Focus On The City Of Carson
Real Estate
Developments, Business Growth
Brighten City’s Future, Despite Challenges

By SAMANTHA MEHNINGER
Senior Writer

Like many cities, the City of Carson is not without its challenges: the government is working to regain stability after years of management turnover, there is the matter of a $4 million budget deficit, and, like other local cities, it’s contending with increasing costs associated with infrastructure and public safety needs. On top of that, hopes of an NFL stadium within city limits were dashed when the project instead went to Inglewood.

But, in Mayor Albert Robles’ view, there’s much more to Carson’s future than the fact that a football stadium isn’t in the cards.

Developments are planned and

New Hotel Approved For Prime Corner In Downtown Long Beach

By SEAN BALK
Staff Writer

The Long Beach City Council has approved a proposal for Seattle-based developer American Life, Inc. to build a 25-story hotel and business center at the southeast corner of Ocean Boulevard and Pine Avenue in Downtown Long Beach. The site has sat vacant for almost 30 years.

The city is selling the property, which was once owned by the former Long Beach Redevelopment Agency (RDA), to the developer for $7 million.

Tonight, May 24, the city council will consider three more development proposals slated for former RDA property. The proposals include: an apartment complex with flexible work/co-work space at Broadway and The Promenade; business incubator and co-working space to attract small, creative companies at 120 E. 3rd St.; and a live/work urban townhome project near the corner of Sunset Street and Long Beach Boulevard.

During the city council meeting earlier this month, city councilmembers applauded the proposal to build a new hotel and business center at 100 E. Ocean Blvd., which has remained empty and mostly underutilized since 1988, when the historic Jergins Trust Building was demolished.

“This particular site is...”

#TBE
Throwback Elections...The 2nd Council District 1992

By GEORGE ECONOMIDES
Publisher

More than two decades ago, a Cal State Long Beach professor, who doubled as one of the leaders of the grass roots organization Long Beach Area Citizens Involved (LBACI), began an unexpected journey that would take him from the council chambers at city hall to the floors of the assembly and senate in Sacramento and, finally, to the Halls of Congress.

This sligt-of-build, gray-haired activist with a heavy New York accent, who often changed subjects mid-sentence, had, through LBACI, repeatedly been critical of city leaders over a variety of issues including crime, housing and how the city’s poor were being treated. The Long Beach establishment, which included much of the business community and entrenched city councilmembers, who at that time leaned to the right on issues and never feared losing reelection since term limits were not yet in place, paid little attention to 53-year-old liberal Alan Lowenthal.

Convinced new leadership was needed, Lowenthal decided to run

Special Report: The Nonprofit Sector
Ensuring Your Legacy Through Planned Giving

By SAMANTHA MEHNINGER
Senior Writer

It’s often major donations – those of perhaps $1 million and up – that make a big splash in the news, but you don’t have to be wealthy to make a planned gift to aid in a local charitable cause and to enjoy the corresponding tax benefits. There are a wide range of options to leave a lasting legacy that benefits both a charity and yourself and your loved ones, which may not be as simple as a lump sum donation or as complex as setting up a revenue-generating charitable fund.

Local estate and trust planning professionals told the Business Journal that planned giving is trending at a stable level, and noted that some people may perhaps be unaware of their options and potential benefits to their estates both during and after life.

“Planned giving is easy because you don’t have to be wealthy to do it,” Marcelle Epley, president and CEO of the Long Beach Community Foundation (LBCF) told the Business Journal that planned giving is trending at a stable level, and noted that some people may perhaps be unaware of their options and potential benefits to their estates both during and after life.

This particular site is...
Inside This Issue

8 In The News
• People In The News
  • Andazola’s Gallery Closing After 40 Years In Business
  • Caffe bene Brings South Korean Flavor To Long Beach
  • Port Announces New Trade, Logistics Program For Cabrillo High
  • Port Awards $360,000 To Local Community Groups – See List
  • Beverly O’Neill Theater Becomes A Hub For Culture
  • UTI Long Beach Campus Partners With Infiniti To Train Technicians

16 Real Estate
• City Council Okays New Downtown Hotel Project, from Page 1
• Ports O’Call Village Revamp Approved
• F&M Completes Renovation Of Rollings Hills Estates Branch

18 The Nonprofit Sector
• Ginny Baxter Retiring After 33 Years With LBCC Foundation
• Elizabeth McMann Named New Exec Director Of LBCC Foundation
• Third Sector Report, from Page 1
• Ensuring Your Legacy Through Planned Giving, from Page 1
• Careers In Nonprofits: Are They Worth The Money?

26 PoliticalWire
• Throwback Elections, from Page 1
• State Prop 50 And Long Beach Sales Tax Measure

27 Perspectives
• Inside City Hall By Gerrie Schipske
• Technology And Innovation By Forouzan
• HealthWise By Gary Duckwiler, MD
• Small Business Dollars & Sense By Ben Alvarado
• Effective Leadership By Mick Ukleja
• Trade And Transportation By Tom O’Brien

30 Focus On Carson
• Carson Overview, from Page 1
• Carson Sees New Commercial And Residential Development
• With Steady Sales, Carson Businesses Cautiously Optimistic
• CSU, Dominguez Hills: A Growing Community Resource
• Carson Mayor And City Council
• Arts And Entertainment Remain Vibrant, And With A Bright Future
Remembering America’s Strongest on this Memorial Day.
Please join the Long Beach Education Foundation and the Long Beach Unified School District as we proudly present the 2016 Most Inspiring Students Awards.

Celebrating the Sounds of the Harlem Renaissance with Special Guest Rev. Rosey Grier and Performances by Millikan High School Vocal Ensemble.

Thursday, June 2, 2016
Long Beach Hilton Hotel
701 West Ocean Boulevard, Long Beach

Registration 5:00 pm • Dinner 6:00 pm • $100 per person

Please RSVP by May 27
LBEF@lbschools.net
FOLLOW THE MONEY – Measure A is a clever disguise for millions of dollars in salary increases. Since 2010, City Hall has increased its spending on salaries and pensions by over $127 million. Coincidentally, the Big Money special interest groups funding “Yes on Measure A” also want big raises for the next five years. Without Measure A there is no money for those raises.

NO JUSTICE – Measure A unfairly hurts most Long Beach families that have seen their household incomes drop 3% over the recent 4 years. Fixed income seniors and the poor are hit even harder by this unjust 11% sales tax increase. The Mayor promises to spend Measure A dollars on protecting these residents but it’s an empty promise because he won’t legally guarantee it.

COMMON SENSE – Our neighbors such as Signal Hill, Lakewood and Orange County will attract Long Beach local consumers away from our small business community. But for big ticket items like a car local residents cannot escape the tax. Plus, at 10%, Long Beach’s sales tax would be even higher than cities like San Francisco and New York. Where’s the common sense?
People In The News

Kris Allen
First Bank
Kris Allen has been named senior branch manager for the First Bank office at 4040 Atlantic Ave. in Bixby Knolls. He previously served as banking center manager for Comerica Bank and has held other managerial positions with US Bank and Wells Fargo. Allen earned a bachelor’s degree in engineering from Texas A&M University, where he was a five-time All-American in track and field. First Bank has 111 locations in California, Illinois and Missouri.

Guy Nicio
Windes
Guy Nicio has been named a partner in the tax and accounting services practice with Windes, a Long Beach-based accounting and advisory firm he joined in 1998. His professional experience is in tax planning and consulting for mid-size and small businesses, as well as tax compliance for corporations, partnerships and individuals. Nicio is a certified public accountant who earned his bachelor’s degree in accounting from the University of Phoenix and his master’s degree in taxation from Golden Gate University.

Diane Brown
Long Beach City College
Diane Brown has been appointed director of grants for Long Beach City College. She is a former director of public health emergency management with the City of Long Beach and since 2000 has been an adjunct professor at the college. Brown is responsible for developing, administering and monitoring districtwide grants and grant development activity. She earned her bachelor’s degree in sociology and a master’s degree in public health from UCLA, as well as a master’s in professional writing from USC.

Kathleen Chavira
The California State University
Kathleen Chavira has been appointed assistant vice chancellor for advocacy and state relations for The California State
University, effective August 1. Chavira currently serves as the staff director to the Senate Education Committee in Sacramento, and previously was the principal consultant to the Senate Education Committee. She earned a bachelor’s degree in human biology from Stanford University and a MBA from the UCLA.

Coleen Sterritt
Long Beach City College

Coleen Sterritt, a professor and sculpture program coordinator at Long Beach City College, has been awarded the John Simon Guggenheim Memorial Fellowship for 2016. She said in a statement that during her fellowship, which begins later this year, she plans to spend the year working on a sculpting process called “direct burnout casting,” which she has not yet explored. Sterritt’s plans to spend the year working on a sculpting process called “direct burnout casting,” which she has not yet explored. Sterritt’s sculptures and drawings have been shown in exhibits throughout the U.S. and Europe.

Richard Conant
Long Beach Police Department

Commander Richard Conant has been promoted to deputy chief for the Long Beach Police Department. Conant is a 25-year veteran of the department, beginning in 1991 as a police officer. He has worked in patrol, gang enforcement, homicide, S.W.A.T., directed enforcement and internal affairs. He most recently served as chief of staff to Police Chief Robert Luna. Conant has completed the Sherman Block Supervisory Leadership Institute and the FBI Crisis Negotiation Leadership Training.

Steve Lauricella
Long Beach Police Department

Lieutenant Steve Lauricella has been promoted to commander for the Long Beach Police Department. He began serving as a reserve police officer for Long Beach in 1988 and was hired as a full-time police officer in 1990. Lauricella has worked in internal affairs, patrol, as a field training officer, the special victims section, domestic violence, gang detail, sex crimes investigations and other assignments within the department. He earned a bachelor’s degree in law enforcement education from the University of Massachusetts, Amherst, and a master’s in communication management from USC.

Douglas W. Otto
Long Beach City College

Doug Otto, president of the Long Beach City College Board of Trustees, has been elected president of the California Community College League of California that is elected by the 72 local governing boards that oversee California’s 113 community colleges. Otto was first elected a trustee in 2004 and recently reelected to a fourth term.
As an Army Reservist, Erika learned how to get things done.

The Grocery Outlet needed the right team to help open its Long Beach store.

Pacific Gateway helped the Grocery Outlet hire ten local residents, including Veterans like Erika. And, it paid 50% of their wages during their training period.

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pacific-gateway.org/business

A free business assistance service administered by the City of Long Beach.
Port Of Long Beach Announces New Trade And Logistics Program For Cabrillo High School

The Port of Long Beach (POLB) is teaming up with Cabrillo High School to launch The Port of Long Beach Academy of Global Logistics, a new four-year program centered on international trade and logistics. The port made the announcement at an annual event on May 12 where local students were awarded scholarships and internships. Created in partnership with the Long Beach Unified School District (LBUSD), the program is one of many new learning pathways at area high schools aimed at preparing students for careers in specific industry fields. At the May event, Mayor Robert Garcia congratulated POLB and LBUSD for creating the program. “The district is known for its small learning communities and this is a prime example of how industry and educators can partner to nurture and train the leaders of tomorrow,” he stated.

Lou Anne Bynum, vice president of the Long Beach Board of Harbor Commissioners, reflected, “As chair of the port’s education subcommittee and an education professional, I know that we can change young people’s lives by giving them real world experiences and preparing them for a career in global logistics.” Also at the event, the port awarded $59,000 in scholarships to 40 students attending local high schools, Long Beach City College and California State University, Long Beach. (Port of Long Beach photograph)
Port Of Long Beach Awards Another $360,000 To Local Community Groups; Harbor Commissioners Focus On Arts, Education And Diversity

Earlier this month, the Long Beach Board of Harbor Commissioners awarded 83 sponsorships totaling nearly $360,000 to local organizations and events. This brings the port’s support of local community groups and causes to $737,995 during the current fiscal year, that began October 1.

“The Port of Long Beach takes great pride in supporting local organizations that represent the diversity of our city and make it such a wonderful place to live,” said Harbor Commission President Lor Ann Guzman in a prepared statement.

Last August, the five-member commission “adopted new guidelines for the port’s community sponsorship program with goals of increasing participation, setting clear, user-friendly guidelines and enhancing the port’s focus on public service,” according to the statement. “As the record number of applicants and recipients shows, the new sponsorship policy, coupled with an aggressive outreach campaign, is proving successful,” Guzman said.

Following is a list of organizations/events selected during this round of sponsorships and the amount each is receiving.  – From Staff Reports

AIDS Food Store Long Beach A Tasteful Affair Fundraiser ........................................... $ 5,000
Alamitos Beach Neighborhood Association Eat Clean Be Green Event ................................ $ 500
American Cancer Society Making Strides Against Breast Cancer walks ................................ $ 2,500
Aquatic Capital of America Annual Awards Banquet ............................................................... $ 2,500
Arts Council for Long Beach Annual State of the Arts ............................................................. $ 5,000
Assembleymember Patrick O’Donnell Summer Concert in the Park ........................................ $ 4,500
California State Lands Commission Biennial Conference ......................................................... $ 3,000
Cambodia Town Film Festival Cambodian Town Film Festival .............................................. $ 1,000
Camp Fire Benefit Auction ................................................................................................... $ 1,500
Century Villages at Cabrillo Health Fair & Back to School event ................................................ $ 5,000
Children Today Big Bang on the Bay .................................................................................... $ 2,500
Christian Outreach in Action Fundraising Event ................................................................. $ 1,000
College Square Neighborhood Assn Neighborhood Back to School Fun Fest .............................. $ 1,000
CSULB Alumni Association Concerts at The Beach .............................................................. $ 500
Downtown Lions Club of Long Beach Sight First Health Fair .................................................. $ 3,000
Downtown Long Beach Associates Summer and Music Concert Series ................................ $ 5,000
Friends of Colorado Lagoon (FOCL) FOCL Environmental programs .................................. $ 1,500
FuturePorts Fall VIP Reception ............................................................................................... $ 2,500
Habitat for Humanity of Greater Los Angeles Annual L.A. Builders Ball............................... $ 1,000
Harry Bridges Institute Cesar Chavez Labor Tribute & Working Class Women’s Luncheon ...... $ 5,000
Historical Society of Long Beach Annual Cemetary Tour ..................................................... $ 3,500
International City Theatre Encore Annual Fundraiser ............................................................. $ 3,600
International City Theatre Shipped! Play ............................................................................... $ 3,900
International Seafarers Center Maritime Industry Salute ....................................................... $ 10,000
Khmer Parent Association Scholarship & Graduation Celebration .......................................... $ 2,500
Local Government Commission California Adaptation Forum ................................................ $ 1,000
Long Beach Area Chamber of Commerce 125th Inaugural Gala ........................................... $ 3,695
Long Beach Area Chamber of Commerce State of the County ............................................... $ 5,000
Long Beach Area Chamber of Commerce World Trade Week Luncheon ................................ $ 5,000
Long Beach Area Council Boy Scouts Dist. Citizen Fundraising Gala .................................... $ 5,000
Long Beach Bar Foundation Inc. Casino Night Fundraiser to benefit SHORTSTOP program .... $ 2,250
Long Beach Basket Brigade Basket Event ............................................................................. $ 2,000
Long Beach Camerata Singers Opening Night Gala ............................................................... $ 5,000
Long Beach Camerata Singers Season Sponsor ..................................................................... $ 5,000
Long Beach Cares Conference/ Public Health Week ............................................................... $ 1,000
Long Beach Century Club Mayor’s Trophy Tournament ........................................................... $ 7,500
Long Beach CERT READY Long Beach ............................................................................... $ 10,000
Long Beach Council District 1 Dia de Los Muertos/Day of the Dead Celebration .................. $ 15,000
Long Beach Council District 1 Holiday Community Event ................................................... $ 500
Long Beach Council District 1 Youth Job Fair ....................................................................... $ 100
Long Beach Council District 4 Summer Celebration ............................................................. $ 4,000
Long Beach Council District 7 Hispanic Heritage Month Celebration ................................... $ 5,000
Long Beach Council District 8 Art Center/ Senior Activities .................................................. $ 5,000
Long Beach Council District 8 Back to School Event ............................................................ $ 5,000
Long Beach Council District 8 Celebrate the Eighth ............................................................... $ 500
Long Beach Educational Foundation Village Fest ................................................................. $ 16,000
Long Beach Heritage-Bermbridge House Annual Tours ........................................................ $ 500
Long Beach Opera 36th Annual Gala ................................................................................... $ 5,000
Long Beach Public Library Foundation Grape Expectations Gala ........................................... $ 10,000
Long Beach Qingdao (Sister City) Association Luncheon and Celebration .......................... $ 5,000
Long Beach Symphony Association Concert Series and Port Pops! ..................................... $ 25,000
Long Beach Veterans Day Committee Veteran’s Day Parade .................................................. $ 5,000
Los Angeles County Bicycle Coalition (LACBC) Los Angeles River Ride ................................ $ 1,000
Los Angeles County Office of Protocol 30th Consular Corps Invitational ............................ $ 5,000
Los Cerritos Wetlands Land Trust Environmental Education & Clean up ............................... $ 1,500
Memorial Medical Center Foundation 5K 10K Run .............................................................. $ 1,500
Mental Health America of Los Angeles Fundraising Even ....................................................... $ 500
Museum of Latin American Art Annual Gala ......................................................................... $ 7,500
Musica Angelica Fundraising Gala/ Season sponsor ................................................................. $ 10,000
Musical Theatre West Season sponsor .................................................................................. $ 5,000
Operation Jump Start College Access Mentoring Program & Aloha Luau Fundraiser ............ $ 1,500
Partners of Parks Summer Community Concerts ................................................................. $ 5,000
POW WOW Hawaiian Art/Mural Beautification Project ......................................................... $ 20,000
Power 4 Youth Annual Recognition Dinner ......................................................................... $ 500
Rancho Los Alamitos Cottonwood Awards, Ranch Roundup, & Fall Harvest Festival ........... $ 25,000
Rancho Los Alamitos Foundation Fundraising Tournament ................................................ $ 2,500
Rancho Los Cerritos Fundraising Gala .................................................................................. $ 10,000
Regional Hispanic Chamber So Cal Business Development Conference ............................... $ 3,500
Regional Hispanic Chamber of Commerce Mujeres del A Go ............................................... $ 3,500
Revelation Films Ltd. Act out Theater Company production .................................................. $ 500
Speak Up Empowerment Foundation, Inc. Community Event ............................................ $ 1,000
Special Olympics Southern California Plane Pull fundraiser ................................................ $ 1,500
St. Mary Medical Center Foundation Annual Gala .............................................................. $ 2,250
The Children’s Clinic, “Serving Children & Their Families” Annual Beach Walk .................. $ 1,000
The Folk Revival Festival Long Beach Folk Revival Festival ................................................ $ 3,000
The Guidance Center Sunset Sip fundraiser .......................................................................... $ 1,000
Uptown Business and Community Association Veteran’s Day Festival ................................ $ 500
Veteran’s Independence Day Celebration Community Event/Fourth of July celebration ...... $ 2,500
Willmore City Heritage Association Willmore SLAM/ Arts & Music series ........................... $ 2,000
Women Shelter of Long Beach Annual Fundraiser ............................................................... $ 2,250
World Series of Beach Volleyball, LLC: World Series of Beach Volleyball ......................... $ 5,000
Wrigley Area Neighborhood Alliance, Inc. Christmas Tree Lane Parade & Cultural Heritage Celebration .................................................. $ 4,000

100 Days of Summer Kickoff Concert

FLASHPANTS

Start the 100 Days Of Summer with Flashpantz

Friday, May 27
at Marine Stadium, 5255 Paoli Way
Kid Zone opens at 5 p.m., concert, 6-8 p.m.

The ultimate ‘60s cover band, Flashpants, will have you dancing and singing to nostalgic favorites all evening. Enjoy food trucks and a Kidz Zone with bouncyers, balloon art and face painting.
Beverly O’Neill Theater Becomes A Hub For Culture With Five Performing Arts Groups Announcing Regular Performances There

By SAMANTHA MEHLINGER
Senior Writer

For the first time, five of Long Beach’s most well-known performing arts groups will be performing in the same space—an initiative the groups hope will build upon their existing audiences.

Earlier this month, Mayor Robert Garcia and former Mayor Beverly O’Neill joined the heads of Musical Theatre West, International City Theatre, Musica Angelica, Long Beach Opera and Long Beach Camerata Singers to announce the groups’ new seasons and series within the recently renamed Beverly O’Neill Theater at the Long Beach Convention & Entertainment Center.

The groups’ new programming will mark the first regular performances in the theater since it was renamed from The Center Theater. At the event, O’Neill cracked that she was sure that when the name change in her honor had been proposed that a councilmember would no doubt object because she isn’t even dead yet, earning laughs from attendees.

A small crowd of boardmembers, local elected officials and community members enjoyed small bites and coffee while listening to remarks from the former and current mayors and enjoying performances by each of the arts groups.

International City Theatre has been performing at the location for more than two decades, Artistic Director and Producer Caryn desai told the Business Journal following the event. The group’s 31st season, with plays chosen specifically to celebrate theatrical writers, began in February and continues through November. For tickets and more information, visit www.iclongbeach.org.

Although having more groups perform at the theater means more demand on the space, desai indicated that having the groups perform in one location would be beneficial for all. “I think when a community has a central place to go to for the arts, it does build more synergy and more of an awareness of what everyone else is doing,” she said.

Martin Haselböck, music director of the baroque orchestra Musica Angelica, had similar sentiments. “I know from experience that these compacta enlarge the audience, because you bring one group audience to the other group,” he said. “I think all this activity will help to enhance and enlarge and attract new audiences.”

Musica Angelica’s next season begins October 8 and runs through April 2017. For more information, visit www.musicaangelica.org.

Being in close proximity is already generating collaborations between the groups. Musica Angelica and Long Beach Opera plan to partner in their upcoming seasons, Haselböck noted. The Long Beach Opera’s next season begins with this collaboration on January 22, 2017. For more information, visit www.longbeachopera.org.

Musical Theatre West (MTW) isn’t moving its regular season to the space, but is instead moving its reading series—in which actors read from the page rather than staging a full-fledged production—to the theater, according to Executive Director and Producer Paul Garman. MTW is also debuting a new concert series in the space, which will feature recurring performers with the group, beginning with musical theater veteran Davis Gaines on October 1. For more information, visit www.musical.org.

The day after Gaines performs, Long Beach Camerata Singers is kicking off its season at the Beverly O’Neill Theater with a performance inspired by the popular BBC series Downtown Abbey. As Jan Howser, president of the organization’s board of directors, explained, the singers will perform songs that the characters in Downtown Abbey likely would have listened to. For more information, visit www.longbeachcameratasingers.org.
The rocket scientist of the Apollo program would look at today’s run-of-the-mill economy car with wonder, envy and perhaps even a bit of bewilderment. The sheer computing power of nearly every new vehicle on a dealer’s lot dwarfs that of the spaceship of just a few years ago.

Universal Technical Institute’s new Long Beach campus trains the people who keep those earthbound science fiction machines running. And the campus recently was chosen for another first – it is the nationwide school’s only location to offer its new Infiniti Technical Training Academy.

Larry Hohl, president of UTI’s Long Beach campus, told the Business Journal. “We’ve had a partnership with Nissan for years now – it’s our second-largest manufacturer-specific program,” Hohl said. “We’ve trained students on Nissan and Infiniti vehicles. The new program will be Infiniti-specific. It’s the first of its kind for Infiniti anywhere in the country, and the Long Beach campus will be the only campus that will have that program in the UTI system.”

“As Infiniti continues to bring new innovations to the automotive industry, it’s important to ensure that we have a vibrant pipeline of talent to provide our retailers with trained, certified technicians who are at the top tier in their field,” says Nat Mason, director of aftersales for Infiniti Americas. UTI’s educational and training programs represent a nexus of independent training and manufacturer involvement. While the institute exists independently of any automotive company, it works closely with manufacturers to ensure that its training programs accurately reflect the requirements needed to maintain and repair specific vehicles.

Currently, UTI has partnerships with more than 30 different automotive brands for manufacturer-specific training programs, Hohl says. “From a prospective student’s standpoint, it gives the student confidence [that] the manufacturer is willing to co-brand with us and train on their behalf,” Hohl says. “Secondly, the relationships with these manufacturers suggest that they invest significantly in not only their programs but our facilities. They ensure that we are remaining current with the technology changes in the industry.”

Remaining current with modern technology is no small challenge. A modern car is a technological miracle, compared to what was available on a dealer’s lot a couple of decades ago. Laden with computers, advanced materials and technologies, it sips fuel, warns its driver of road and traffic hazards, and is “this close” to being able to drive itself better than any human can. (To illustrate: The Porsche 919 Hybrid that won the 24-hour race at Le Mans in 2015 averaged 139 miles an hour for a day and a night – and got nearly seven miles per gallon while blazing along at twice the speed limit of most of the U.S. interstate highways.)

Needless to say, the people who are competent to work on such a vehicle, be it...
signed to win at Le Mans or get you to the grocery store, bear little resemblance to the stereotypical “grease monkey” of yore.

“One of the things that illustrates the point: there are today more computers in the average car than there were on the spaceships that took people to the moon. Technicians and the technician jobs are very different than they were 15 years ago,” Hohl says. “Our students spend at least as much time in front of the computer screen running diagnostics as they do under the hood. They have to be as comfortable operating a computer as they are turning a wrench.”

UTI started training those technicians of tomorrow at its Long Beach campus in August of 2015. The school now has 12 campuses in eight states, and offers training programs for cars, diesel engines, motorcycle and marine equipment, as well as a specialized program focusing on training technicians to work on NASCAR stock car racing vehicles and teams.

The 143,000-square-foot Long Beach facility offers automobile, diesel and collision repair training programs. The current student population is approximately 400, with an ultimate capacity of 800 to 850 students, Hohl says.

Long Beach was chosen to meet the needs of both students and employers in the region, Hohl says. Almost all of the students enrolled at the Long Beach campus already live within 50 miles. This means that, once they graduate, they will be ready to meet the demand for trained automobile and diesel technicians in the region.

“Our research showed that there was a prospective student population and clearly an employment base that was underserved,” Hohl says.

“We have a facility in Rancho Cucamonga, but the Inland Empire and the Los Angeles/Orange County areas are two different worlds.”

Long Beach Business Journal
Hotel Approved For Prime Downtown Spot

[Continued From Page 1]

...tremely important to the City of Long Beach,” said Vice Mayor Suja Lowenthal, who represents the 2nd District downtown and has been involved in efforts to develop the site for more than eight years. “This is a site that we have protected and guarded, and wanted to make sure that we waited for a development opportunity that allows it to be somewhat of a jewel in the crown.”

The project, which is adjacent to the Long Beach Convention & Entertainment Center, calls for a 25-story building with possibly 427 hotel rooms, 19,000 square feet of restaurant space, 28,000 square feet of guest amenities, including a pool and sun deck, according to city staff.

For the project to move forward, the city council approved entering into a transient occupancy tax (TOT) sharing agreement that would, once the project is built, allow the buyer/developer to keep 50 percent of TOT revenue, estimated to be a total of $27 million over a 20-year term.

According to a city staff report, the TOT sharing agreement is “mutually beneficial and an essential requirement for development of the project.” City staff states that tax-sharing agreement will help fill an “economic gap” of about $47 million between the estimated cost of construction and the value of the future development.

Michael Conway, the city’s director of economic and property development, said during the council meeting that moving forward with the TOT-sharing agreement is a “fiscally prudent choice,” noting that the vacant property currently brings in no revenue.

City staff states that the project is expected to generate 361 long-term jobs and 1,701 short-term jobs.

In addition, the developer/buyer has agreed to incorporate into the design a way to open up public access to the Jergins tunnel, considered a part of the city’s history (see explanation in adjacent box). City staff said ways to activate the Jergins tunnel will be further discussed during the due diligence and entitlement phase of the project.

The project is also expected to incorporate the restoration and redevelopment of a portion of Victory Park, which fronts Ocean Boulevard.

Furthermore, the proposal requires that American Life propose a project labor agreement for construction in addition to a “card-check” agreement that would give future hotel workers the option to join a union.

The purchase and sale agreement, meanwhile, includes a unilateral termination right at the end of the due diligence period that gives the city the right to terminate the agreement if the city is not satisfied with the hotel brand recommended by the buyer/developer with the exception of any 4-Star hotel brand.

Other Developments

During tonight’s (May 24) meeting, the city council will consider three other development projects proposed on former RDA property.

The city council will vote on whether to move forward with a proposal by Laguna Beach-based Raintree-Evergreen LLC to build an apartment complex and work/co-work flexible space, electric vehicle charging stations and bicycle storage with workspace at the northwest corner of the intersection of Broadway and The Promenade North. The city is selling the former RDA property to the developer/buyer for $8.2 million.

Another proposal involves plans by Long Beach-based William Morris Commercial, Inc. to build “an exciting mix of frontline business incubator and co-working space that aspires to attract emerging small and creative companies” at a former RDA site at 120 E. 3rd St., according to a city staff report. The city is selling the property for $480,000.

Lastly, Irvine-based City Ventures proposes to build a live/work urban townhome project on former RDA property near the corner of Sunset Street and Long Beach Boulevard in North Long Beach. According to a city staff report, the project will consist of 42 townhomes, each with a two-car garage, and an additional 35 guest parking spaces. The city is selling the property to the developer/buyer for $2.5 million.

Long-awaited Ports O’Call Village Revamp Approved

By SAMANTHA MEHLINGER

Senior Writer

The Los Angeles Board of Harbor Commissioners recently approved a 50-year lease for a new complex called the San Pedro Public Market on the site of the existing Ports O’Call Village.

The lessee and developer for the site, San Pedro Public Market, LLC, has planned a $150 million revitalization project featuring restaurants, shopping, fresh food markets and creative office space, out-

Jergins Tunnel

Built in 1927 and opened to the public in 1928, the Jergins Tunnel, aka Jergins Pedestrian Subway, named after pioneer oil baron Andrew T. Jergins, was built to create safe passage to the beach. It also led to The Pike, which until 1979, was a prominent amusement park. At the time there were no stop signs or traffic signals on the corner of Pine and Ocean known then as “The Cross Roads of Long Beach.” What a traffic mess as you can imagine, so folks in city hall got the idea to build what they termed, The Pedestrian Subway, AKA Jergins Tunnel. (source: wikimapiol)
door gathering areas, as well as a half a mile of waterfront promenade,” according to a statement from the Port of Los Angeles.

The leaseholder company is a partnership between The Ratkovich Company of Los Angeles and Jerico Development of San Pedro. The developers announced the rebranding of the 30-acre site as a public market in March.

“We have dreamed for decades of an L.A. Waterfront that brings our entire City together – a place where families, friends, and neighbors can gather to eat, stroll, shop and enjoy the water,” Mayor Eric Garcetti said in a May 19 port statement following approval of the lease.

Garcetti continued, “Today, I am proud to say that we don’t have to imagine it anymore. With the signing of this lease, we bring these long-awaited plans to life and commit ourselves to the vision of a world-class waterfront in Los Angeles.”

Under the lease agreement, the Port of Los Angeles is undertaking infrastructure projects for the site, including improvements to the Sampson Way and 7th Street intersection, a public access dock project for recreational purposes, work on a town square and promenade, and other projects. Port administration expects to invest $400 million toward these efforts over the course of the next decade.

If also approved by the Los Angeles City Council, the project is expected to be complete in 2020.

F&M Completes Rolling Hills Estates Branch Renovation

Farmers & Merchants Bank recently reopened its branch on Indian Peak Road in Rolling Hills Estates following a transformative renovation project. The facility’s redesign features an open layout, a new entrance, a redesigned teller line and an updated, contemporary façade. According to a statement from F&M, technology on site was also improved, allowing clients access to upgrades to mobile applications for remote bill paying and internal transfers. “This branch transformation project has enhanced the appearance of the facility and increased the information available to all staff members, empowering them as a workforce to benefit clients,” Roy Almeida, vice president and branch manager, said in a statement. “Customer experience is of the utmost importance at Farmers & Merchants Bank and our new open environment allows employees to be more conducive to responding to our clients’ needs.”

The branch is hosting a grand re-opening open house on June 8 for clients, featuring tours and a complimentary breakfast. The Long Beach-based bank is planning to build a new Redondo Beach office later this year. For more information, visit www.fmb.com/locations. (Photograph provided by F&M Bank)
By Samantha Mehlinger
Senior Writer

From day one, Virginia “Ginny” Baxter’s career as head of the Long Beach City College (LBCC) Foundation has been all about relationships. In her 33 years with the foundation, she’s helped increase its assets from $500,000 to $17 million. Cultivating significant community investment in a city college begins, as she said many times in an interview at the Business Journal’s office, simply with “being nice to people.”

When Baxter was hired at Long Beach City College in 1970, she was 23 years old. She started as a U.S. history teacher and in 1975 became LBCC’s assistant dean of student affairs. In 1983, she joined the LBCC Foundation as Beverly O’Neill’s assistant. At the time, O’Neill – who later became mayor of Long Beach – was the head of the foundation. When O’Neill became president of LBCC in 1987, she handed the reins of the foundation to Baxter.

Baxter, who also serves as Area 5 trustee on the LBCC Board of Trustees after her election in 2014, is retiring from her position with the foundation in about 45 days. She’s staying on while the new executive director, third-generation Long Beach resident Elizabeth McCann, learns the ropes. “It’s a very complex office. You’ve got to know the people. . . . So I’m just there to help her kind of digest,” Baxter said.

When Baxter came on to the foundation in ’83, it was raising about $50,000 a year. “We had really good people who were out there doing really good things, but no one was out there asking for money,” she said. She recalled one instance early on in the job when a local man donated $50,000 to the foundation, but “no one paid attention to the guy.” So Baxter did. “I went down to meet him at his apartment on Ocean Boulevard and told him, ‘thank you so much,’” she said. “Anyway, that was the biggest thing I felt I should do, was to build relationships with people.”

It’s this approach – taking care to say “thank you” to donors and to make sure they feel involved – that Baxter emphasized as the key to fundraising success. The foundation now raises millions each year, with about $5.1 million raised last year alone. According to Baxter’s board of trustees biography, she has helped the foundation raise more than $35 million.

The first person Baxter ever asked for a donation was Martha Knoebel, a Long Beach local and philanthropist for whom the dance theater at California State University, Long Beach is named. In this case, Baxter said, “being nice” made all the difference. “She was in the retired teachers’ group and she was giving scholarships. I found out she’d never had a birthday party. She was an only child – German parents, very strict,” Baxter said of Knoebel. “So I gave...
Virginia “Ginny” Baxter has served as executive director of the Long Beach City College Foundation for nearly 30 years. In that time, she has helped increase the foundation’s assets from $500,000 to about $17 million. Ninety percent of the funds raised by the foundation go toward student scholarships. At the end of June she is retiring from the position, but is continuing her elected role to the college’s board of trustees. (Photograph by the Business Journal’s Larry Duncan)
When purchasing textbooks for these students, Baxter saw firsthand how much this can change. "You can kind of know it," she said. She and Sunny Zia, trustee for Area 3, recently came together to start a fund benefiting homeless students. When purchasing textbooks for these students, Baxter saw firsthand how expensive they are. "I mean, just a stupid little book on $50. Richard said yes," she explained. "The other thing I'm involved with is this group called Move LA," Baxter said, referring to a nonprofit that advocates for clean, financially responsible and comprehensive public transportation in L.A. County. "There is evidently money in Sacramento that could give free bus passes to students," she said. "Do you know how expensive a bus pass is? . . . If you're a student, you have to wait six weeks for them to process [your application] to get you a cheaper bus pass." Moving forward, Baxter said she hopes to establish a permanent food pantry for homeless and underprivileged students. Trustee Zia is also on board with the effort, she noted. "We wanted a food pantry at each campus where kids could come and eat, because nobody should be starving in this city," Baxter said. A former director of development for major gifts for California State University, Long Beach, McCann, a third-generation Long Beach native, said in a statement that she is looking forward to building on Baxter's work and taking the foundation and LBCC to new heights. She holds a bachelor of arts degree in English and American studies, and a masters degree in public administration, both from USC. "Elizabeth has demonstrated an impressive track record of developing and implementing successful, innovative campaigns," LBCC Superintendent-President Eloy Ortiz Oakley said in a statement. "Her experience and skills will be tremendously valuable to the Foundation's mission of supporting our students."

The teachers were sending me things, and I always say, 'Thank you very much for sharing your opinion with me,'" Baxter said. "I don't say you're right, I don't say you're wrong. But there are people [trustees] who don't even respond. And I think that's rude. If somebody sends you something, you just say, 'Thank you for your sharing your opinion with me,'" she said. According to USA Today, 71 percent of the 8 percent was used to help others in memory of a human being. The teachers were sending me things, and I always say, 'Thank you very much for sharing your opinion with me,'" Baxter said. "I don't say you're right, I don't say you're wrong. But there are people [trustees] who don't even respond. And I think that's rude. If somebody sends you something, you just say, 'Thank you for your sharing your opinion with me,'" she said.

Fortunately, Baxter is pushing for are free textbooks and free bus passes for students. "It's not the tuition. It's the textbooks that are the killer," she said. "And when you get in there, it's hard because our board is a policy board. And I do interfere, because I can. But you can't really change that much. You can kind of nudge and kind of push."

Two priorities Baxter is pushing for are free textbooks and free bus passes for students. "It's not the tuition. It's the textbooks that are the killer," she said. "And when you get in there, it's hard because our board is a policy board. And I do interfere, because I can. But you can't really change that much. You can kind of nudge and kind of push."

"When the topics of supporting or planning his estate, she suggested creating a trust, he wanted a number of nonprofits in the community to receive gifts so that his gifts would last into perpetuity," Kasihabara explained. "I can't expect my successor to be in the same place when I'm gone. I don't know that there will be as strong a donor pipeline as there is now."

"You might have often heard that you can give away more after you're gone than you can while you're living. That's just what planned giving is," Epley said. "Whether it's naming your favorite charity in your will or your trust for a modest amount, or the remainder of your estate, there is always an easy option for everybody," she continued. "It can involve assets you might never have thought of. Most of us have insurance policies . . . real estate or stocks. Some people have business holdings, a checking or savings account. These are all assets that can be leveraged in planning.

A common option for someone with charitable intent but who perhaps is unable to make a major donation is a donor advised fund, according to Donita Joseph, who heads up accounting firm Windes' estate trust and nonprofit tax group and also serves on LBCC's board.

"What I recommend to people that either have a smaller amount [to donate] . . . or they just don't want the hassle of all the administrative burden, is to set up a donor advised fund," Joseph said. Often, donor advised funds are managed by community foundations, including LBCCF, she noted. "You put a lot of your assets in there, you get a charitable deduction, [and] you get to decide who you want to receive the distributions from the fund, much like with a private foundation," she explained.

"You can get your family involved in a donor advised fund as well, and there's no administrative burden because the community foundation takes care of that. And there's no tax return to be filed," Joseph said. "And you also don't have to distribute out, under the current law, 5 percent a year like you do with a foundation. I think it's a good route to go."

Annette Kashihabara, executive director of the Assistance League of Long Beach, has a long history working with nonprofits in the local community and has learned firsthand how planned giving can benefit those organizations. When her uncle, former Harbor Commissioner Dr. John Kashihabara, was planning his estate, she suggested creating an endowment with the LBCC Foundation. "When my uncle was putting together his trust, he wanted a number of nonprofits in the community to receive gifts, and he thought the gifts would last into perpetuity," Kashihabara explained. "So since there were so many of them, I recommended that he consider the Long Beach Community Foundation." Although she is now on the foundation's board, she continues to work.

Kashihabara and her family established an endowment with the community foundation after selling off her uncle's assets following his passing. The endowment has benefited local institutions such as Long Beach City College, California State University, Long Beach, Long Beach Memorial Medical Center and others.

"An endowment is money that is managed and invested, earns interest, and the interest
Our roots might be in Long Beach but we’re a national leader in the field of affordable housing...

Fifty-five years ago, RHF’s mission was to provide dignified, affordable housing and services for the elderly. Today, RHF is one of the nation’s largest non-profit sponsors and managers of housing and services for older adults, persons with disabilities, and low-income families.

RHF means home to more than 20,500 people in 185 housing communities in 29 states, the District of Columbia, Puerto Rico and the U.S. Virgin Islands. While these communities are comprised of mostly apartments, RHF also provides housing with assisted living units and skilled nursing beds.

- We employ 2,900 people throughout our 185 communities, with more than 300 of those jobs (our national headquarters, St. Mary Tower and Bixby Knolls Towers and Healthcare Center) in Long Beach.
- We sponsor and manage 67 communities in California.
- Our communities range in size from a 6-unit community for the developmentally disabled to a 1,093-unit community for low-income older adults in downtown Los Angeles, the largest community of its kind in the nation.

The need for what we do continues to grow. We work with civic groups, churches and other non-profit organizations to bring needed affordable housing to their communities - how can we work with you?

The Mission of RHF (Retirement Housing Foundation), a national non-profit organization, is to provide various housing options and services for older adults, low-income families, and persons with disabilities, in an environment which enhances their quality of life - physically, mentally, and spiritually.

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www.rhf.org e-mail: info@rhf.org
Ensuring Your Legacy Through Planned Giving

(Continued From Page 20)

generated from that investment funds non-
profits,” Epley explained. One of LBCF’s
founding boardmembers, local Frances
“Frankie” Grover, left an endowment with
the foundation after she died, and directed
that funds be distributed to her favorite local
theater groups. “Those Long Beach organi-
zations will have a steady endowment in-
come stream forever,” Epley noted.

According to Epley, some of the local
groups which have benefited from planned
gifts made through the LBCF include: Long
Beach YMCA, Musical Theatre West, Long
Beach Day Nursery, Long
Beach Boys & Girls Club, California Con-
fence For Equality And Justice, Long
Beach Century Club, Long Beach Boy
Scouts, Long Beach Opera, International
City Theatre, Long Beach Public Library
Foundation, Long Beach Symphony Asso-
ciation and the Long Beach Playhouse.

One of the personal benefits of planned
giving is that it enables donors to create a
revenue stream for themselves or their fam-
ilies, according to Epley. “There are certain
types of planned gifts that, in return for a
donation of real estate, stocks or other as-
dors, donors can receive a series of regular
payments,” she explained.

According to Joseph, one method to ac-
complish this is through a charitable re-
mainer trust. “In a charitable remainder
trust, you put the asset in [the trust], and
then over a period of years, or a [set] term,
you’re getting distributions out of there,
and then the remainder goes to charity,” she
said. The individual’s income stream is a
percentage of the entire asset, she noted.

Charitable remainder trusts are a good
option to pursue following the sale of an
asset with significant capital gain, such as
a business, Joseph said. “What you do is
you donate that asset to the charitable re-
mainer trust before the sale. Then when
the sale takes place, the capital gain is
within the charitable trust, so there is no
immediate tax to be paid on it because the
charitable trust is exempt from tax,” she
explained. “They pay the capital gains tax as
they [receive] distributions out of the trust,
so it’s deferred over many years.”

A charitable lead trust essentially accom-
plishes the opposite. “With a charitable lead
trust, you put the asset in the charitable lead
trust, and the charity gets distributions for a
term of years. And then at the end, the assets
go back to your family,” Joseph explained.
“A lot of really high net worth individuals
will set these up because it’s a good way to
basically zero out your estate tax.”

If someone wants to ensure that both
their family and their charity of choice are
taken care of after they die, another option
is a charitable gift annuity, according to
Kevin Tiber, senior vice president and chief
operating officer for Farmers & Merchants
Trust Company, an affiliate of Farmers &
Merchants Bank. Via this planned giving
vehicle, a donor makes a gift to a charity,
which pays out an annual income to a des-
ignated beneficiary from that asset. After
the donor or beneficiary dies, the charity
keeps the remainder of the gift.

“You may have a child and you don’t
want them to have an outright gift for vari-
ous reasons. You can set up a charitable an-
nuity for life,” Tiber said. “They never get
control of the money but they will always
receive a payment for life that will give
them security but not to the extent that it’s
going to be transformational on the child.”

One of the better-known types of
planned gifts is a bequest, in which a do-
nation is left for an organization after the
donor passes. Some times, nonprofit or-
ganizations have worked with the donor in
life, and expect the gifts. In rarer cases,
bequests come as a surprise.

One of the most memorable bequests Tiber ever encountered was by Helen
Banash, a frugal Depression-era woman
who lived in a small condo in South Or-
ange County at the time of her death. “We
were her trustee in the later part of her life.
She had a charitable intent,” Tiber recalled.
“Her mother had Alzheimer’s, and she and
her mother were able to get some services
from the Alzheimer’s Association of Or-
ange County. They ended up being the sole
beneficiary of her estate.”

Banash’s estate happened to be $27 million.

“When it’s from the heart – if it’s a charitable
intent – you want to start those discussions
with the charity to figure out how you can
best help and how it fits into your planned
giving, according to Tiber: charitable intent
and tax benefits. Planned gifts should be
structured according to whatever of these
is a higher priority, he explained.

“If it’s from the heart – if it’s a charitable
intent – you want to start those discussions
with the charity to figure out how you can
best help and how it fits into your planned
giving, and you find a middle ground there
that’s going to have the most tax savings
while providing the biggest benefit [to the
charity],” Tiber explained.

If your main intent is financial, “you’re
going to want to look at the [best] way to
maximize your tax savings, and that’s typ-
ically driven by the estate planning coun-
sel,” Tiber said.

“There are a variety of income levels that
can benefit, and they should really consult
with their financial or estate planner for
specifics,” Epley said of planned giving.

“Everybody has something they can leave
behind to the next generation, something
they can leave behind to charity,” Epley said.
“It can be big or small, but it all counts.”

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The Long Beach Community Foundation helped us establish a charitable giving fund in honor to help keep her memory with us.

－ Ken Buck, Owner of Joe Jost's

The Long Beach Community Foundation

www.longbeachcf.org

“The Nonprofit Sector
May 24-June 6, 2016

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Senior Writer

May 24–June 6, 2016 Long Beach Business Journal

nonprofit sector, also known as the “third sector,” is in hiring mode. The 2016 Nonprofit Employment Practices Survey revealed an increase of 7 percent from 2015. Expect to create new positions this year, revealed that 57 percent of nonprofits have a formal recruitment strategy and 91 percent do not have a formal recruitment budget,” the report stated.

Anecdotally, Becki Sander, director of field education for the California State University, Long Beach School of Social Work, has observed that graduates of the program appear to be finding nonprofit work steadily. “The good news, from my perspective or the students’, is we don’t have students coming back to us and saying they can’t find employment,” she told the Business Journal. Due to the nature of social work, graduates of the program often work in the nonprofit field, or in the public sector for governmental agencies or schools, she noted.

Although competition in the field of social work is increasing – Sander pointed out that CSULB’s program is one of 10 in the region – she has observed a recent shift in which it seems students may have more employment options than in recent years. “All the schools of social work come together to have a job fair every April for the graduates of both the undergraduate and graduate programs,” she said. “This year, the thing that jumped off the page is over 70 agencies [participated] – they have to pay to participate.” She added that last year slightly more than 50 agencies participated.

“The big news was two fold,” she continued. “One that was surprising, people anecdotally said they hadn’t seen that many agencies involved in awhile.” Good news. The other news, as reported to her by staff that attended the event, was that there appeared to be fewer graduates in attendance. “Some of the thoughts were – and again, we don’t know – but some of the thoughts were [students] had already reached out and had plans and leads,” she said.

Sander has also noticed that her department is increasingly receiving notices that field instructors, former students she works with at local nonprofits, have moved on to other positions, “meaning the job market has now picked up with services and so some of the people now have job mobility,” she explained.

Direct services positions, jobs that perform the functions of a nonprofit, are the hardest to fill, following by fundraising and development, according to the Nonprofit Employment Practices Survey. “It’s not difficult to find a career in the not-for-profit sector. What is difficult is retaining people to want to stay in the nonprofit sector,” Jeffrey Wilcox, president and CEO of the Third Sector Company, said in an interview at the Business Journal’s offices. Wilcox’s company specializes in finding interim executives for the nonprofit sector.

Wilcox, who for years has been writing the Third Sector Report column for the Business Journal, noted that the difficulty nonprofits face in retaining employees is partially due to the increasing number of B Corporations (B Corps), which are essentially for-profit businesses operating for a cause.

The 2016 survey by Nonprofit HR made the same observation. “With the emergence of social enterprises and growth of B Corps, an increasing number of revenue-generating entities are blending purpose and profit, which translates into jobseekers having even more opportunities to engage in mission-driven work than ever before,” the report stated. “Four years ago, there were only 100 certified B Corps. Today, that number has grown to more than 1,600 B Corps worldwide, covering 42 countries and 120 industries.”

Recent research has shown that the nonprofit sector, also known as the “third sector,” is in hiring mode. The 2016 Nonprofit Employment Practices Survey revealed that 57 percent of nonprofits expect to create new positions this year, an increase of 7 percent from 2015. The report by Nonprofit HR – a human resources firm working with nonprofits in talent acquisition and training, as well as research – in partnership with GuideStar and The Improve Group took into account responses from 443 U.S. nonprofits. However, the report indicated that for the past two years, one of the biggest challenges for nonprofits has been finding qualified staff as the sector has experienced a shift from an employers’ market to a jobseekers’ market.

The survey also found that 60 percent of nonprofits don’t have a formal recruitment strategy, and 77 percent do not have a formal recruitment budget. “Small organizations – those with an annual operating budget under $5 million – are especially lacking in this area: as many as 73 percent of small organizations do not have a formal recruitment strategy and 91 percent do not have a formal recruitment budget,” the report stated.

A Board Chairs Academy has had a huge impact on how the Downtown Long Beach Associates views its mission, relationships and governance. Three generations of DLBA board loaders have completed the program which has not only helped our organization but the entire community as many of our board members serve on the boards of other local nonprofit organizations. This is one of the best investments we’ve made in evolving our governance structure and processes to best serve the downtown community.”

THE BOARD CHAIRS ACADEMY

Since 2008, over 240 Nonprofit Organizations in the United States and Canada have participated in the Six-Part Cohort Learning Program for Nonprofit Boards of Directors:

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The Science of Board Development - October 29, 2016
The Effective Fundraising Board - December 2, 2016
CEO Performance Planning & Review - January 19, 2017
The Strategic Nonprofit Arts & Board - March 16, 2017

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Register to attend at www.thirdsectorcompany.com or by calling Third Sector Company at (562) 484-8081. Space is limited to the first 10 organizations. Participation is open to any nonprofit organization. Board Chairs Academy will be taught by Jeffrey Wilcox, nonprofit consultant for the Long Beach Business Journal and CEO of Third Sector Company.

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Staying competitive with the private sector is another hurdle nonprofits are facing, according to the Nonprofit HR survey. “Maintaining salary budgets against market pressures” was identified as the No. 3 concern by nonprofit agencies surveyed.

“There will always be the hesitation about the income potential the sector has to offer career people,” Wilcox said, referring to the ability of nonprofits to attract executives. “There is a perception that professionals are undercompensated and it is not creating a full pipeline of candidates for career positions. And we’ve got to change that,” he said. “If we want to raise the level for arts and the environment and community, it takes paid professionals in order to do that. So we’re kind of at a crossroads.”

Jay Berger, partner with Morris & Berger, an L.A.-based executive search firm for the nonprofit sector, noted that it’s not uncommon that smaller nonprofits are unable to pay the salaries that executive applicants are requesting based on current or past pay. “Sometimes, it’s a smaller nonprofit and they can’t pay as much as someone’s already making, and the candidate’s not willing to take a salary cut, and it may not work,” he said.

But due to the cause-driven nature of the nonprofit sector, there are some who are willing to make sacrifices in salary, Berger pointed out. “In other cases, they are willing to take a salary cut. We just placed somebody in a position like that and she ended up taking about a $27,000 a year salary cut because she was really excited about this opportunity,” he recalled.

Wilcox said nonprofits need to reexamine how they define compensation, particularly when salary funding is an issue. “Nonprofits today are having to be more creative in how they define compensation. In the old days, we only defined it as money,” he said. “I think you’re seeing a lot of not-for-profits that are saying, ‘Can we offer you a four-day work week instead of five? Can we offer you a virtual opportunity as opposed to always being in the office?’ In other words, nonprofits might be able to appeal to prospective executives and employees through what they can offer in the way of a work-life balance, he explained.

Another challenge to recruitment and retention is a degree of skepticism about the nonprofit sector’s ability to deliver on its promises. “We do have a generation of people who don’t feel that the nonprofit sector has delivered on some social promises – on such things as poverty and hunger and issues that are important to those of us who have chosen this as our career,” Wilcox said.

The position of development director, responsible for fundraising, is the most difficult to fill, Wilcox and Berger agreed. “We have a lot of burned out fundraisers who are facing the burden of raising charitable dollars all on their own while the rest of the organization stands back and tells them how they’re doing, or gives them suggestions on how they could do it better,” Wilcox said. It’s the position with
“The good news, from my perspective or the students’, is we don’t have students coming back to us and saying they can’t find employment.”

Jane Sander
Director Of Field Education
School Of Social Work
California State University, Long Beach

all the pressure, he pointed out. “The difficulty with that one is I think we have turned fundraising into a sales transaction, when all along, fundraising was meant to be a community building and advocacy process. It never was a sales transaction.”

Berger pointed out that development directors are increasingly moving between jobs every couple of years, either because they didn’t meet fundraising expectations and were fired or because they’re unhappy.

Turnover at a nonprofit makes it more difficult to attract staff, Berger said. “If they’ve had a lot of turnover in that role, everybody’s going to question what’s the problem, why does this turnover exist?”

“The amount of time right now that not-for-profits are having to spend to find a good person is sending some organizations into tail spins because they’re just so vital for the organization to fulfill its mission,” Wilcox reflected.

But a difficulty with employee retention isn’t an issue exclusive to the nonprofit sector. “I think there is a societal tide going on about people not staying in jobs as long as they used to. So I don’t believe that’s just endemic to the nonprofit sector,” Wilcox said.

Wilcox said that most people in the nonprofit sector are not committed to the sector itself, but rather to the organization’s cause. “It is a commitment to a particular desire to change the world,” Wilcox said. “Where I think the nonprofit sector has a difficult time is people want careers that are based on a cause. They don’t want a career based on an organization.”

In addition to reexamining what compensation means and perhaps pursuing interim management to ease the transition period when there is an executive vacancy, appealing to the younger generations’ desire to enact societal change is something nonprofits should strive for, according to Wilcox.

“If you work for a nonprofit where the human resource equation is a balance between paid and unpaid people working together to do something fantastic, you’re probably going to see a much more energetic employee pool, because they’re working with people in the community to do something for the community,” Wilcox said. “That whole human resource equation is a big deal, because the not-for-profit sector is the only sector that can leverage that.”

Jane Sander
Director Of Field Education
School Of Social Work
California State University, Long Beach
odds, won, and won easily. He showed that with very little money, but shoe leather to burn, an underdog could succeed. His upset win was, many local political observers believe, the beginning of a shift on the city council that would soon reflect the rapid changes in the community’s demographics.

In November 1992, the term limit issue, Proposition G, made it to the ballot as one of four home-contested measures. The others were: approving a card (gambling) club, a tax to hire more police and expanding the powers of the mayor. Only Prop G won.

Aside from looking at the local seat as a career. Enter the California Legislature and Lowenthal’s political future.

Following is one of the first candidate interviews of the professor of community psychology – Alan Lowenthal – presented in the April 7, 1992, edition of the Long Beach Business Journal. The parallels to today’s issues may surprise you.

1. LBBJ: Why are you running for city council?

Lowenthal: I am running for several reasons. First, I feel there is a basic lack of leadership in the 2nd District. A voice for the community’s needs needs to be provided.

They are frightened of coming out of their homes. I’ve walked this district for the past seven months and I am overwhelmed by the fear that people have. They are frightened of coming out of their homes. They’ve seen a rapid deterioration of their community. I’m convinced that after working on the Police Complaint Commission that the solution is to move us at a policy level rapidly towards community-based policing with substations where police will be visible and accountable.

Then we can begin to engage in prevention and we can make those streets safe. I don’t believe the downtown will be economically successful unless the neighborhoods immediately adjacent to it are safe.

2. LBBJ: What can or should be done to stimulate business in the 2nd District?

Lowenthal: Again, I think the first thing we have to do is make the area safe. That would be a tremendous incentive to bring business to this community. We must also have good schools. Businesses do not want to come to Long Beach because they don’t want to put their kids in our schools. We have to confront this issue.

We cannot attract business without having adequate urban schools. I think Long Beach is too to 20 years ahead of the wave. We have had tremendous demographic changes in this city, which will be occurring throughout the rest of the country in a very short time. If we can begin to demonstrate how we can solve some of these problems — by having an adequate school system that prepares students to go on, by having a system that has incentives for students to stay in school and learn the necessary skills to enter our workforce — we will be a model for other cities. And I think we can do it.

3. LBBJ: What are you talking about as likely come with a heavy price tag attached, but the city is already facing a budget shortfall. What approach would you take to solving the city’s budget deficit?

Lowenthal: With a doubt, I think crime is the most important issue. People are locked in their homes. I’ve walked this district for the past seven months and I am overwhelmed by the fear that people have. They are frightened of coming out of their homes. They’ve seen a rapid deterioration of their community. I’m convinced that after working on the Police Complaint Commission that the solution is to move us

At a policy level rapidly towards community-based policing with substations where police will be visible and accountable.

Then we can begin to engage in prevention and we can make those streets safe. I don’t believe the downtown will be economically successful unless the neighborhoods immediately adjacent to it are safe.

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What is your position regarding the Long Beach Police Department vs. L.A. Sheriff Department
citywide patrols in Long Beach?

Lowenthal: I’m very opposed to contracting out for police services. I fought against this because I think it violates the City Charter. A city of this size needs to maintain quality and control over this service. By going to more community-based policing, we can save just as much money as if we contracted with the sheriffs. Ultimately, prevention will save us a great deal of money.

4. LBBJ: Do you feel that the city council has demonstrated good leadership over the past four years?

Lowenthal: No. There’s no consensus on the council. We have a council of bickering. We have a council that cannot forge any identity, one that cannot develop goals. It does not create a positive climate. Leadership is based on the people who provide things like business sales, but those that generate business-to-business sales as well. We should be trying to attract clean manufacturing to this city that has sales attached to it.

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It's really hard to support the mayor and city council and assorted employee unions’ push for the passage of an increase in Long Beach's sales taxes to 10 percent under the promise that the millions of dollars generated "could" be used to fix infrastructure.

Because they placed Measure A and B on the ballot as a general sales tax increase, it only requires a "simple majority" of voters to approve and does not legally bind the city council to spend the money specifically on infrastructure. The council will tell you they passed a resolution stating the money will go to infrastructure and public safety, but resolve to recognize things such as "Meatless Now here will you find (as is found in mark of Long Beach City Hall.

documents indicating if the city efficiency of ##administrative## centers/public facilities such as libraries; parks; water reclamation plants and interceptor pipes; and facilities for the collection and treatment of water for urban uses.

Efforts to fund infrastructure in Long Beach would need to be specific, detailed, accountable and not done on the backs of the already over-burdened taxpayer.

Next Column: For the record - the records are missing.

(Gerrie Schipske was elected to both the Long Beach Community College Board of Trustees and the Long Beach City Council. She is the author of several books on Long Beach history. Her blog is www.longbeachin.
side.blogspot.com.)

##Technology And Innovation##

The Age Of Unmanned Machines

W ould you travel in an airplane that does not have a pilot onboard? Would you be a passenger in a car that is driven by a computer? The answer may be simpler than you think. I suggest that it will not take long for the apprehension and mistrust to disappear. History has shown this numerous times!

Though a trivial matter now, only a few decades ago, elevators required operators. Back then, ordinary folks would not ride the elevator if the attendant was not present. Now, we do not think twice about this ubiquitous technology. Will unmanned vehicles find their way into our hearts in a similar way? I predict such factors as cost, comfort and necessity will make this technology become universally acceptable faster than operator-less elevators.

Unmanned vehicles have proven their worth and importance in every possible mode of operation — on land, in the sea and most certainly in the air. One of the most famous land vehicles that has pushed the frontiers of aerospace and our understanding of a neighboring planet is the Mars Rover. Programmed to operate intelligently, not only has it lasted its expected lifetime by a huge margin, it continues to explore the surface of Mars, gather valuable data, take pictures and collect samples. There are major differences, however, between this free-range unmanned vehicle and autonomous passenger cars. After all, operating in streets and negotiating rush-hour traffic poses very different problems than what Mars Rover does to maneuver its way on a seemingly endless map of static objects.

The currently proposed autonomous vehicles are designed with the capability of sensing the environment, finding an optimized path and navigating the selected route without human input. They use a combination of technologies, such as radar, lidar (a laser-based surveying technology that measures distance), Ground Positioning Systems (GPS) for precise location coordinates, odometry (using motion sensors to determine the changes in position over time) and computer vision, in order to detect the surrounding environment and further optimize the route. Just as railroads provided a fixed route for ordinary cars, the Hyperloop concept proposes a high-speed solution for transferring a vehicle from one point to another through a tunnel. It is a novel transportation system that uses a reduced-pressure tube in which pressurized capsules travel at high speed. Similar to magnetic levitation systems, the vehicle is driven by linear induction motors and travels on an air cushion. The combination of high energy efficiency and electric propulsion make this concept one of the fastest and cleanest modes of transportation. The capsules, as well as the pods, are designed to carry cargo or passengers, and the expected level of performance is that they can take off with a high frequency — as frequently as one every 10 seconds.

It is fair to say that we have had more successful applications of unmanned machines in the air. An unmanned aerial vehicle (UAV) is an aircraft with no human pilot aboard. Although drones have been in the news more for the frequent near collision with passenger airliners, their vast number of new, and previously impossible, applications have created much excitement and interest. Drones have been used successfully in military, civic and commercial applications, and continue to be a big draw for aerospace hobbyists. Although most UAVs are small, size really does not matter. Large aircraft, even a massive Boeing 747, have successfully taken off and landed without a pilot onboard. On the military side, successes are more common, specifically with the deployment of an automated piloting software that can fly F-16 fighter jets better than any human pilot. One of the top examples is an incident in the Middle East conflict two years ago, when the Auto Collision Ground Avoidance System of the jet saved the plane and the pilot.

Perhaps none of the above will help you be more comfortable with the idea of traveling in an autonomous land vehicle or a drone. My guess for the short term, as a halfway compromise, is single-pilot airliners that are remotely controlled from the ground. Not a bad idea, only if we can determine balance of power between man and machine — the decision on what situations the human pilot outperforms the machine and when the intelligent autopilot system should dismiss the pilot and take charge. Here is a simple question for you. Which one do you trust in a dire situation? (Forouzan Golshani is the dean of the College of Engineering at California State University, Long Beach.)
The Role Of Interventional Neuroradiology In The Treatment Of Stroke

A stroke occurs when a vessel in the brain is blocked by a clot (ischemic stroke) or ruptures (hemorrhagic stroke). During a stroke, blood flow is cut off and brain tissue is starved for oxygen, causing the brain’s cells to die. The more time that passes between when a stroke starts and when a person receives treatment increases the chance for brain function to be permanently lost. When a stroke strikes, it’s critical that the person experiencing symptoms receives medical attention and an accurate diagnosis as soon as possible. Typically when someone is evaluated and diagnosed with an ischemic stroke, treatment involves the administration of a clot-busting medication through an IV called tissue plasminogen activator (tPA). When tPA is appropriate, they will receive it immediately.

However, some patients require more complex interventions to stop bleeding in the brain. These patients may be candidates for non-invasive stroke treatment techniques, including interventional neuroradiology.

The practice of interventional neuroradiology extends to a wide range of vascular care, including acute stroke, aneurysms, vascular malformations and tumors of the brain, spine, head and neck.

Interventional neuroradiology complements traditional surgical methods of treatment by using image-guided procedures and an endovascular approach to treat a stroke.

The endovascular approach is a minimally invasive method in which treatment for stroke is delivered. The procedure is performed inside your blood vessel using a thin, long tube called a catheter. Through small incisions in the groin, the catheter is guided under x-ray to the site of the clot or problem in the blood vessel.

Interventional neuroradiologists can be thought of as plumbers of the brain. Much like a plumber uses a snake—a slender, flexible drain auger—to dislodge clogs in a pipe, an interventional neuroradiologist uses a catheter to treat a clot in a blood vessel.

Two common types of strokes interventional neuroradiology is used for are:

- **Ischemic stroke**—caused by a blockage or clot in the blood vessel supplying blood to the brain. These type of strokes account for 87 percent of all stroke cases.
- **Hemorrhagic stroke**—caused when a weak blood vessel bursts or ruptures. Two types of weakened blood vessels that are typically responsible for this type of stroke are arteriovenous malformations (AVMs) and aneurysms. However, the most common cause of hemorrhagic stroke is high blood pressure, also known as uncontrolled hypertension.

Interventional neuroradiology uses the most minimally invasive techniques available to diagnose and treat patients, ultimately making recovery faster for patients. This level of care helps to ensure that patients receive the most innovative treatments to quickly regain their health and continue on with their lifestyles.

(Gary R. Duckwiler, M.D., is a professor and director of Interventional Neuroradiology at Long Beach Memorial)

Effective Leadership

Why Bridging The Generation Gap Starts On Your Side

“Kids these days!”

It’s too easy to look at the next generation and boldly declare, “I was never like that at that age!”

The tension is not new. But the reasons for the tension are not the same. Simply look at the parenting, pop culture, politics and technology that impacted this generation. That creates a world view that might differ slightly from yours. So the choices are to become frustrated or become part of the solution. Are things getting lost in translation with your team? Is the generation gap getting bigger instead of smaller? Here are three actions that will make you a more effective bridge.

1. The most mature must take the first step. Don’t wait for Millennials to approach you. Approach them with the goal of helping them be successful. A barrier to this is the perception of a lack of respect.
2. For older generations, respect was shown by deferring authority and decision-making to elders. For Millennials, the approach is more casual. Respect is exchanged in conversations with one another. It’s more about the relationship than the position. A Millennial sees value, not just with the organization itself, but with the relationships embedded within the organization.
3. A key barrier to building a healthy relationship is our perception. Our perceptions are based on our assumptions. Assumptions form our biases. They affect our ability to interact with others. Everyone has a tendency to expect others to think the way they do. If we are not aware of this, we can find ourselves becoming inflexible — even antisocial. This can lead to unnecessary conflict.

This generation is more relaxed and enjoys relating to one another — laterally, not hierarchically. They crave flat leadership structures, not stacked ones.

Rather than wait for this generation to relate to you on your terms, make the move to discover a connection.

2. Find opportunities to learn about them and their lives . . . not just their career aspirations. “What do you want to do after you graduate?” This is one of the most daunting questions a college or high school senior is asked. By the time a Millennial graduates, they will be asked what their plans are for their lives countless times. The message is clear: their career matters. And it does.

However, this generation does not want to be defined by their job. Millennials relate to one another through stories. They are the generation of Facebook and Instagram. These are high-tech storyboards. They want to learn about the lives of those they live and work with, beyond their careers.

Focus on areas of their lives that are not expressed in the office. Then watch how Millennials will begin to open up to you.

3. Recognize they want different things at work than you. Millennials don’t care about everything you care about. And that’s okay. They tend to support causes more than institutions. They value the intrinsic benefits of volunteering. The top motivator for this generation is mission and impact. A recent “Millennial Impact Report” found that 73% of Millennials had volunteered for a nonprofit organization. When asked about their motivations, 79% said they were passionate about the cause or issue. 67% felt they could make a difference. And 56% wanted to connect with like-minded people.

Make the effort to lean into them. Take the time to ask them what their internal motivators are. Are they most alive when traveling, spending time with friends, working on a fulfilling project, or trying something new? Questions open up the pathway for a better connection. They help bridge the gap. And that is indispensable to leadership.

(Mick Ukleja is an author, speaker and generational strategist. He keynotes across the country on leadership, generational diversity and personal productivity. He is co-author of the best seller, “Managing The Millennials, 2nd Edition.” Check his weekly blog at wwwLeadershipTips.com.)
Land Contracts Under Fire

By TERRY RISS

Ever since the real estate bubble of the last decade changed the landscape of lending as we know it for most forms of real property purchases, the way in which buyers approach an acquisition has dramatically been altered.

For both home buyers and investment property purchasers, the rise of seller carry-back has never been more important. Not since the Great Depression of the 1930s has lending been in such a crises mode. This was brought on largely by the need for government bailouts of major banks beginning almost a decade ago, and the ensuing fallout from the media, the public and eventually all levels of government as everyone pointed fingers during the banking crises when property values declined and lenders lost billions on loans that went bad.

The end result of this is fewer banks and lenders — and for those still standing, much harsher criteria for loan approvals. The bottom line is fewer transactions will be consummated and for those that do close, the hoops that need to be jumped through are magnified many times over.

One form of financing that had not had much popularity in decades — the land contract — has made a return as one of the work-arounds to the mortgage crises, which now is more about trying to get a loan done than dealing with defaulting borrowers or foreclosures.

The land contract or contract for deed has made a comeback in today’s home-buying business — and to a lesser extent in some commercial and investment sales. Essentially, this kind of financing is much like an auto loan where the finance company holds the pink slip (deed) to the car and then transfers it over to the buyer/borrower when the car is paid off in full.

In a real estate land contract, the buyer will typically make a down payment and the seller will offer financing on a contract of sale at an agreed upon interest rate and payment until the contract is paid off. Title to the property is still held by the seller — so the buyer has no equitable title — until the contract is paid off in a set number of years as an installment sale. At that time, title is transferred. This is different than a seller-carry-back. In a typical seller-carry, title is transferred at the time of closing and the buyer actually is the owner of the property — with a note from the seller. If the buyer fails to make payments on the financing, the note holder would have to file a default and foreclose to regain the property. In a land contract, no foreclosure is necessary.

What happened in the housing industry after 2008 is that investors began to purchase homes in bulk — especially lower-priced homes in moderate markets — and then resell to borrowers who had a tough time qualifying for traditional bank mortgages via land contracts.

In addition to seller carry-backs, land contracts have become more popular as traditional lenders like banks continue to make obtaining a mortgage very hard for a large segment of borrowers — an entirely different situation than existed in the 20 or so years prior to 2008.

Recently, however, the New York Times and others have reported that the Consumer Financial Protection Bureau has assigned two enforcement lawyers to investigate land contract sales to see if the terms of some of these transactions violate truth in lending laws. The impetus for this inquiry was a Times story on potential abuses in the marketplace and high interest rates being charged to low-income families.

There appear to be two prominent schools of thought on this. On the government side, the academics and regulators point out that many times these contract for sale homes have many code violations, are run down and are mostly sold to low-income, minority buyers who have no other option and may not be sophisticated enough to understand the terms of the financing and what the legalities are — like selling a bad used car for 12 percent interest rate. On the other side, you have one longtime buyer and seller of foreclosed homes who is quoted as saying, “Our government thinks all poor people are stupid.”

While it certainly is not right to take advantage of any borrower, lending of any kind is a risk-based business and the higher the risk — the higher the interest rate. When traditional financiers go to drive a higher interest rate. Lenders want to get a higher return for a riskier borrower to compensate for that risk — basic business.

What has happened to mortgage lending is that with federal guidelines overarching in the zeal to weed out unworthy borrowers, many qualified borrowers are also denied the option for low-cost, traditional financing. These borrowers in many instances are being driven to high-interest land contracts because of regulator’s actions — and now the sometimes higher-cost option of land contracts is under attack.

If the Feds are going to take away land contracts because of over regulation, then they need to find a way to get more borrowers into traditional financing and inject more common sense lending. Right now we have a lot of regulation — with the promise of more to come in this case — and yet no solutions to the real problem.

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

Trade And Transportation

The Unsung Hero Of Intermodal Transport

By TOM O’BRIEN

I never imagined spending a good portion of my professional life talking and writing about chassis. But I do. As both an educator in the classroom and as a researcher of the supply chain, it’s impossible to avoid the topic, and with good reason. The intermodal chassis helps make the global supply chain possible. It allows for the easy transfer of the shipping container between port, rail, yard, distribution centers and store. Anything that limits the availability of this equipment also limits the efficiency of the supply chain.

And in this country, the industry has been experiencing the growing pains associated with a shift in the way in which chassis are owned and maintained. In a relatively short amount of time, we’ve seen ocean carriers, which have traditionally owned the chassis, get out of the business in favor of third-party providers. What may seem like a simple transfer of ownership in equipment has been anything but.

Carrier-owned chassis are a legacy of containerization. By controlling the chassis, ocean carriers had access to other portions of the U.S. domestic market. For truckers however, the old business model created certain inefficiencies. Because chassis belonged to the carrier and were stored at the marine terminal, truckers had to repurpose the equipment back to the port after dropping off a container. This resulted in many non-revenue generating trips for truckers and limited the number of turns a driver could make in any given day. One solution: a chassis pool which, simply put, was a group of chassis that two or more ocean carriers made available to truckers for the movement of cargo.

In the wake of the economic downturn in the mid to late 2000s, ocean carriers had an increased incentive to eliminate costs associated with traditional intermodal abuses in the marketplace and store. This meant not simply reducing the number of chassis on terminal by expanding the use of pools but by divesting themselves of the equipment altogether.

In 2009, Maersk, then the world’s largest shipping line, introduced a new chassis pool which charged a daily fee of $10 to rent a chassis. In return, the trucker was allowed to use a Maersk chassis for as many trips necessary until it was returned to the terminal. The program was an important first step in demonstrating the supply chain benefits of eliminating inefficient truck trips and in freeing up valuable staging space on the docks. In early 2012, Maersk introduced another new pool. At the wake of the Maersk decision, other ocean carriers followed suit, implementing changes to their equipment management procedures that involved chassis pools in the short term and ultimately chassis divestiture.

As ocean carriers were divesting themselves of chassis, they were also investing in larger, more efficient megaships as a cost savings measure. This has created peak period demands for landside infrastructure and equipment, including chassis, at ports where the larger vessels are able to call. These include the Ports of Los Angeles and Long Beach. As a result, the ports established a Chassis Operations Group to consider the impact of changing industry practices on terminal operations as well as the broader supply chain.

One response has been for third party chassis providers to develop an asset-sharing system for their equipment, a “pool of pools” designed to eliminate unnecessary equipment interchanges and make the supply chain more efficient. This chassis can be used at any marine terminal and truckers are billed by the day. The equipment is inspected for “roadability” and verified before being turned over to the trucker for use at the ports.

Launched in the first quarter of 2015, the pool of pools is still a work in progress. Chassis repositioning has not been eliminated altogether, particularly during peak periods. As many truckers have been forced to invest in a long-term lease option that would give them even more control of the chassis, assuming they have a place to store them. But it’s important as an example of a broader industry-wide effort in supply chain optimization needed to accommodate an increase in freight movements through our region.

So the next time you’re behind that truck on the freeway, instead of honking, show a little appreciation for the heavy lifting being done by the chassis. It’s literally carrying the weight of global trade on its back.

(Dr. Thomas O’Brien is the executive director of the Center for International Trade and Transportation at CSULB and an associate director for the METRANS Transportation Center, a partnership of USC and CSULB.)
Robles pointed to real estate developments in the pipeline as the city's greatest opportunities for growth. "We have got a couple of major projects that are underway, and, when they are completed, they're going to move Carson forward significantly," he said. "It's going to attract more and more economic development, and that's what makes it exciting being mayor."

The parcel of land that Robles and city management believe has the greatest potential is the 157-acre site adjacent to the 405 Freeway where the NFL nearly built a stadium for the Chargers and Raiders. Robles recalled that he was caught off guard when the league chose Inglewood instead. "I was surprised... But you know, the NFL owners in their infinite Chargers and Raiders. Robles recalled that he was caught off guard when the league chose the 157-acre site adjacent to the 405 Freeway where the NFL nearly built a stadium for the Chargers and Raiders. Robles called the current city management team "the best the city has had in a long time." The city government is running better now, although some things still need work, Farfsing said. "You know, excuse our dust – we're under construction," he said.

The city has been in talks with several developers, and Robles expects the city will be ready to announce its plans for the site in about two months. Robles expects other ongoing developments, such as the Porsche Experience Center and multiple mixed-use residential projects – including a 357-unit apartment building under construction across the street for city hall – to have a significant positive impact on the city.

Meanwhile, the city's business climate is "excellent," according to Robles, who pointed out that the city's auto dealers and oil refineries are doing well. "Small businesses, too, are relocating [to Carson.]," he said. "We just had our first micro brewery open last year and it's thriving," he noted, referring to Phantom Carriage Brewery on Main Street. "One year into their business, and they're [already] looking to expand."

In an interview at Carson City Hall, Ken Farfsing, interim city manager, noted that the city's logistics and goods movement sector, driven by nearby port operations, is thriving. "That's driving a lot of land values and land use decisions," he said. "But it's having unintended consequences. Maria [Williams-Slaughter, director of public works] has to deal with a lot of issues related to road repair and traffic congestion."

The city's largest sales tax revenue generators – IKEA, the SouthBay Pavilion Mall and auto dealers – are all doing well, Farfsing pointed out.

Farfsing was hired by the city last July to help stabilize the government following years of city management turnover. He originally expected to come on for about six months, but has remained longer at the request of the Carson City Council as the city works on developing the former proposed NFL stadium site, balancing its budget and transitioning to a new management team. "We've had so much turmoil politically here that it's just very difficult to recruit city managers," Farfsing said. "So the council asked me to stay to try to stabilize staff."

"The city has had an exodus of managers, I guess you would say," Farfsing reflected. "A lot of managers were fired, so the institutional knowledge is not great. They've had a lot of acting directors running departments for a number of years."

Since Farfsing was hired, key management staff, including a new director of finance, have been hired. There is also a new human resources director and a new assistant city manager. A new city clerk, who hails from the Long Beach city clerk's office, is also in place following a recall election of City Clerk Jim Dear. Dear, who had previously been mayor, had displayed erratic behavior after he ran for and was elected to the position of city clerk, according to accounts from city staff.

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Although Carson's fiscal year begins in July, when Farfsing came on in July 2015 there was no adopted budget. "The first thing I asked for when I came in was a copy of the budget, and staff did not have a budget," he recalled. "Frankly, I didn't know where we were. So we brought in a forensic auditor to really get to the bottom and dig down." A budget was eventually adopted in November. The city had an $800,000 deficit, and dug into some of its $22 million in reserves, according to Farfsing.

Carson is facing a $4 million deficit for the upcoming fiscal year. There are numerous reasons for the deficit, a major one being that the city's contract with the Los Angeles County Sheriff's Department increased by $1.3 million, according to Farfsing.

"What's happening in L.A. County is there are a lot of jurors giving really large awards for these police incidents," Farfsing said of the increase. "The other part of it is that the [L.A. County] Board of Supervisors held off during the recession giving pay increases to the deputies... All police departments and sheriff's departments are having problems recruiting, so they have to continue to raise their salaries to make sure they can replenish," he explained.

The city could be facing another financial hurdle if voters don't pass the renewal of its utility users tax on June 7. The 2 percent tax on natural gas and electricity makes up 12 percent of the city's General Fund, generating about $8 million per year for public safety and infrastructure needs.

Katie Pandolfo, general manager of StubHub! Center, is part of a group advocating for the tax's renewal. Although an effort to renew the tax failed with voters last year, she is confident the tax will pass now because more effort has been made to educate voters about its importance to the city. She noted that residents 62 years and older, as well as certain low-income families and individuals, are exempt from the tax.

Robles said he would like the city to be in a stronger financial position, but added that the city is in a good place in comparison to many other cities. "As we move forward with the development of the [outlet] project on the 157 acres, I think greater and better things are coming, and that's going to help our financial position," he said.
Carson Companies

Would like to thank Epson America, Inc. for their long-term commitment to Dominguez Technology Center and the City of Carson.

Epson recently extended and expanded their lease agreement with Carson Companies in a 338,000 square-foot state-of-the-art facility located in the Dominguez Technology Center—the premier industrial business park meeting the local and regional real estate needs of today’s global companies.
Despite NFL Stadium Loss, Carson Sees New Commercial And Residential Developments

By SEAN BELK
Staff Writer

S
ince a National Football League (NFL) stadium isn’t in the cards after all for the City of Carson, the city is now counting on a new luxury-car-themed attraction, opening later this year, and possibly a regional retail center to help drive new commercial and residential development throughout the city, according to city officials.

After the St. Louis Rams decided in January to relocate to a new stadium to be built in Inglewood instead of Carson, Carson is now reviving plans for commercial development on a vacant 196-acre site located near the 405 and 110 freeways that has remained vacant since its last use as a landfill in the 1960s.

John Raymond, the city’s director of community and economic development, told the Business Journal that the city plans to release a schedule and scope of work this summer for all or part of the development project.

“We always had a Plan B,” he said. “We’ve been meeting with everybody that’s inquired, and we’re at the point now where we’re actually really trying to negotiate agreements. . . . We’ve whittled it down to five or six pretty credible developers.”

Later this year, the city hopes to finalize a “vision plan” for more than 600 acres of property surrounding the vacant site. The city council last year approved putting a moratorium on all new development surrounding the site through December 15 or until the visioning process is completed.

According to Raymond, Starwood Capital Group transferred ownership and control of the vacant site to the city after the NFL stadium fell through, absolving itself of any liability associated with environmental remediation of the property. Starwood Capital had acquired the land in 2012 when it bought LNR Property LLC, along with its holdings.

Back in 2005, LNR Property and Hopkins Real Estate Group, operating as Carson Marketplace LLC, had planned to build Boulevards at South Bay, a regional outlet mall that would have included multi-family residential housing, a movie theater, a 200-room hotel and a convention center.

While it’s unclear whether the project will move forward as previously planned, Starwood has expressed interest in at least a portion of the site, he said. Raymond said finding the right developer that is “well capitalized” and willing to invest in commercial development over contaminated land has taken “a tremendous amount of work.”

In the meantime, environmental remediation of the former landfill, a process conducted by Long Beach-based Tetra Tech, Inc., managed by the city and overseen by the California Department of Toxic Substance Control, will continue, Raymond said.

Systems to capture methane gas and prevent toxic substances from leaking into the groundwater and affecting nearby residences have been installed and are fully operational, he said, adding that the rest of the environmental remediation process will depend on the proposed development.

Several commercial and residential development projects in other areas of Carson, meanwhile, are planned or already under construction.

Porsche Experience Center

One project close to being completed is the Porsche Experience Center Los Angeles, a 53-acre facility that will include a luxury-vehicle exhibition area, driving tracks, a restaurant, a conference center, meeting rooms and state-of-the-art driving simulators.

Built on the former Dominguez Hills Golf Course adjacent to the 405 Freeway, the new luxury sports car-themed attraction is expected to enhance the city’s destination appeal, according to property owners and city officials.

Porsche’s website states that guests will be able to navigate through an “electrifying cir-

cut, off-road courses, ‘Ice-Hill’ and other performance facilities,” all of which are completely dedicated to Porsche’s philosophy of “intelligent performance.” A 50,000-square-foot building will be shared with Porsche Motorsport North America, where guests will be able to get an inside look at the Porsche’s “factory race team,” according to a company press release titled, “We thought the 405 could use some Autobahn.”

Porsche Motorsport North America will be relocating its headquarters from Santa Ana to Carson.

Bruce Choate, president of Watson Land Company, which owns the property, said construction of the Porsche Experience Center is to be completed in July or August. He said the project is part of the comprehensive vision plan for property owners to enhance the area as a premier “gateway” to the city.

“We’re viewing it really as a gateway to Carson so, when people come to Carson, they have a good experience,” Choate said. “There’s just great potential there to create an attractive gateway to the city. . . . We’re excited about the opportunity to work with the city to make that happen.”

City officials anticipate that the new Porsche facility and the potential regional retail center will present a “unique development and redevelopment opportunity,” as the foundation for the city’s vision plan, which considers several planning areas.

“If planned accordingly, the entire area could be envisioned and transformed into vibrant districts designed to maximize the compatibility of the new facilities with new commercial businesses and nearby residences,” city staff said in a description of the vision plan. “This planning effort would assure that all new development can be accommodated by proper zoning, appropriate remediation measures and proper infrastructure and public services.”

The city has so far held two workshops with landowners regarding the vision plan and hopes to develop an “infrastructure financing plan” to identify financing options for needed infrastructure and public services.

Other Commercial Development

Near the campus of California State University, Dominguez Hills (CSUDH), meanwhile, local developers are planning to build a neighborhood retail center called “University Village” at the northwest corner of East University Drive and Central Avenue.

The project, proposed by The Carson Companies and Clifffhaven Companies, Inc., which are both based in Newport Beach, involves the development of a 48,000-square-foot neighborhood retail center anchored by a large grocery store and restaurants, according to representatives of the project.

Jim Flynn, president of The Carson Companies, told the Business Journal that construction isn’t expected to start until potential tenants commit to at least 50 percent of the retail space.

“There seems to be a critical shortage of retail space in north Carson, so we’re trying to alleviate some of that and provide necessary retail for businesses and neighbors in the area,” he said, noting that the Carson Planning Commission has approved the project.

Ralph Deppisch, president of Clifffhaven Companies, Inc., said that the developers plan to secure quality regional and national retail tenants before construction moves forward.

In a letter to the city last year, he stated that the development team has made various changes to the project to improve the site and increase the ability to attract strong retail tenants. Deppisch added that the development would become “the premier neighborhood commercial center in all of Carson and surrounding communities.”

On the far northeast side of the city, meanwhile, another large site in need of environmental remediation has been considered for mixed-use development.

Formerly home to Shell Oil’s Carson oil refinery, which was decommissioned and dismantled in the 1990s, the more-than-400-acre site on Wilmington Avenue is the subject of a specific plan, which, if approved, would free up nearly 100 acres for development. Nearly two years ago, Shell had proposed retail, light industrial and possibly other uses for the property. However, an environmental impact report on the project has yet to be finalized.

New Residential Communities

New residential projects are also moving forward in Carson. In fact, several hundred new affordable and market-rate housing units have already been constructed over the past few years, transforming the city’s downtown area near city hall.

That transformation began when Carson’s first new luxury apartment complex called The Renaissance at City Center opened about two years ago, with 150 residential units, a courtyard, swimming pool and an IHOP restaurant at 21800 Avalon Blvd.

Last year, the city celebrated the completion and grand opening of the second and last phase of the VIA 401 affordable housing development on Carson Street. The project, developed by Related California, includes 40 units of affordable housing at 401 E. Carson St. that joins an affordable housing complex at 425 E. Carson St. and a 3,000-square-foot community center. The two-acre site offers a total of 105 affordable housing units.

A rendering shows what the new Porsche Experience Center, currently being built on a 53-acre site in Carson adjacent to the 405 freeway, will look like once completed later this year. (Rendering provided by Porsche)
Nearby, at 616 E. Carson St., construction is already underway on a 152-unit residential community to be called VEO, which is being jointly developed by Santa Monica-based Community Dynamics and Los Angeles-based CityView.

The project, being constructed on a 10-acre site, calls for 48 condominiums (23 of which will be sold as affordable housing to moderate-income households), 89 townhomes, 15 detached single-family homes and 14,000 square feet of ground floor retail. Steve Roberts, vice president of Community Dynamics, said the first phase of the project, including a new four-story condominium complex and ground floor retail space, has already been completed. New restaurants Crawfish Corner and Hiccups have opened, while a new UPS store and other tenants plan to open later this year, he said.

At 401 Sepulveda Blvd., San Diego-based Affirmed Housing is expected to begin construction early next year on a four-story apartment complex to be called "Bella Vita," with 65 affordable housing units and ground floor retail, according to Katelyn Silverwood, director of marketing for Affirmed Housing.

The project, which will include an outdoor patio area and a public plaza at Sulphur Creek and Panama Street, is to be completed in May 2018, she stated in an e-mail.

Another major project moving forward in the downtown area is a mixed-use development called "The Avalon," expected to transform a strip mall at the corner of Avalon Boulevard and Carson Street. Last year, the Carson City Council approved a specific plan for the project, which calls for 357 market-rate apartment units and 32,000 square feet of ground floor restaurant and retail space along with a public plaza, taking over several lots on Avalon Boulevard.

Los Angeles-based Faring Capital is partnering with Arizona-based real estate equity firm The Wolff Company on the project, which ultimately requires the demolition of a gas station and an existing strip mall to make way for two buildings.

Richard Rojas, associate planner for the City of Carson, said work to demolish the existing commercial structures at the site has already begun and many of the small businesses have been relocated to nearby spaces.

The project, expected to take one to two years to complete, is considered a catalyst for additional development in the area, he said, adding that, since its approval, the project has spurred interest from other developers looking to develop small-scale apartment complexes along Carson Street.

### Infrastructure Upgrades

T o go along with the various residential and mixed-use development projects under way, the city continues to move forward with infrastructure upgrades to the Carson Street Corridor, a 1.75-mile stretch of roadway between the 405 and 110 freeways.

The city’s ongoing infrastructure project, called the Carson Street Master Plan, includes installing: a recycled-water mainline; drought-tolerant landscaping in parkways and medians; new street furniture, such as benches, bike racks and pedestrian lights; and public art and monuments at the city entrance along the corridor, according to an update on the status of the project released in April. The report indicates that the nearly $20 million project is to be completed in late October.

Other infrastructure improvements include traffic signal modifications, the realignment of turn lanes and the replacement of medians with energy-saving LED lights. The entrance to city hall at Carson Street and Avalon Boulevard is also being refurbished, with an (Americans with Disabilities Act) ADA-compliant ramp and landscape improvements.

**CARSON VISION PLAN “BIG IDEAS”**

**Regional Commercial (25 ac)**
- Provides a variety of jobs from 18,000 and 118,000 square feet
- Promotes state-of-the-art commercial centers
- Includes a Public Plaza
- No environmental constraints

**Logistics Hub (35 ac)**
- Ensures compatibility with adjacent residential and commercial uses
- Includes a public plaza
- Site is environmentally constrained
- Logistics centers appropriate for light industrial users
- Access and visibility is limited

**Logistics Hub (80 ac)**
- Ensures compatibility with adjacent residential and commercial uses
- Includes a public plaza
- Site is environmentally constrained
- Logistics centers appropriate for light industrial uses
- Access and visibility is limited

**Light Industrial (10 ac)**
- Ensures compatibility with adjacent residential and commercial uses
- Includes a public plaza
- No environmental constraints

**Light Industrial (25 ac)**
- Includes a variety of jobs from 18,000 and 118,000 square feet
- Promotes state-of-the-art commercial centers
- Includes a Public Plaza
- No environmental constraints

**Regional Commercial (29 ac)**
- Includes a variety of jobs from 18,000 and 118,000 square feet
- Promotes state-of-the-art commercial centers
- Includes a Public Plaza
- No environmental constraints

**Profe ssional Office (7 ac)**
- Supports the creation of new office and professional employment
- No environmental constraints

**Flex Industrial (80 ac)**
- Supports the creation of new office and professional employment
- No environmental constraints

**Special Use Facility (10 ac)**
- Supports the creation of new office and professional employment
- No environmental constraints

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The City of Carson is currently in the process of finalizing a "vision plan" for more than 600 acres of property surrounding a vacant lot once proposed for a National League Football stadium and that is now slated for a regional retail center. The plan proposes six planning areas or districts with industrial, commercial and residential uses.
The Privilege to Be Part of a Thriving Community

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While overall sales remain steady and real estate development is on the rise due to an influx of private and public investment, businesses in the City of Carson are optimistic about the future but remain cautious, as the direction of the economy is still uncertain.

During the fourth quarter last year, which includes the holiday shopping season, overall sales tax revenue in Carson jumped 21.8 percent over the same time period the year prior, with the highest performing businesses being auto dealerships, construction supply companies and specialty stores, according to a report on the city’s latest sales tax revenue figures released this month.

The report notes, however, that gains were offset by the impact of declining fuel prices and the loss of a major sales tax revenue generator that city staff confirmed refers to British Petroleum (BP) West Coast Products, which sells food and other products at ARCO and AM/PM gas stations, relocating its point of sales from Carson to La Palma.

According to business representatives interviewed by the Business Journal, the industrial real estate market continues to remain tight with historically low vacancy and strong demand. At the same time, unemployment in Carson and across the region has declined.

New mixed-use developments, auto dealership expansions and a Porsche Experience Center, which is under construction and expected to open later this year, also bode well for the local economy, said Bruce Choate, CEO of Watson Land Company, a major industrial and commercial real estate developer and landowner in Carson.

“The business environment in Carson is very positive and upbeat,” he said. “We’re excited about all the good things going on here right now.”

Carson residents will vote on a ballot measure during the June 7 election to renew the city’s Utility Users Tax (UUT) for electric and gas use by residents and businesses after a similar measure failed to pass last year. The UUT generates approximately $8.8 million annually to fund city services, comprising 12 percent of the city’s general fund budget, according to city officials.

While 90 percent of the UUT is paid for by businesses, some business representatives stated that, if the measure isn’t passed, the city may face budget shortfalls in the coming years and the 2 percent UUT rate for Carson is still relatively low compared to other cities in Los Angeles and Orange counties. Long Beach, for example, charges a 5 percent UUT.

Retail And Restaurants

The SouthBay Pavilion, meanwhile, has seen new retail stores and restaurants that continue to experience year-over-year increases in sales activity.

Overall sales at the shopping mall, which is home to more than 90 stores, including Sears, JCPenney, Target and IKEA, increased 8 percent last year and so far are trending to be up an additional 9 percent this year, said Julie Cruz, the Pavilion’s general manager.

After a new 13-screen Cinemark Theatres opened last year, new additions include Sephora, which sells beauty products inside JCPenney, Brow and Lash Studio and a 20,000-square-foot F-21 Red, an affiliate of Forever 21 expected to open in the first quarter of 2017, she said.

Additionally, four existing retailers are moving to larger, newer prototype stores, including a new 6,072-square-foot Payless Superstore, scheduled to open later this month, Cruz said, adding that Wetzel’s Pretzels and two other retailers are being fully remodeled as well.

Carson has also seen an influx of new small businesses owned by African Americans, including retail shops and restaurants, in other areas of the city. In fact, nearly a dozen new black-owned small businesses have opened up at a strip mall at the corner of East University Drive and Avalon Boulevard, according to Sadie Judge-Kimbrew, CEO, president and founder of the Carson Black Chamber of Commerce, which was formed 11 years ago to provide black-owned businesses in the city with access to resources and information.

The black-owned small businesses, including My Father’s Barbecue, PJ’s Grill and House of Elegance & Beauty, have filled up once-vacant storefronts, improving the quality of the area, she said.

“That is a location that was very blighted for years and now it’s almost filled to capacity,” Judge-Kimbrew said. “When the economy went down, a lot of businesses had to fold... It was so empty, and now you can’t find a place to park.”

She said the Carson Black Chamber of Commerce works closely with the Carson Chamber of Commerce and hopes to roll out new programs, such as the Shop Small Business promotion that was recently launched to encourage residents to spend money at local businesses every first Saturday of the month.

Nearly a dozen new black-owned small businesses, including My Father’s Barbecue, PJ’s Grill and House of Elegance & Beauty, have recently opened up at a strip mall at the corner of East University Drive and Avalon Boulevard. (Photograph by the Business Journal’s Larry Duncan)
Hospitality/Tourism

The DoubleTree by Hilton, Carson’s only full-service hotel at 2 Civic Plaza Dr., near city hall, meanwhile, is expected to see a nearly 10 percent increase in revenue this year, mainly as a result of higher room rates, said Greg Guthrie, the hotel’s general manager.

While occupancy is down slightly from last year, demand is still strong enough in an improving economy for the hotel to be able to increase room rates and boost revenue, he said, adding that other hotels in the South Bay, including in Torrance and Long Beach, have also increased rates.

While revenue at the Carson hotel is expected to increase slightly more than most other nearby hotels, the DoubleTree by Hilton, which mainly serves as a corporate hotel for business clients, hasn’t seen as much month-to-month business as last year, Guthrie said.

“This year, we’ve had to work a little harder, which isn’t a bad thing,” he said. Guthrie said that he expects sales to slow down in the second half of the year, particularly since it’s an election year. As for the future, business opportunities in Carson are expected to remain strong, Guthrie said, adding that the new Porsche Experience Center will likely create an economic stimulus effect.

“There’s a lot of excitement about the Porsche Experience,” he said, “I think everyone thinks it’s going to bring a good-quality type of individual to the area. There might be needs for hotel rooms, food or business that’s associated with it.”

Auto Dealerships

Auto dealerships are also major sales tax revenue generators for the city and last year saw double-digit increases in auto sales and leases. According to the city’s recent sales tax revenue report, auto leases skyrocketed 40.3 percent in the fourth quarter last year, over the same time the year prior, while sales of new motor vehicles increased 11.5 percent.

The increase in business has enabled many auto dealerships to boost hiring and move forward with expansions. WIN Chevrolet/WIN Hyundai and Car Pros Kia of Carson, for instance, both expanded and made renovations to their facilities.

Vince Nguyen, business development manager for WIN Chevrolet/WIN Hyundai, said the auto dealership last year completed the development of a new $7 million facility for its Hyundai operation and hired a wide range of new employees.

He said the auto dealership plans to expand further and gain more market share, which will ultimately increase employment opportunities and sales tax revenue, he said, adding that both auto brands have come out with new redesigns and models.

While industry analysts predicted this year to be another growth year for automotive sales, business has begun to taper off more quickly than expected in the first quarter, Nguyen said, adding that the slowdown can be attributed to the uncertainty about who will become the next U.S. president.

“We’re starting to level off sooner than we anticipated,” he said, “I think a lot of it has to do with the state of the election. We’re still unsure where the economy is at and where growth is going.”

Car Pros Kia of Carson, meanwhile, celebrated the grand opening of its new location at 22020 Recreation Rd. earlier this month. The Car Pros Kia Group is ranked #1 in the state for sales volume, according to the auto dealer’s website.

Oil Industry

As in many cities across the United States, oil production in Carson has slowed significantly due to the continued low price of oil. At the same time, oil refineries are experiencing tight margins and are cautiously moving forward with expansion projects to increase capacity while remaining profitable.

Early last year, major oil producer California Resources Corp. (CRC), a spinoff of Occidental Petroleum (Oxy), canceled plans to increase oil drilling in Carson mainly due to the low price of oil. The proposal had once called for drilling more than 200 oil wells in the Dominguez Oil Field using directional drilling techniques.

William Blair, director of security and external relations for CRC, stated in an email that the company currently has no plans to pursue the project as the industry has seen a dramatic reduction in drilling activity in California and throughout the U.S. due to the low commodity price environment.

CRC continues to produce fewer than 100 barrels of oil per day in Carson from a small facility with two wells, and doesn’t expect any change in production or investment.

Tesoros Corporation, on the other hand, is moving forward with a $460 million project to physically connect, integrate and upgrade its Carson oil refinery, formerly owned by BP, and its Wilmington oil refinery to create a single, more efficient facility.

The public comment period for a draft environ-
Power Wholesale Electric, a family-owned business located across from the SouthBay Pavilion, provides electrical equipment, components, tools, hydraulics, pneumatics, and many additional industrial materials for the electrical maintenance, repair, and remodeling needs of business. Pictured is employee Alex Manon at the firm’s 8,000-square-foot warehouse. (Photograph by the Business Journal’s Larry Duncan)

Company owns several million square feet of industrial real estate space in Carson, mostly occupied by companies that distribute retail products that come through the local ports.

“It’s hard to recall market conditions being much better,” Choate said. “Right now, we literally do not have any square feet available. Certainly on the demand side, things are very strong. Of course there’s not a whole lot of land in this area, so the supply has remained fixed while demand has grown.”

Still, Choate said demand hasn’t grown as much as in the past, noting that the United States gross domestic product (GDP) is growing slower than in previous economic recoveries while consumer spending has also been weaker than in past years.

He added, however, that retailers are starting to increase inventory to accommodate consumers for the upcoming holiday shopping season this year. In addition, Choate said a factor that has impacted the industrial real estate market is the rise of e-commerce related businesses.

He said rental rates for industrial space are expected to continue rising for at least the next one to two years as rates have not yet reached pre-recession levels.

Though the opening of the newly expanded Panama Canal might take away some demand from the ports of Long Beach and Los Angeles, the ability of the local ports to handle large, 18,000 twenty-foot equivalent container unit (TEU) vessels will replace any lost business, he said.

The San Pedro Bay ports benefit from their relative location to Asia Pacific markets; however, they continue to see rising competition from East Coast ports that are making major capital investments, such as deepening harbors to increase capacity and to be able to handle larger cargo vessels as well, Choate said.

“We still have a competitive advantage, but the East Coast, such as the New York and New Jersey ports, are all investing billions of dollars,” he said. “They are and will compete with us.”

Jim Flynn, president of The Carson Companies, which has a portfolio of 3.5 million square feet of industrial real estate in Carson, including buildings in the Dominguez Technology Center, said the landowner is currently fully occupied after signing a new lease for a 183,000-square-foot vacancy left by Epcon, which recently expanded into a nearly 330,000-square-foot building, which is also in Carson, for its printer and robotics division.

“The market is extremely strong,” he said. “There’s very little available. We are 100 percent leased in our portfolio in Carson.”

Flynn also stated that the rise of e-commerce businesses, such as Amazon, has also increased demand for industrial space, as such businesses are taking up distribution centers for products bought online to be stored and shipped to local residences and businesses.

### Manufacturing

Carson is also home to various manufacturers, including General Mills, which is celebrating its 150th anniversary this year and has operated a plant at 1055 E. Sandhill Ave. since 1979 to produce Yoplait yogurt products.

The Carson facility employs 240 people and its location allows the company to efficiently serve West Coast consumers and source an abundant supply of milk, according to the plant’s manager, Jon Woodworth.

“General Mills remains committed to Carson as a great place to do business,” he said. “We have a good relationship with the city and our local community partners, and we look forward to continuing this relationship as a strong business partner over the coming years.”

Woodworth added that the company has donated more than $430,000 to the local community through United Way, employee giving and the General Mills Foundation.

“We’re proud to be a part of a company with a rich history and that values the communities [in which our employees] work and live,” he said. “We look forward to what the next 150 years brings.”

### Industrial Real Estate

Industrial real estate, which takes up half of the land in Carson, meanwhile, is nearly completely occupied, with the South Bay vacancy rate hovering near 1 percent, according to real estate data.

According to Watson’s Choate, the industrial real estate market continues to be strong with low inventory and high demand. Watson Land
O ne of the core components of California State University, Dominguez Hills’ (CSUDH) mission is to serve the local community, not just as a resource for higher education but also as a driver of economic growth and community well-being.

With 1,500 employees – many of whom live and spend money in the surrounding area – a large base of graduates contributing to the community, and national recognition for its student and staff volunteerism, the university’s president, Willie Hagan, is confident that the university is meeting that mission.

“In terms of buying and living in the community, 65 percent of graduates live within 25 miles of the campus,” Hagan told the Business Journal. “So these folks get their degrees and work in the community, and help benefit the community in that way.”

CSUDH partners with community groups and local schools on a variety of efforts. Recently, college officials met with the Watts Labor Community Action Committee to discuss partnering on a program called A Better Watts Initiative. “We’re looking to partner on some studies that are going to look at if there are various health issues in the community that might be environmentally derived, and if there is an impact from that,” Hagan said.

The concept was sparked by the recent water crisis in Flint, Michigan, he noted. “We do a tremendous amount of work in the K-12 school districts, working not only with students but also working with teachers and administrators on training programs,” Hagan pointed out. With a large education program, the university graduates many teachers who end up employed in local school districts, particularly the Los Angeles Unified School District, he added.

Last year, CSUDH was recognized by the White House for its efforts in the local community, winning President Obama’s Community Engagement Award. “That award is given to four colleges nationally,” Hagan noted. “The award is given for campuses that make engaging in the community a significant part of their curriculum as part of their educational goals,” he explained.

The university is also proactive in supporting and partnering with entrepreneurs and local businesses. CSUDH is home to the Entrepreneurial Institute, a business incubator providing free resources to small businesses and start-ups.

“We feel pretty proud of the fact that we continue that mission of engaging the community, to transform the community,” Hagan reflected. “That also in turn helps transform our students, because you have these learning experiences that are out in the community.”

Currently, 14,600 students enrolled at CSUDH. With applications continuing to increase – the university now receives about 30,000 a year – Hagan wants to accept more students to meet growing demand. “There is tremendous demand, and we can’t meet that demand,” he said. The university can only accommodate as many students as it receives funding for, he noted, explaining that the entire CSU system is experiencing the same issue due to budget constraints.

While the current six-year graduation rate at CSUDH is 41 percent, Hagan pointed out that this metric accounts only for students who entered the school as freshmen and attended for full time. About 30 percent of CSUDH’s students attend part-time and are transfers from community college or universities, so this figure isn’t reflective of the entire student body’s graduation rate, he explained.

The university is taking part in a study by Stanford University to identify a better graduation rate metric that is more reflective of the student body, Hagan said. Early findings show CSUDH’s overall graduation rate may be twice what has been reported previously.

A high percentage of students at CSUDH are the first in their family to attend school, and many purposefully attend part-time and expect to graduate in six to eight years so they can work while they earn their degrees. “What we’re really proud of is that our students do succeed and get the degree. They don’t get them on the traditional time frames,” Hagan said.

The most popular programs at CSUDH are business administration, psychology, criminal justice administration, sociology, health science and biology, according to a university spokesperson. Hagan said the school is considering adding more programs to accommodate student interest.

“There have been discussions about a new bachelors degree in media studies. We’re looking at a masters degree in cybersecurity. We have had discussions in the chancellor’s office about establishing a masters degree in systems engineering,” he said. “I’m sure there are other ones being considered by the colleges and departments that I’m not even aware of at this point in time.”

In order to meet demand and grow the university, as well as to meet existing facility needs, Hagan is looking into ways to generate additional revenue by leveraging CSUDH’s land. “We need dormitories for our students. We need some new academic buildings. . . We need additional classroom buildings so we can get rid of some of the older temporary buildings,” Hagan said. Some buildings on campus also need to be renovated.

Hagan is hoping to partner with a real estate developer to meet some of these needs. The university would lease some of its undeveloped land to a developer who would build facilities the school needs – most likely student and faculty housing – and collect rent to get a return on investment.

The university would make money from leasing the land, and would also be able to meet its needs, Hagan explained. “It’s that revenue that comes back to the university that we would use to strengthen our academic programs or to pay to have another building built, or buildings renovated,” he said.

In order to generate more revenue as state funding wanes, the university is also strengthening its grant writing program and its fundraising efforts, Hagan noted.

According to Hagan, the current state of the university is “good.” He added, “I won’t say ‘excellent’ because I want more money before I say things are excellent.”

Overall, he sees the future for the campus as bright. “When you have the kind of demand on behalf of the students and community to attend the university, that always bodes well for the future.”

By SAMANTHA MEHINDER

Senior Writer

California State University, Dominguez Hills: A Growing Community Resource

FOCUS ON CARSON

Carson Mayor and City Council

The Carson City Council consists of a citywide-elected mayor and eight city councilmembers elected at large. The mayor votes on all items before the council. The group meets every other Tuesday evening at Carson City Hall, 701 E. Carson St. The city also has an elected city clerk and an elected city treasurer. All of Carson’s elected positions are for four-year terms. There are no term limits in Carson. The city manager is appointed by the city council.

Carson
City Award” from the National Civic League. The award recognizes cities “that have successfully engaged their residents to tackle critical challenges within their respective community. For more information, visit: www.carson.ca.us. —

Willie Hagan, president of California State University, Dominguez Hills, said the university is looking into ways to build housing for students and faculty while at the same time generating income for campus improvements and academic programs. One possibility is partnering with a real estate developer, which would lease land from the university, build the facilities and collect rent. In this model, both the developer and the school could generate revenue, Hagan explained. About 14,000 students attend the university.

(Photographs by the Business Journal’s Larry Duncar)
The Carson Chamber of Commerce was founded in 1962. We understand the needs of the business community and consistently strive to effectively represent the best interests of its membership. The Chamber is also dedicated to making the City of Carson a stable, friendly community in which to work, shop, reside and play.

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Arts And Entertainment Remain Vibrant In Carson, And With A Bright Future

With a diverse mix of arts and entertainment venues featuring local symphony performances, theater productions, sporting events and pop music concerts, the cultural arts scene in Carson continues to grow while maintaining strong ties to the community, according to local arts leaders and promoters.

“Carson to me is a town that really understands the importance of the arts,” said Bill DeLuca, theatre program coordinator for California State University, Dominguez Hills (CSUDH), which has served as a local cultural arts hub for decades.

Several theater productions take place every year at the university’s campus, most notably at the 485-seat University Theatre, which also hosts lectures and cultural performances. CSUDH is also home to The Edison Studio Theatre for smaller, more experimental productions.

DeLuca, who has been involved in the arts community for nearly 25 years, founded the Teatro Dominguez theater troupe, which travels to area schools to perform educational productions based on local history. Over the years, the university, which also administers the Black Theatre Program, has provided a “bridge” between the arts and the community through plays that highlight local past and current events, he said.

Last year, for instance, the theater troupe performed “Watershed,” a production based on the California drought, and this year the group is performing a play about the local ranchos, DeLuca said.

“We provide an educational theater lesson that backs up what the students are learning in their class,” he said. “We have had a lot of interaction with the City of Carson. It’s a pretty vibrant, healthy collaboration.”

In recent years, the university has combined its theater arts and dance programs while focusing on producing more musicals to increase attendance and boost recruitment of theater majors, DeLuca said.

In November, the university theatre arts program is performing its version of the musical “Hairspray,” he said. The high school-themed play highlights the civil rights movement of the 1950s and ’60s, providing a social message that is still relevant today, DeLuca said.

Funding for the production, he said, is partly dependent on whether Carson voters approve extending the city’s utility users tax, which, if passed, will provide ongoing arts grants through the cultural arts commission.

The university is also home to an art gallery, located at the University Library Cultural Art Center, that hosts various exhibits each semester and collaborates with local nonprofits and nearby schools.

Earlier this year, the art gallery displayed a student art exhibit highlighting the Watts riots that took place 50 years ago. The exhibition called “Watts Now: A Student Exhibit” ended on May 12 and featured 130 works of art, poems, photography and graphic designs. The exhibit will be transferred to the Watts Labor Community Action Committee to be displayed later this year at the Watts Cultural Center, according to Kathy Zimmerer, director of CSUDH’s art gallery.

Meanwhile, the city-owned Carson Center has recently seen an increase in bookings for events, such as weddings, seminars, conferences and cultural activities, since undergong renovations, the center’s acting manager, Regina Ramirez, said.

The community center, dedicated in 1983 to former Congresswoman Juanita Millender-McDonald, provides 40,000 square feet of meeting space and a 12,000-square-foot ballroom, which was remodeled with new carpeting, acoustic walls, paint and upgraded audiovisual equipment, Ramirez said, adding that the lobby and restrooms were also renovated.

Throughout the year, the center hosts a variety of performances by community-based arts groups, including the Carson Symphony, Sophisticated Dance and the Mariachi Academy of Carson, while offering a low-cost venue for community events, Ramirez said.

“Our main goal at the community center is to offset the cost of operating the facility,” she said. “We are looking to increase revenue so that the arts can enjoy use of the facility.”

The center is located at 801 E. Carson St. in the Carson Civic Plaza, adjacent to the 405 freeway. For more information, call 310-835-0212 or visit: www.carsoncenter.com.

The StubHub! Center, located on the CSUDH campus at 18400 Avalon Blvd., meanwhile, is host to major sporting events, music concerts and youth programming.

Home to the LA Galaxy, a five-time major league soccer (MLS) champion, the venue includes an Olympic training facility, a 2,500-seat indoor velodrome, an 8,000-seat tennis stadium and a 27,000-seat soccer stadium.

Katie Pandolfo, the center’s general manager, said the venue recently completed a $15 million upgrade, including a new video board that debuted last year and renovations to the soccer stadium’s premium seating area, which can be used as a restaurant and for hospitality purposes on non-event days. Renovations also included upgrades to LA Galaxy’s locker rooms and hallways, she said.

“We just continue to upgrade our facilities to make them the best experience for all of our guests who come in,” Pandolfo said, adding that the center is in an “excellent position” to continue attracting some of the best name events in the region.

In July, the Reebok CrossFit Games, a weekend fitness and sporting event, is expected to draw 20,000 people, mostly from out of state, she said. The center will also serve as the West Coast training headquarters for the U.S. soccer team and other athletes competing in the Rio 2016 Summer Olympics in Brazil.

“We’ve brought an unbelievable amount of content and people to this region and to the City of Carson,” Pandolfo said. “We’ve had an overwhelming economic impact on the area, between all the restaurants, the hotels and all the different small businesses. . . . I just see that continuing to grow as events continue to come into Los Angeles.”

For more information on StubHub!, visit www.stubhubcenter.com.

Another attraction in Carson is the Dominguez Rancho Adobe Museum, a registered California state landmark that includes a historical home first built in 1826. The museum features various lectures, tours and panel discussions throughout the year.

This year, the museum is featuring an exhibit on the Anza Spanish expedition into California through July 17, and also hosts garden tours and bird walks. Located at 18127 S. Alameda St., the museum conducts guided tours on Wednesdays, Saturdays and Sundays at 1, 2 and 3 p.m., and the same hours during the first Thursday and Friday of each month. For more information, call 310/603-0088.
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