, Inc.
- Kuster/A Probe Company
- McCarty's Jewelry
- Halbert Hargrove
- Pediatric Medical Center
- The Termo Company
- Sanborn & Sine
- Gibbs Architects
- Belmont Heights Market

Organizations Spotlighted

- Junior League Of Long Beach
- Children's Dental Health Clinic
- Long Beach Symphony

(Please Continue To Next Page)



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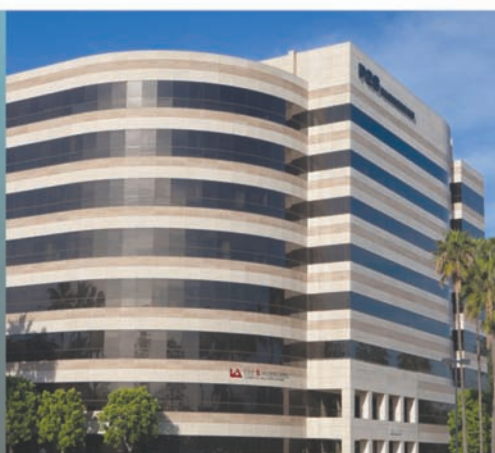
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(562) 283-1022

MarketinkXL.com

1891

Taubman Simpson Young Sulentor

One World Trade Center, Ste. 400
 tsyslaw.com

1895

Kelly Williams Insurance Agency

4400 E. Pacific Coast Hwy.
 kellywilliamsins.com

1897

Press-Telegram

727 Pine Ave.
 presstelegram.com

1906

Luyben-Dilday Mortuary

5161 Arbor Rd.
 luybendilday.com

Sunnyside Mortuary

1095 E. Willow St.

1907

Farmers & Merchants Bank

302 Pine Ave.
 fmb.com

Long Beach Memorial Medical Center

2801 Atlantic Ave.
 memorialcare.org/long-beach

1913

Long Beach Iron Works

2020 W. 14th St.
 lbiw.com

1915

Phillips Steel Company

1368 W. Anaheim St.
 phillipssteel.com

1916

Harbor Custom Canvas

733 W. Anaheim St.
 harborcustomcanvas.com

1918

Hamman, Miller, Beauchamp,

Deeble Insurance Services

3633 E. Broadway
 hmbd.com

1921

Eye Treatment Center

3900 Long Beach Blvd.
 eyetreatmentcenter.com

Forest Lawn Memorial

Parks & Mortuaries

1500 E. San Antonio Dr.
 forestlawn.com/long-beach

1923

Dignity St. Mary Medical Center

1050 Linden Ave.
 dignityhealth.org/socal/locations/stmarymedical

T.F. Merrick Co.

333 W. Broadway Ste. 210
 tfmerrickcompanyinc.com

1924

Community Hospital Long Beach

1720 Termino Ave.
 (temporarily closed)

Jacobsen Pilot Service

1259 Pier F Ave.
 jacobsenpilot.com

Joe Jost's

2803 E. Anaheim St.
 joejosts.com

1925

Pfanstiel Printers

3010 E. Anaheim St.
 printaccess.com

1926

Gage Pharmacy

5735 Atlantic Ave.
 gagepharmacy.com

Van's Hardware

3425 E. Broadway

Wards Pharmacy

653 Long Beach Blvd.
 wardspharmacy.com

Windes

111 W. Ocean Blvd. 22nd Floor
 windes.com

1927

Outer Limits

22 S. Chestnut
 outerlimitstattoo.com

Pacific University School of Law

1650 Ximeno Ave. Suite 300
 pculaw.org

Queen Beach Printers

937 Pine Ave.
 qbprinters.com

1928

Bischoff Sheet Metal

1336 Newport Ave.
 bischoffsheetmetal.com

Thirsty Isle

4319 E. Carson St.

1929

Encore Awards/Jensen Rubber Stamps

1344 Newport Ave.
 awardsbyencore.com

The Varden A Boutique Hotel

335 Pacific Ave.
 thevardenhotel.com

1930

M.O. Dion & Sons, Inc.

1543 W. 16th St.
 amberresources.com

Kuster/A Probe Company

2900 E. 29th St.
 kusterco.com

1931

CH Topping & Co

520 W. Esther St.
 chtopping.com

1932

McCarty's Jewelry

5011 E. 2nd St.
 mccartysjewelrylb.com

1933

Halbert Hargrove

111 W. Ocean Blvd. 23rd Floor
 halberthargrove.com

Pediatric Medical Center

2921 Redondo Ave.
 pediatricmedicalcenterlb.com

Sanborn & Sine

5199 E. Pacific Coast Hwy. Ste. 501
 sanbornandsinelaw.com

The Termo Company

3275 Cherry Ave.
 termoco.com

Electric Construction Company

1709 E. South St.
 a1ecco.com

1930 . . . M. O. Dion & Sons, Inc.



In 1930, 88 years ago, Mike Dion opened Amber Lubricants in West Long Beach as a petroleum jobber to support the city's burgeoning petroleum economy. Mike maintained the successful small business which grew right along with his hometown. In 1952, with his young sons eager to join the business, Mike re-incorporated it as M.O. Dion & Sons, Inc. For the next 34 years, the family business served the Long Beach community with an excellent reputation based on service and integrity. The early 1980s brought great change to the petroleum transport industry; deregulation shifted greater capital requirements onto petroleum jobbers as they were required to operate at arm's length from the petroleum refiners they supported. Mike's son Mitch, the CEO of Dion & Sons at the time, elected to sell the business in the mid-1980s as he neared retirement age. In 1986, the business was purchased by Pat Cullen,



himself a hometown Long Beach resident and businessman. Since that time, Pat and his son Matt have greatly expanded Dion & Sons while maintaining its reputation for service and integrity.

Today, Dion & Sons and its sister companies are one of Southern California's largest petroleum distributors with over 250 employees, a fleet of over 100 trucks and 9 locations spanning from Bakersfield to the Inland Empire to San Diego. Still headquartered in Long Beach, Dion & Sons is Shell Lubricant's largest distributor in Southern California and the fuel and lubricant distributor of choice to the ports of Long Beach & Los Angeles as well as to the many refineries, transportation and construction companies, among others, operating in the area. The Cullen family is active in Long Beach civic causes, supporting the Long Beach Ronald McDonald House, the Long Beach Rescue Mission and the St. Lucy Catholic Church/Marian Outreach Center in West Long Beach. Matt Cullen, currently president of Dion & Sons, is very proud of the business's Long Beach heritage. "Long Beach is our home and we are proud to employ over 150 people in the city. We hope to continue to grow with Long Beach as the city maintains its position as one of the bright lights of Southern California." ■

1932 . . . McCarty's Jewelry

McCarty's Jewelry has been in Belmont Shore, "Here for you since 1932." The original location was on the south side of 2nd Street where Chase Bank stands today. In 1959, the store moved to its current location at 5011 East 2nd St., between Granada and Argonne, and has remained a fixture in Long Beach.

McCarty's Jewelry has had only four owners in its 85+ years, testimony to its roots as a family business. The original McCarty family owned the store from 1932 to 1963. Bob and Ann Weeks owned it from 1963 to 1982. Frank Rooney and Gary Borden bought the store in 1982 and brought Page Henley in as a junior partner. Gary Borden retired in 2000 and Page Henley took over as President and sole owner.

Page has maintained the integrity of this historic Long Beach retail establishment and brought it into the 21st century. McCarty's Jewelry is a contemporary jewelry store that still upholds the traditional family business values of superior customer service and long term, personal relationships with customers. Page says, "This has been our company mission and reason for our longevity."

"In my 36 years with McCarty's, we have always strived to create a feeling of family with our customers and a sense of integrity and quality in the community. Our customers are everything to us- each one like a member of our family. This relationship is priceless. We are proud to offer new and vintage fine jewelry and watches from top designers all over the world as well as repair services, custom jewelry design, and full service to high end time pieces, including Rolex service through an authorized parts account."



Current staff, from left: Jim Gorsuch, Carol Kolb, Ron Kolb, Shelly Means, Page Henley (owner), Aleta Keeling and Karen Remijan

McCarty's actively supports such local charities as the Cancer League, St. Mary's Hospital, Junior League, Casa Youth Shelter Library Foundation, Long Beach woman's shelter, Long Beach Symphony, Long Beach State Jewels of the Night, and elementary and high school programs. ■

1930 . . . Kuster/A Probe Company

The Kuster Company Embraces The Probe Brand



Javier Serrano, General Manager



Pictured is equipment to calibrate Kuster's electronic gauges



Kuster was originally located on Atlantic Avenue in Long Beach. This photo of the Signal Hill oil field is from 1948.

The Signal Hill oil discovery in 1921 was the catalyst for a succession of events that would lead to an array of Kuster product developments. By 1923 Signal Hill was producing 260,000 barrels of oil every day in Long Beach and in 1928, Ed Kuster started HK Instruments providing survey systems for directional drilling. The early 1950s were a time of major expansion for the instrument company that was now known as the V.E. Kuster Company, and by 1952 Kuster began manufacturing and marketing bottom hole pressure gauges that attained global recognition. Over the next 50 years, Kuster continued to design and manufacture state of the art measurement tools used throughout the world to survey and record information for the discovery and production of oil and gas products.

In 2009, Kuster was acquired by Probe Technologies Holdings Inc., a Fort Worth, Texas-based downhole logging tool company that was established in 1994. This acquisition added the Kuster line of memory and surface read out gauges, permanent gauges, mechanical gauges and specialty sensors for ultra-high temperature oil and gas wells, as well as tools for the geothermal industry, to the Probe family of products.

Between 2010 and 2017, Probe began a rapid expansion into the global market by acquiring other well logging and monitoring tool companies in Norway, United Kingdom, Canada and here in the United States and also opened sales and support offices in Mexico and the United Arab Emirates.

Today, as Kuster comes together with its sister companies as one company under the Probe brand, the plan is to continue to invest in Kuster product line tools for the long run, so production will continue from the original facility located at 2900 East 29th St., just east of Signal Hill. Same people, same location and new product development projects, now under the corporate identity of Probe, the facility will soon be known only as Probe Long Beach Technology Center.

The local engineering and manufacturing team members, as well as Probe as a whole, are committed to continue to deliver the high-quality tools and customer service that originally made the Kuster name synonymous to high performance and reliability 90 years ago. ■

1933 . . . Halbert Hargrove

In 1933, the 1929 stock market crash felt like yesterday – and sentiment about Wall Street remained raw. John Halbert and Leonard Hargrove made their fortunes from lucrative Signal Hill oil leases. There was no way they were going to send their money to Wall Street. That year, they established a private family office to manage their own wealth.

Halbert and Hargrove were as capable at investing their capital as they were at striking oil. As word got out, others in the Long Beach community wanted access. Halbert Hargrove got its start later that decade as a full-commission brokerage firm at 115 Pine Avenue, later moving to 200 Pine as they grew.

Back then, brokerages were very different businesses. A stockbroker was known as a “customer’s man,” and commissions were highly regulated. As current Chairman Russ Hill, who joined the firm in 1970, notes, financial information was hard to come by – and jealously guarded. From the very beginning, Halbert Hargrove maintained a client-focused, long-term outlook. When the firm moved into the Landmark Square building at W. Ocean Blvd. and Pine in 1991, trading and position diaries showed existing customer accounts from the 1930s that still held some of the same sturdy holdings.

Troubled by an investment industry rife with conflicts of interest, Halbert Hargrove formally became a registered investment advisor (RIA) in 1989. Their fee-only fiduciary model ensures that clients’ interests remain foremost. This model has proved so successful that new offices in San Diego (1993) and Denver (1994), were followed by offices in Houston, Scottsdale, and Bellevue, Washington. Today, the firm’s 40-plus employees serve as Guides, Gurus and Gladiators to approximately 700 “quietly wealthy” families – and manage \$2.5 billion. They’re still headquartered on Pine, and preserving wealth is as critical to their approach as it was in 1933. ■



John Absuaid, President/COO, left, and Russ Hill, Chairman/CEO



1934

Gibbs Architects
3575 Long Beach Blvd.
gibbs1934.com

1935

Belmont Heights Market
3500 E. Broadway
belmont-heights-liquour.business.site

Connolly Pacific
1925 Pier D St.
connollypacific.com

1936

Electro-Tech Machining
2000 W. Gaylord St.
etmgraphite.com

Long Beach Fireman's Credit Union
2245 Argonne Ave.
lbfcu.org

1937

A Beautiful California Florist
455 Atlantic Ave.
abeautifulcalflorist.com

Foasberg Laundry & Cleaners
640 E. Wardlow Rd.
foasberg.com

1938

Air Source Industries
3976 Cherry Ave.
air-source.com

1939

Afana Printing Company
2190 Temple Ave.
afanaprinting.com

1940

Art's Brake Service
3441 E 10th St.

Chet's Auto Sales & Service
1540 E Pacific Coast Hwy.
chetsautoservice.com

Milburn Plumbing and Heating
5574 Atlantic Ave.

1941

Billings Ace Paint & Hardware
5004 E. 2nd St.
billingsace.com

Engle Racing Cams
6801 N. Paramount Blvd.
englecams.com

Moffatt & Nichol
3780 Kilroy Airport Way Ste. 750
moffattnichol.com

Paul's Dairy
6170 N. Paramount Blvd.

The Boeing Company
4060 N. Lakewood Blvd.
boeing.com

Ward's MediaTech
125 Victoria St.
wardsmediatech-longbeach-ca.brandsdirect.com

1942

Burke's Auto Body & Paint
1331 Ohio Ave.
burkesautobodyandpaint.com

1944

California Cartage Company
2931 Redondo Ave.
calcartage.com

Don & Harold's Automotive
500 E. Wardlow Rd.
dhautocare.com

Gilmore Music
1935 E. 7th St.
gilmoremusicstore.com

Paul's Glass Co.
2400 E. Anaheim St.
paulsglass.com

1945

B & B Supply
1845 W. Anaheim St.
bandbsupply.net

CW Industries
1735 Santa Fe Ave.
cwindustries.us

Mark Schneider Design
245 The Promenade North
markschneiderdesign.com

1946

Bragg Companies
6251 N. Paramount Blvd.
braggcrane.com

Heather R Chambers, CPA
1230 E. Wardlow Rd.
heatherchamberscpa.com

Lester Box & Manufacturing
1470 Seabright Ave.
lesterbox.com

South Coast Shingle Company
2220 E. South St.
southcoastshingle.com

Tuttle Cameras
5467 E. Carson St.
tuttlecameras.com

1947

Alsace Lorraine Fine Pastries
4334 Atlantic Ave.
alsacelorrainefinepastries.com

California Swaging & Cable Products
708 W. Esther St.
californiaswaging.com

Cowelco Steel Contractors
1634 W. 14th St.
cowelco.com

Hill Crane Service
3333 Cherry Ave.
hillcrane.com

Santa Fe Importers
1401 Santa Fe Ave.
santafeimporters.com

WECO Aquatics
2138 W. 17th St.
wecoaquatics.com

1948

Acme Auto Headlining
550 W. 16th St.
acmeautoheadlining.com

Belmont Shore Children's Center
30 S. Termino Ave.
belmontshorepreschool.com

1949

Antique Metal Finishing

1201 Newport Ave.
 antique-metalfinishing.com

Rapid Screen Repair

507 Redondo Ave.
 rapidscreenrepair.com

1950

Crosby & Overton

1610 W. 17th St.
 crosbyoverton.com

Friction Materials Co. of Long Beach

1600 W. Anaheim St.
 frictionmaterials.net

Harbor Chevrolet

3770 Cherry Ave.
 harborchevrolet.com

Stu's AE Transmission

5531 Cherry Ave.
 stustransmissions.com

The Reno Room

3400 E. Broadway
 therenoroom.com

1951

Berg-Nelson Company

1633 W. 17th St.
 bergnelson.com

Bixby Knolls Flowers

3901 Long Beach Blvd.
 bixbyknollsflowers.net

Hillside Enterprises – AR&C Long Beach

4519 E. Stearns St.
 hillsideenterprises.org

Hof's Hut

2147 Bellflower Blvd.
 hofs.hut.com

Snyder Manufacturing

1541 W. Cowles St.
 snydermanufacturing.com

1952

B & B Pipe & Tool Company

3035 Walnut Ave.
 bbpipe.com

East Brake Service

4445 E. Anaheim St.

R & G Carpet Service

1325 E. Esther St.

Tenni Moc's Shoe Store

6536 E. Spring St.
 tenni-mocs.com

The Annex

4300 E. Stearns St.

1953

J.B. Hanover Company

4116 E. 10th St.
 jbhanover.com

Orchid Cleaners & Laundry

2706 E. Broadway

Wallboard Tool Company

1697 Seabright Ave.
 wallboardtoolco.com

1954

All Glass & Upholstery

2024 W. 15th St.
 allglassandupholstery.com

Blumberg Law Offices

444 W. Ocean Blvd. Ste. 1500
 blumberglaw.com

Circle Moving & Storage

3333 E. Willow St
 circlemoving.com

1954

Domenicos Belmont Shore

5339 E. 2nd St.
 domenicosrestaurant.com

Globe Gas

5843 N. Paramount Blvd.
 globepropane.com

Kaiser Permanente

3900 E. Pacific Coast Hwy.
 kaiserpermanente.org

Los Altos Car Wash

5470 E. Stearns St.
 losaltoscarwash.com

Twining

2883 E. Spring St. Ste. 300
 twininginc.com

1955

Broadway Glass

2523 E. Broadway
 broadwayglass.com

Long Beach Petroleum Club

3636 Linden Ave.
 lbpetroleumclub.com

The Berns Company

1250 W. 17th St.
 TheBernsCompany.com

1956

A.P. Fischer Motor Oil & Filters

1601 Caspian Way
 apfischer.com

49rs Tavern

5660 E. Pacific Coast Hwy. Ste. A
 49rstavern.com

Industrial Filtration

1500 Daisy Ave.
 industrialfiltrationinc.com

Long Beach Ice

1600 Cherry Ave.
 longbeachice.com

Neill Aircraft Company

1260 W. 15th St.
 neillaircraft.com

Park Pantry The Original

2104 E. Broadway
 park-pantry-the-original.local-cafes.com

1957

Control Switches International

2425 Mira Mar Ave.
 controlswitches.com

Long Beach Muffler

3880 E. Anaheim St.
 longbeachmuffler.com

Mac's Lift Gate

2801 South St.
 macsliftgate.com

Marri's Italian Family Restaurant

6436 E. Stearns St.
 marrislongbeach.com

Simon, McKinsey, Miller & Stone

A Law Corporation
 2750 N. Bellflower Blvd. Suite 100
 rmstoneattorney.com

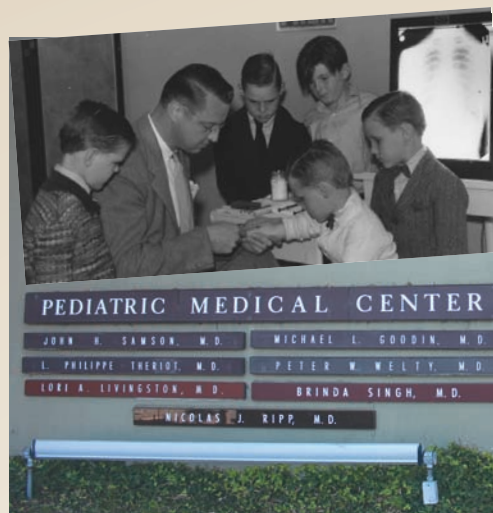
The Eldo Bar & Grill

3014 N. Studebaker Rd.
 eldobar.com

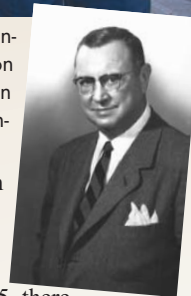
Ventura Transfer Company

2418 E. 223rd St.
 venturatransfercompany.com

1933 . . . Pediatric Medical Center



Dr. Harold M. Vandyke, founder, is pictured at right and above is shown administering a TB test. The boy at far right is Dr. Alexander Vandyke, the founder's son who became a pediatrician and practiced here in long beach for 26 years. Dr. John Samson and Dr. Michael Goodin are pictured outside Pediatric Medical Center offices at 2921 Redondo Ave.



Pediatric Medical Center (PMC) was founded in 1930 by Dr. Milton Van Dyke, who was one of the pioneer pediatricians of Long Beach. His first office was in Downtown Long Beach near the old Seaside Hospital. In 1963 he moved the office, which was designed and built by renowned architect Edward Killingsworth, to its current location on Redondo Avenue. On August 5, 2005, there was a fire that completely destroyed the office and PMC temporarily operated out of an office near Long Beach Community Hospital until October of 2006, not missing a day of providing care to their patients. The office was re-built in its original Killingsworth style on the same site.

Since its founding in 1930, there have been 13 pediatric partners in Pediatric Medical Center. Dr. Milton Van Dyke practiced until the early 1960s and was joined by his son, Dr. Alexander Van Dyke, in 1963, who practiced at PMC until 1989. Dr. John Samson joined the group in 1970, and Dr. Mike Goodin in 1971. They are still seeing patients at PMC. Dr. Phil Theriot joined PMC in 1984, Dr. Peter Welty in 1990, Dr. Lori Livingston in 2007, Dr. Brinda Singh in 2014 and Dr. Nick Ripp in 2015. This makes up the current medical staff at PMC.

While the area around PMC has grown and become more industrialized, the Killingsworth-designed medical office stands out as an accomplished reminder of the dream of Dr. Milton Van Dyke and continues to serve generations of Long Beach's families. ■



Pictured from left are practicing physicians Nicolas Ripp, Lori Livingston, Michael Goodin, John Samson, Brinda Singh, Peter Welty, Louis Theriot

1933 . . . Sanborn & Sine

Everett Houser was admitted to the California State Bar in 1929 – that's right, 1929. He practiced in Long Beach. He had several law partners and finally partnered with Warren Sanborn and for many years, their offices were just below 3rd Street on Atlantic Avenue. They finally moved to 5199 E. PCH in Long Beach. Everett retired and later died in about 1986. Warren then partnered with David M. Sine to form the still current name of the Law Offices of Sanborn & Sine. That's me, and I'm still at 5199 E. Pacific Coast Hwy. Regretfully, Warren died in 1997 and I've been looking for a suitable partner ever since.



I vividly recall one three-week trial I personally conducted against a big well-known San Pedro name, who was suing my clients for fraud in a several million dollar real estate and business transaction in the Long Beach area. The attorney for the big name plaintiff wore a pastel lime green suit at his closing argument. When I saw him walk into the court room with the jury already seated in the jury box, I leaned over to my client and said that "he (plaintiff's attorney) just put the final nail in the coffin" (of their case). The jury came back with a defense verdict in favor of my clients." ■

David M. Sine

1933 . . . The Termo Company

The Termo Company came to being out of adversity and classic entrepreneurial risk taking. EE Combs mortgaged his house to drill an oil well in the booming Signal Hill Oilfield. The 'Hope' well suffered a fire (the oil fields in those days were quite dangerous compared to our modern, clean, and safe operations) and EE was forced to look for a partner to continue drilling. He found one in Roscoe Oaks, a retired Union Carbide executive and philanthropist from San Francisco. Together they formed Termo in 1933. Over the next two decades together they drilled and operated wells in some of the major oil fields of California and Texas, and expanded the company's operations footprint. They experienced some tremendous success (wells in Texas that ini-



The Termo Company is a family-owned business, passed down across four generations. David Coombs, left, the president and CEO, stands next to his son, Ralph, manager of corporate development, as the two hold a picture of Termo's founding partner, EE Combs.



Above is a 1933 photo of Tideland Wells, several of which were owned by The Termo Company. Top right is co-founder EE Combs, right, with a worker, and right are co-founders EE Combs and Roscoe Oaks.



tially flowed 5,000 barrels per day) and setbacks.

In 1953 EE Combs passed away and his son El-dredge Combs became President of the company. He took a more conservative approach, focusing on preservation of the company and solidifying its asset base. At the same time, he was not risk adverse, overseeing the discovery in 1962 of the north-most oil field in California (at that time), and drilling in Nebraska and Colorado.

In 1981 David Combs succeeded his father as President of Termo. Over the next two decades he began a modest but aggressive acquisition program of properties and assets that the company still operates. Operations have expanded to multiple areas of California, and in Wyoming and Louisiana.

Termo has survived adversity and 85 years of changes in the oil industry. The company still operates from the same offices where it started on Cherry Avenue in Long Beach. The story of Termo is the story of Long Beach and many of the long-time companies of the area – entrepreneurship, risk taking, and helping to build the great city of Long Beach. ■

1934 . . . Gibbs Architects

Gibbs Architects was founded by Hugh Gibbs in 1934 and is a third generation exceptional design and solutions oriented firm located in Bixby Knolls. Hugh's son, Don, joined the practice in 1960 and became a partner in 1963. The company has designed numerous Long Beach landmarks, including the Pyramid at California State University, Long Beach. Today, Kurt R. Gibbs, AIA, a California native with over 35 years of experience in creating unique and extraordinary solutions for clients and partners, is the driving creative force and business mind behind and the owner of Gibbs Architects. Its slogan is "long on tradition, strong on innovation – 80+ years of great design." ■



Kurt R. Gibbs is pictured with his father, Don Gibbs, outside the firm's Bixby Knolls headquarters.

1958

Klampon Thread Protector

1481 Cota Ave.

Olsen Roofing Company

6951 Newton Ave.

Santa Fe Garage Auto Service

1581 Santa Fe Ave.

santafegarageautorepair.com

1959

Bodell's Shoes

4190 N. Viking Way

shoesrx.com

Ellison Realty

3400 E. 7th St.

ellisonrealty.org

Gem Shoe Repair & Leather Goods

4922 E. 2nd St.

George Oliveri Salon

3019 N. Los Coyotes Diag.

georgeoliverisalon.com

SnugTop

1711 Harbor Ave.

snugtop.com

Tell Steel

2345 W. 17th St.

tellsteel.com

Western Office Refinishing Co.

2109 E. Cherry Industrial Cir.

White Realty Associates

5374 E. Village Rd.

wralistings.com

1960

Iguana Kelleys

4306 E. Anaheim St.

iguanakelleys.com

Modern Specialist

6190 Cherry Ave.

modernspecialist.com

Quality Sprayers

1549 W. 17th St.

qualitysprayers.com

Umberto's Men's Wear

2141 Bellflower Blvd.

umbertosmenswear.com

1961

Marvin S. Beitner, Ph.D.

5199 E. Pacific Coast Hwy. Ste. 304N

psychologydoc.com

Black, O'Dowd & Associates

1511 Cota Ave.

boarchitecture.com

City Tow Service

704 W. 17th St.

citytowservice.com

Long Beach Animal Hospital

3816 E. Anaheim St.

lbah.com

Stan Miller Yachts

245 Marina Dr.

stanmilleryachts.com

1962

Jacobson Plastics

1401 Freeman Ave.

jacobsonplastics.com

Superior Electrical Advertising

1700 W. Anaheim St.

superiorsigns.com

Wyatt Precision Machine

3301 E. 59th St.

wyattprecisionmachine.com

1963

Benny The Tailor

5422 Orange Ave.

Best Western Golden Sails Hotel

6285 E. Pacific Coast Hwy.

bestwestern.com/GoldenSailsHotel

Golden Star Restaurant

1560 W. Pacific Coast Hwy.

2201 E. Carson St.

Metropolitan Chemical Company

733 W. 14th St.

metropolitanchemicals.com

Scuba Duba

255 N. Marina Dr.

scubadubacorp.com

1964

Ace & Stewart Detailing

4940 Long Beach Blvd.

Capri Realty

2005 Palo Verde Ave.

calcoasthomes.com/ursano.html

Certified Alloy Products

3245 Cherry Ave.

doncasters.com

Chuck's Coffee Shop

4120 E. Ocean Blvd.

chucks-coffee-shop.cafes-city.com

Hobbs Bannerman

3700 Santa Fe. Ave. Ste. 305

hobbsbannerman.com

Marina Shipyard

6400 E. Marina Dr. #6

marinashipyard.com

Santa Fe Convalescent Hospital

3294 Santa Fe Ave.

Yamko Truck Lines

6925 Cherry Ave.

yamkotrucklines.com

1965

Able Glass Service

1219 Cherry Ave.

ableglassservice.com

A.J. Edmond Co.

1530 W. 16th St.

ajedmondco.com

Lakewood Oral & Maxillofacial Surgery

4448 E. Village Rd.

myoralfacialsurgeon.com

Merle A. Anderson, DDS

1299 E. Wardlow Rd

California Resources Corporation

111 W. Ocean Blvd. 8th Floor

crc.com

Recognizing Their Legacy

1965

Diversified Securities

6700 E. Pacific Coast Hwy. Ste. 150
divsecs.com

Duthie Power Services

2335 E. Cherry Industrial Cir.
duthiepower.com

Hasco Oil

2800 Temple Ave.
hascooil.com

Haskell's Prospector

Steakhouse & Saloon

2400 E. 7th St.
prospectorlongbeach.com

Jongewaard's Bake N Broil

3697 Atlantic Ave.
thebakebroil.com

Joy Processed Foods

1330 Seabright Ave.

Long Beach Artificial Limb Company

2268 Long Beach Blvd.
lbal.net

1966

All Star Tire

2735 E. Artesia Blvd.
allstartire.com

Ando Electric Motors

1999 W. Anaheim St.
andoelectricmotors.com

Bloom Orthodontics

2700 N. Bellflower Blvd. Ste 212
bloomorthodontics.com

Cabe Toyota

2895 Long Beach Blvd.
cabetoyota.com

Colonna & Co Realty

203 Glendora Ave.

Bernard Fishman, DDS

4403 E. Los Coyotes Diag.

Industrial Tire Service

2020 W. 16th St.
industrialtireservice.net

L G Smith Accountancy

4017 E. 7th St.
lgstax.com

Pancho's Mexican Restaurant

4925 E. Pacific Coast Hwy.

Perona, Langer, Beck,

Serbin and Harrison

300 E. San Antonio Dr.
plbsh.com

Stapleton Technologies

1350 W. 12th St.
stapletontech.com

1967

Auto-B-Craft of Long Beach

6328 N. Paramount Blvd.
auto-b-craft.com

Big D Floor Covering Supplies

1133 E. Artesia Blvd.
bigdsupply.com/branches

Bixby Knolls Tower

3737 Atlantic Ave.
bixbyknollstower.org

Dave's Burgers

3396 Atlantic Ave.

Hi-Standard Manufacturing

1510 W. Cowles St.
hi-standard.com

Holiday Inn Long Beach Airport

2640 N. Lakewood Blvd.
hilongbeach.com

Palmcrest Medallion Convalescent Hospital

3355 Pacific Place

RADCO

3220 E. 59th St.
radcoinc.com

1968

C. R. Beinlich & Sons Construction

5525 E. 7th St. Ste D
beinlichandsons.com

German Auto Long Beach

514 E. Pacific Coast Hwy.
bmwservices.com

Jim's Auto Repair

5217 Cherry Ave.
jims-auto.com

Dr. Arlo G. Jorgensen, DDS, MS

6226 E. Spring St. Suite 320
arlojorgensenorthodontist.com

Morgan Industries

3311 E. 59th St.
morganindustriesinc.com

1969

Bryson Financial

3777 Long Beach Blvd. 5th Floor
brysonfinancial.com

Circle Audi

1919 N. Lakewood Blvd.
circleaudi.com

Don Temple U-Store & Lock

3490 & 3750 E. Spring St.
dontemplestorage.com

Grand Food & Beverage

4101 E. Willow St.
grandfandb.com

Eric R Hubbard, DPM

2333 Pacific Ave.
memorialpodiatrygroup.com

Huff's Family Restaurant

8105 E. Wardlow Rd.

National Plant Service

1461 Harbor Ave.
nationalplant.com

Omaha Airplane Supply

2945 Redondo Ave.
omahaairplanesupply.com

Pacific Pallet Company

2210 W. Gaylord St.
pacific-pallet.com

Plasidyne Engineering & Manufacturing

3230 E. 59th St.
plasidyne.com

University Trophies & Awards

4221 E. Willow St.
universitytrophies.com

Nonprofit, Membership And Other Organizatons

1884

Long Beach Young Men's Christian Association – YMCA

lbymca.org

1891

Long Beach Area Chamber of Commerce

lbchamber.com

1905

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

WomenShelterLB.org

1935 . . . Belmont Heights Market

When Belmont Heights Market started in 1935, it was one of the biggest markets in Long Beach. It enabled Japanese farmers to sell their products here until the war broke out and they were forced to relocate in fear of being sent to internment camps. It was around that time when the La-Possa Family bought the property and made it into a market with liquor, beer, wine, meat, and produce.



Aayush Patel

Unfortunately, in early 2002, Walter LaPossa had a stroke and his family had to sell the property. That's when Paul Stephen, who had his pharmacy next to the market, bought the whole property and market. Paul made the property into three spaces: the pharmacy, Olives Gourmet Grocer, and apartments on the top floor. Eventually he created a pharmacy that sold liquor, beer, and wine. Unable to run the market due to a heavy workload from his pharmacy, he decided to add a wall within the pharmacy and lease out the market, which at the time was run by someone else.

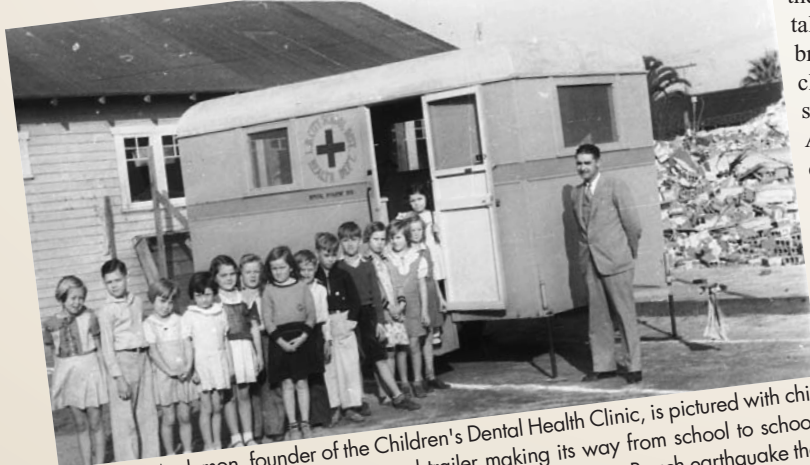
Before the Patel family bought this store, they were going through tough financial times in early 2008, due to previous investments. That's when Mr. Patel sold his previous liquor store due to a partnership dispute.

After two long years of searching for a store, Mr. Patel came across Belmont Heights Market, which is about 1100 square feet with high ceilings, and he asked Paul about leasing it. With a good lease and Paul's support, Mr. Patel decided to take on the market with the very little money he had left in his pocket and, with the help of his son, Aayush, they raised this business and created a strong foundation in the community for ages to come. In 2015 Mr. Patel retired, so the mantle has been passed down to Aayush, who now manages his store for him. ■

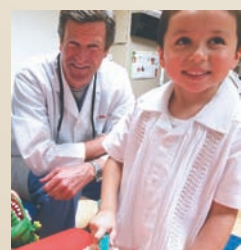
1932 . . . Children's Dental Health Clinic



Belinda Le Wells, left, is director of development and communications, and Jean Petrillo, RDH, is the oral health education coordinator for Children's Dental Health Clinic.



Dr. Robert Anderson, founder of the Children's Dental Health Clinic, is pictured with children at the very first Clinic, a converted trailer making its way from school to school. Notice the rubble in the background from the historic 1933 Long Beach earthquake that toppled schools and buildings citywide.



Dr. John Blake is the clinic's executive director and its dental director.

Dr. Anderson was not alone in his efforts. He reached out to other organizations, such as the Tichenor-Orthopedic Clinic for support, and the Children's Dental Health Clinic (CDHC) was then opened in an 8x10 foot room at the Community Hospital. In 1936, the Junior League of Long Beach helped relocate the CDHC from the Community Hospital to a Long Beach Unified School District bungalow, where school-based dental care and oral health education was provided with support from the Junior League of Long Beach and the Harbor Dental Society. In 1970, the CDHC moved into the Miller Children's Hospital at Long Beach Memorial Medical Center, under Loraine Huntington Miller's vision of treating the "whole child."

Over an 86-year history, the Children's Dental Health Clinic has evolved into a comprehensive, hospital-based, state-of-the-art facility on the campus of the Miller Children's Hospital in the Long Beach Memorial Medical Center, with a satellite clinic on Catalina Island. Today, the non-profit Children's Dental Health Clinic serves 10,000 underserved patients annually, from birth through age 21, including children with special needs and/or complex medical considerations. The CDHC is a safety-net dental home for our most vulnerable children and a vital part of Long Beach smiles. ■

It was 86 years ago, in 1932, when a Dental Examiner for Long Beach Schools, Dr. Robert Anderson, found that his program of dental exams was of little value without follow-up care. He recorded that a majority of children returned to school year after year with little or no dental treatment. With the idea that dental care could be brought to the children at schools, Dr. Anderson secured a trailer and converted it into a small dental clinic. The dream of providing accessible dental care to underserved students began with this small mobile clinic making its way from school to school.

1931 . . . Junior League Of Long Beach

The Junior League of Long Beach began as the Junior Charity League in 1931. A group of 8 women, led by founder Helen Dutton Newcomb, took tea and scones at the beachfront Virginia Hotel and thought of ways to dedicate resources and efforts to address community problems. When the devastating 1933 earthquake struck Long Beach, the white gloves came off. The women organized feeding stations in public parks, and clothing and shoe drives for children and families that were suddenly forced to sleep outside.

In 1948 the Junior Charity League was admitted to membership in what is now The Association of Junior Leagues

International, and our organization became the Junior League of Long Beach. Over our 87 years the Junior League of Long Beach has been responsible for raising millions of dollars and addressing unmet community needs; from founding and supporting the Children's Dental Health Clinic, starting the Volunteer Center of South Bay, Harbor and Long Beach, and securing the rights of homeless children to enroll in public school.

Our current focus is anti-bullying, self-esteem and prevention of childhood obesity. We are also actively involved in addressing human trafficking by partnering with City departments, the school district, county agencies and others to effect change.

In our advocacy efforts, we monitor legislation affecting women and children. We work with local and state elected officials and conduct legislative advocacy in Sacramento. We train our members in civic engagement and collaborate with a number of like-minded organizations.

Through Junior League training our members are given opportunities to acquire and hone the skills that make them sought-after civic leaders. In greater Long Beach it would be difficult to visit a civic, cultural, educational or nonprofit organization that does not include involvement and leadership by Junior League members.

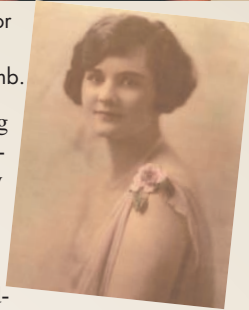
Our membership has gone from society women known by their married names to an organization of over 400 members made up primarily of professional women who juggle work, family, and community responsibilities.

The common thread over these many years is our timeless mission of promoting voluntarism, developing the potential of women, and improving the community.

We welcome the interest of all women with a passion in leadership development and civic engagement. Please visit www.jllb.org to learn more about becoming a lifelong member or making a donation in support of our community work. ■



Paula Barrow is president of the Junior League of Long Beach. At right is the association's founder, Helen Newcomb.



1935 . . . Long Beach Symphony



Robert Resta served as the first conductor of what evolved to be the Long Beach Symphony. At right is current Music Director Eckart Preu.

Drawing from a widespread desire for there to be a premier and professional symphonic orchestra to complement the work being done by the Long Beach Municipal Band, prominent resident and opera singer, Florence Van Dyke partnered with conductor Robert Resta and the Long Beach Recreation Commission in 1934 to form what is now known as the Long Beach Symphony. In 1935, the Symphony, originally known as the Long Beach Philharmonic, held its first of many performances in the beautiful Municipal Auditorium where the Convention Center now stands.

Key to its long-term success was the Symphony's proximity to the Hollywood studios making it ideal for attracting a high caliber of talent both in the orchestra and as guest soloists. Over the next few decades, it grew in prominence and offered full symphonic concerts, family concerts, and free summer Starlight Serenades in Bixby Park – the precursor to the now popular POPS! series, which attracts over 4,000 to the Long Beach Arena.

The Long Beach Symphony has always been a leader in the arts community. In the 1950s several of its musicians were hired to help start LBUSD's music education programs and in 1978, the Symphony moved into its new home, the Terrace Theater, and celebrated this new era with a sold-out performance with pianist, Van Cliburn.

Over the decades, Long Beach Symphony reached many artistic and cultural milestones, including being the first regional orchestra to appoint a female Music Director, JoAnn Falletta in 1989. Most recently, it was awarded the Long Beach Heritage Preservation Award, the Long Beach Chamber of Commerce Award for Outstanding Nonprofit Organization and was honored in 2017 by the NAACP for promoting civil rights and social justice through the arts. Currently offering 16 concerts and over 150 free music programs benefitting 60,000 people, the Symphony is a true Long Beach success story. ■



(Caught In The Moment)

1909

Long Beach Municipal Band

longbeach.gov/park/recreation-programs/programs-and-classes/live-outdoor-bands

Virginia Country Club

vcc1909.org/

1912

Long Beach Day Nursery

lbdn.org

1917

American Red Cross, Greater Long Beach Chapter

redcross.org

Long Beach Bar Association

longbeachbar.org

Rotary Club of Long Beach

rotarylongbeach.org

1919

Boy Scouts of America, Long Beach Area Council

longbeachbsa.org

Kiwanis Club of Long Beach

longbeachkiwanis.org

1921

Downtown Long Beach Lions Club

longbeachlions.org

1923

Campfire Long Beach

campfirelb.org

1924

Alamitos Bay Yacht Club

abyc.org

Apartment Association, Southern California Cities

apt-assoc.com

Soroptimist International of Long Beach

soroptimist-longbeach.org

1925

Long Beach Casting Club

longbeachcastingclub.org/

1926

Tichenor Clinic For Children

tichenorclinic.org/

1928

Goodwill Serving

The People of Los Angeles County

thinkgood.org

1929

Long Beach Playhouse

lbplayhouse.org

Long Beach Yacht Club

lbyc.org

1931

Junior League of Long Beach

jllb.org

1932

Children's Dental Health Clinic

cdhc.org/

1935

Long Beach Symphony

longbeachsymphony.org

1937

Downtown Long Beach Alliance

dlba.org

1939

Boys & Girls Club of Long Beach

bgclublb.org

1940

Assistance League Long Beach

allb.org

1946

Children's Benefit League

childrensbenefitleague.net

The Guidance Center

tgclb.org

1947

Long Beach Community Band

longbeachcommunityband.org

1948

Albert Jewish Community Center

alpertjcc.org

Belmont Shore Business Association

belmontshore.org

1950

Long Beach Museum of Art

lbma.org

1952

Arthritis National Research Foundation

curearthritis.org

1953

South Coast Inter Faith Council

scinterfaith.org

1955

Rancho Los Cerritos

(After land donated to City of Long Beach, opened in 1955 as a public museum)
rancholoscerritos.org

1956

The California State University, Long Beach Research Foundation

foundation.csulb.edu

1961

Memorial Medical Foundation

memorialcare.org

Retirement Housing Foundaton

rhf.org

Seal Beach Yacht Club

(Located in Long Beach)

slbyc.com

1962

Historical Society of Long Beach

hslb.org

1963

California Conference For Equality and Justice

cacej.org

Pools of Hope

caaquatictherapy.com

1964

Fair Housing Foundation

fairhousingfoundation.com

1966

AbilityFirst Long Beach Center

abilityfirst.org

1967

Miller Foundation

eandlmillerfdn.com

1968

Rancho Los Alamitos Historic Ranch and Gardens

(Year donated to City of Long Beach)

rancholosalamitos.com

Port of LONG BEACH

PHOTO PROGRAM

Join Us for an Artist's View

The Port of Long Beach presents our 6th Annual PHOTO Program, a partnership with the Arts Council for Long Beach. Local photographers captured striking images of the Port on a behind-the-scenes harbor tour and their best work is on display Oct. 6-28 at the Expo Arts Center in Bixby Knolls. **More information at polb.com/photoprogram.**



Port of
LONG BEACH
The Green Port

Arts COUNCIL
FOR **LONG BEACH**