

Fall 2016

## Big City

The Airport, CSULB, Downtown, and more... features that give Long Beach its big-city appeal

## Small Town

Why so many residents grow up, work, and raise a family right here in East Long Beach

## Douglas Park

The business development poised to create jobs and tax revenue on Boeing's old soil

## Festival of Flight

Enjoy food trucks, a beer garden, and live entertainment while learning about your neighborhood airport

# long beach

*big-city draw, small-town feel...*

# 908

Inside:


**Why Life is Great  
in the 908!**

Coupons Page 96



## SARES·REGIS Group

In 2011, the Southern California industrial real estate and property management company Sares-Regis purchased 12 acres on an unused plot of land west of Lakewood Blvd. from Boeing.



They quickly realized the potential of this prime real estate in East Long Beach and began buying more. When the business "park" is completed next year the center will be home to 2.5 million square feet and somewhere between 4,000-5,000 jobs.

Sares-Regis approached development of the Douglas Park real estate uniquely to best maximize the space. Some land they developed and sold to tenants, some land they developed and kept to lease, and other land they sold from the get-go to specialized developers (e.g. Burnham for retail, Urbana for office).

Sares-Regis is proud of how they have handled the project but also admit that in many ways they are carrying out the vision of Long Beach Boeing from whom they bought the land.

Boeing envisioned a usage of East Long Beach land that was updated and relevant. Selling to a local So-Cal company like Sares-Regis that understood the vision was imperative.

Studded throughout Douglas Park's DNA are homages to the land's aerospace past. The tail wings from a Boeing 747 greet visitors at the Lakewood Blvd entrance. A globe statue in the center of the complex portrays the old McDonnell Douglas/Boeing aspirations to let people, "See the world from a plane."

Finally, the street names throughout the complex honor long-time employees from Long Beach Boeing. A true dedication to the people of East Long Beach who worked so hard to make this land a valued space. [908](#)



## Douglas Park: home to... East Long Beach Business



By John Grossi

**In my humble opinion,  
Douglas Park is one of  
the most exciting things** to happen in East Long Beach since... well... Long Beach 908 magazine. Gosh what a great idea that was!

Douglas Park is a modern, state-of-the-art business center, which is bringing in high-quality people, providing jobs, and staying true to the East Long Beach vibe.

A few years back, the loss of Boeing was somewhat of a tragedy to this town. It seems everyone in East Long Beach had a friend, relative, or neighbor who worked at Boeing or McDonnell Douglas at some point.

After WWII, most of the 908 was developed by and for veterans with GI bill benefits, and the Douglas Aircraft Company, which later merged with McDonnell, provided jobs to a lot of those same veterans. Many great families, schools, churches, and small business-



es sprung up over the next 50 years, creating today's thriving East Long Beach communities around the economy of McDonnell Douglas.

The new Douglas Park is now filling the void by creating a vibrant, industrious, business-driven center that will continue to support our local economy and small-town way of life here in East Long Beach for generations to come.

But why were so many impressive companies ready to jump so quickly at the chance to hold office space in this particular plot of land?

After a bit of research, the answers were pretty obvious. Long Beach has a world-class port, an airport, and instant access to five major freeways. I think those of us who live here sometimes take these assets for granted, and I was humbly reminded of just how lucky we are when every single company interviewed for the issue spoke about how rare and advantageous those attributes are to our city's business.

Seeing these amenities directly impact the day-to-day functions of each business proved the point. I was

# terminal

## AT DOUGLAS PARK



Urbana Development breaks ground on its Terminal at Douglas Park project located on the corner of Conant Street and Bayer Avenue in Long Beach, 90808 this October.

The Terminal is situated within the Douglas Park master planned community and is designed as an all commercial project with shared parking and enhanced green space amenities. The six-acre development will begin with phase one offering two buildings at 25,299 square feet each and featuring a total of 20 individual office condominiums with more than 50,000 square feet. Unit sizes range from 2,167 square feet to 2,659 square feet and can be combined in any number of configurations for larger spaces.

Phase two will begin in 2017. The overall project will feature four buildings with more than 100,000 square feet and 40 individual office condominium units.

The architectural expression of the buildings is clean and contemporary. Many of the units have covered balconies, private patio spaces, roll-up glass doors and operable windows. The building design encourages natural light and ventilation into the workspace.

Additionally, the Terminal focuses on creating a collaborative work environment with a strong relationship to the outdoors.

For additional information, please visit <http://the-terminal-at-douglas-park.com>. •908•



fortunate to tour through Douglas Park and spend the better half of a week there, and here's what I saw:

- Container trucks coming up Lakewood Boulevard directly from the port, delivering items to the businesses at Douglas Park.
- Executives taking a two-minute Uber from Douglas Park to Long Beach Airport to fly out and meet with clients.
- Corporate employees flying in from other states to train at various company headquarters in Long Beach. These visitors stay at either the Douglas Park Courtyard Marriott or the Spring St. Marriott Hotel (one of the busiest locations within the whole chain), and two additional Douglas Park hotels will be built this year.
- Thousands of employees commuting in and out of Long Beach all day long using the convenient freeways to connect their home to work lives.
- Hundreds of employees going out to lunch, supporting local restaurants and small businesses.

Our nearby port, airport, and convenient freeways make Long Beach a true transportation hub. Can you think of another SoCal city with all three amenities? Turns out, ELB is not only a great place to live, but also a business-heaven!



Douglas Park, explained why his company was so attracted to the area.

***“Not only is Long Beach a great location with the ports and labor force, but it’s so inspiring to meet all the highly-motivated entrepreneurs here who have brought new business into this area.”***

***-Larry Lukanish,  
Vice President, Sares-Regis Group***

Now combine the transport convenience with another business-friendly factor unique to Douglas Park—the rare luxury of so much space. Nowhere else in Southern California can you find such a large physical area being rebuilt into 21st century style, eco-friendly, large office and manufacturing spaces. SoCal is a land of crammed space and old buildings—not so in Douglas Park. It is spacious and provides great views.

These factors have played a huge role in attracting leading companies in 21st century industry sectors that are on the rise. Larry Lukanish, Vice President of Sares-Regis, the industrial real estate company that developed most of

“Not only is Long Beach a great location with the ports and labor force, but it’s so inspiring to meet all the highly-motivated entrepreneurs here who have brought new business into this area. They are the ones who will ultimately turn Douglas Park into a success.”

New business means new jobs for diverse positions ranging from CEO to skilled labor and assembly line manufacturing. And because many companies in the Douglas Park complex are aviation-related, positions are opening for the already present Long Beach engineer work force.

Most of the current tenants moved into Douglas Park with an existing work force from other cities, so the majority of Douglas Park employees probably aren’t Long Beach residents—yet. And although these are different times—our neighborhoods aren’t growing up simultaneously with the industries moving in, as was the case after WWII—over time the percentage of Douglas Park employees living in Long Beach is certain to grow.

Every company we talked with has a plan to expand. Most have doubled their square footage (compared to their previous office space) and most have already held



Long Beach job fairs, or will be hiring soon. And even if it takes a while to see a real “hometown” workforce, the positive impacts in ELB are already tangible.

Restaurants and shops are seeing the impact. The companies have done a great job so far at supporting local small businesses and that should only increase over time.

Douglas Park is not only an asset, it is (or should be) a landmark in East Long Beach.

As we introduce a few of the companies over the next few pages our goal is to help answer that simple question...what the heck is going on over there on Lakewood Boulevard??

Exciting things are happening, and within one year the whole complex should be completed, open, and completely visible from Lakewood Blvd. We hope that over the next 50 years almost all East Long Beach residents will have a friend, relative, or neighbor who works at Douglas Park—if not themselves!

That way when they mention it, you and I can shrug them off and say, “Pfff, I remember when that whole thing used to be a Boeing plant!” **908.**

## Current Tenants of Douglas Park

(as of October 2016)  
address, square footage

\*\*NWC- northwest corner  
NEC- northeast corner  
LW- Lakewood

### Universal Technical Institute - Auto/Truck Mechanic Tech School

4175 Conant Street 142,000

### The Kong Company - Pet Toy Manufacturer

3815 Schaufele Avenue 102,773

### FoodPharma - Nutritional Delivery Systems

3851 Schaufele Avenue 42,134

### Shimadzu Instruments - Precision Instruments/Aerospace

3645 Lakewood Blvd. 56,535

### Lin Manufacturing - Garment Manufacturer

3860 McGowen Street 34,585

### Urbana Medical Office Facilities

NWC of Cover/Worsham 91,560

### Metro Ports - Office Building

NEC of Cover/Worsham 40,000

### Providence, Inc. (MyDyer) - Garment Manufacturer

3833 McGowen Street 91,145

### United Pacific Industries - Auto/Truck Parts & Accessories

3788 Conant Street 133,821

### Virgin Galactic - Aerospace

4022 Conant Street 150,701

### Turbo Air - Refrigeration Engineering and Manufacturing

4184 Conant Street 125,047

### LD Products - Recycles Printer Ink Cartridges

3700 Cover Street 110,000

### RubberCraft, Inc. - Elastomeric parts/tooling for manufacturing

3701 Conant Street 140,000

### New Castle/Reef Office Project - Multi-tenant office use

Schaufele/Conant/Cover 200,000

### Courtyard Marriott Hotel - 159 Rooms

NWC of LW Blvd./Cover St. 89,455

### Nexus Retail-Starbucks, The Habit, Flamebroiler, Jersey Mikes, etc

NWC of LW Blvd./Cover St. 9,441

**TOTAL 1,559,197**

## Remaining Development Sites

### Urbana

Cover Street 100,000

### Hampton Inn and Homewood Suites Hotel (Nexus) 241 rooms

Cover Street 156,000

### United Oil

Cover Street 40,000

### Retail Project (Burnham USA)

Lakewood 265,749

**TOTAL 561,749**

**TOTAL DOUGLAS PARK 2,120,946**



# Douglas Park: home to... small satellite rocket launchers

## Who is Virgin Galactic?

Virgin Galactic is a privately-funded space company, owned by Sir Richard Branson's Virgin Group and Abu Dhabi's Aabar Investments PJS—and



they are busy making space satellites right here in East Long Beach!

The exploration of space provides important benefits to life here on Earth, from telecommunications to agricultural planning, environmental research, weather prediction and disaster monitoring. Because of their relatively low cost and quick development timelines, small satellites are appealing to both new entities preparing for their first space missions and established satellite users feeling the reality of fixed or declining budgets. Innovators in government labs, private companies, and universities have shown the world that even the smallest satellites can accomplish significant things to improve life here on Earth, but to date have been limited by the cost and inflexibility of their launch options.

In the Long Beach facility, Virgin Galactic is in the advanced phase of hardware testing for every subsystem and major component of the LauncherOne small satellite launch



service, as well as building manufacturing operations. Manufacturing operations are crucial to their customers and what differentiates them: the work does not end with just one rocket! Virgin Galactic already has signed launch contracts in place with customers such as NASA, OneWeb, and Sky and Space Global.



## Why did Virgin Galactic choose Long Beach to build this rocket?

Long Beach has a century-long tradition of aviation manufacturing, with Southern California renowned for its talent within the aerospace business, so it was a natural choice. The Douglas Park facility is a state-of-the-art, 150,000-square-foot manufacturing shop, where the Virgin Galactic team has grown to more than 200 experienced aerospace professionals preparing the system for flight tests. In addition, LauncherOne is committed to hiring the most talented and



passionate people from a diverse set of backgrounds and demographics, and to making the company a fantastic place to work. The location—East Long Beach—helps to attract the best talent and achieve the company's vision.

The coolest part about working at Virgin Galactic is working alongside some of the most talented engineers who are opening access to space to improve life here on Earth. The work is purposeful, and it is also both incredibly challenging and fun.

Virgin Galactic is building the future here in Long Beach, which means contributing to the continued legacy of Long Beach as the center of aviation manufacturing. [908](#)





# East Long Beach Catholic Schools

Schools are now accepting applications

## Grades TK-8

Come See the Opportunities  
Catholic Schools Offer!

Open Houses this January

Call each school for more info  
or to schedule a tour!

### Our Lady of Refuge



5210 Los Coyotes Diag. Long Beach, CA 90815  
(562) 597-0819 [www.olors.org](http://www.olors.org)

### St. Maria Goretti



3950 Palo Verde Ave. Long Beach, CA 90808  
(562) 425-5112 [www.smgschool.com](http://www.smgschool.com)

### St. Cyprian



5133 E. Arbor Rd. Long Beach, CA 90808  
(562) 425-7341 [www.stcyprianschool.org](http://www.stcyprianschool.org)

### St. Cornelius



3330 N Bellflower Blvd. Long Beach, CA 90808  
(562) 425-7813 [www.stcornelius.net](http://www.stcornelius.net)

### St. Joseph



6200 E Willow St Long Beach, CA 90815  
(562) 596-6115 [www.sjknights.net](http://www.sjknights.net)



# Douglas Park: home to...

## Future Auto, Diesel, and Collision Techs



## A PEEK INSIDE THE INSTITUTE YOU DIDN'T KNOW WAS IN LONG BEACH

### What is UTI?

Universal Technical Institute is the leading provider of technical skill training for students seeking careers as professional automotive, diesel, and collision repair technicians. UTI is a for-profit institute that has built its reputation on being a leader in working with employers to make sure all graduates are job-ready. Students participate in both classroom and hands-on learning, with a heavy emphasis on the hands-on. The Long Beach facility is loaded with state-of-the-industry equipment, labs, and automobiles of every kind. UTI also has a very successful job-placement rate, with 4 out of 5 students securing industry employment within one year of their graduation.



*“What makes me most proud is how many major auto and diesel manufacturers partner with us. It demonstrates their belief in the type of education and professional training that we provide to prepare our students for a great career in the industry.”*

*-Larry Hohl,  
Campus President*



### Why Douglas Park?

UTI chose Long Beach for its 12th campus because it saw a huge need for technicians along the California coastal cities. Douglas Park offers a central location and enough space for the school's 142,000-square-foot campus. The Park sits at a nexus of four major freeways, making it convenient for students and employers to access the campus. This fact is especially important because 99 percent of UTI's students are commuters. Lastly, with so many nearby dealerships and employers, and a corresponding competition for talent, UTI graduates benefit from those companies offering special incentives to students, such as tuition reimbursement, tool allowances, and more.

### Special Opportunity

UTI partners with Mercedes Benz for a 16-week DRIVE program for individuals who want to advance their automotive careers at Mercedes Benz dealerships. This manufacturer-paid program is highly competitive. Students who enter the program spend the majority of their time in a lab learning the major vehicle components and systems found in these luxury vehicles. Best of all? All this training takes place right across the street at Mercedes Benz USA—The Mercedes Benz West Coast Campus in Douglas Park! [908](tel:908)





# Douglas Park: home to... Mercedes-Benz USA

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**Did you know** that every single Mercedes Benz car sold in the western United States comes through East Long Beach? Yep, Mercedes Benz USA West Coast Campus happens to be located right here in the 908. If you had the time and the inclination, you could stand on Lakewood Boulevard all day long and watch a truck full of Mercedes automobiles drive from the Port to Conant Street, drop off the cars, and head back for more cars- delivering 300-400 Mercedes each day.

The West Coast Campus is like an Ellis Island for automobiles, but instead of receiving a health check-up and an American name, the cars receive a quality check and an American serial number. And instead of being welcomed by the iconic New York Statue of Liberty, the new Mercedes autos are welcomed by the iconic Long Beach DC Jets sign—an icon that stands as tall and proud as any American emblem should.

The cars coming in from Germany are, for the most part, completely road-worthy and ready to be categorized, sent to a dealership, and sold. However, the proud owners of new Mercedes Benz vehicles would be amazed and relieved to see how thoroughly their cars have been examined, tested, and re-worked (if necessary). The process at Mercedes West Coast Campus is designed to make sure that every car at the 84 dealerships it serves meets the high standards of the Mercedes three-point star logo.

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## Here's what the life of a brand new C300 might look like once the auto arrives in Long Beach:

**Phase 1-** Unloaded off the ship after a long-journey at sea, stored in a warehouse on the Port Terminal, and eventually loaded onto a big rig car carrier and driven to Douglas Park.



**Phase 2-** Unloaded at Mercedes Benz USA West Coast Campus, and washed and rinsed after the long trip.



**Phase 3-** Receives a full-point inspection for both internal and external problems, errors, dents and scratches.

**Phase 4-** Sorted into one of three categories—quick fix, long fix, or no fix. Fix stations include under-the-hood factory rework, interior rework, and painting and body work.



**Phase 5-** Once the cars have cleared all fixes and final inspections, they are taken to a storage lot, but they don't stay there long.

**Phase 6-** After request by a dealership, the car is scanned, moved to a parking space in the to-go lot, and registered to a trucking company.

**Phase 7-** The car is picked up and hauled by an independent trucking company to one of the 84 dealerships in the West Coast region.

And that's how a new Mercedes begins rolling down America's roadways! [•908•](#)



# Douglas Park: home to... national headquarters

## Nautilus- Metro

### What does a pile of fertilizer have in common with your Aunt Suzy who just got back from a Carnival Cruise to the Mexican Riviera?

Metro was the company responsible for getting both Aunt Suzy and the fertilizer safely and efficiently on and off their respective ships.

The cargo/passengers probably didn't even notice Metro—fertilizer for obvious reasons, and your aunt because she probably had one too many Mexican Mojitos! In fact, most people don't ever think about the company responsible for their smooth on and off shore transitions, but it turns out that behind-the-scenes ship loading and unloading is a huge business. "Stevedoring" as it's known.

And one of the major players in the nation is headquartered right here in East Long Beach. The parent company "Nautilus" is branded as Metro which includes the different branches of their business. Metro Ports, Metro Cruise, Metro Shore and Metro Risk.

Metro runs operations out of 27 ports nationwide including Long Beach and Los Angeles, and is one of the most experienced, well-respected, and environmentally-friendly stevedoring companies on the planet.

Their office in Douglas Park is as impressive as their influence on the global trade economy. Metro's office is 40,000 square feet, and unlike most of its neighbors in Douglas Park who use the big lots to house a combination of manufacturing, warehouse, and office space, Metro headquarters is filled entirely with office space.

That means it holds a lot of employees coordinating business around the country from Long Beach. Logistics managers, accountants, marketers, sales people, and executives all work out of the Long Beach facility, which is Metro's only sizeable office in the United States (the company has small on-site offices located at every port they operate).

If no physical commodities move in and out of Metro's headquarters, why move to Douglas Park? Well, proximity to the Port of Long Beach is the obvious answer, since the company operates a terminal at POLB, and Carnival Cruise Line near the Queen Mary also uses their services. But proximity to the airport might be an even bigger factor.

"We are a national company. Most of our sales personnel and executives are traveling all the time," explained Metro's CTO Boyette Fabio, while showing us empty offices during a tour of the facility.

"It's good when they're not here," he laughed. "It means they're out meeting with clients."

It would not be uncommon to see CEO James Callahan traveling from his office in Douglas Park to Long Beach Airport to fly to a meeting.

The Metro office sits at the heart of Douglas Park with windows overlooking the round-about at Cover and Worsham streets, home to the globe statue commemorating the park's aerospace past. The cutting-edge company not only leads in its industry, but also sets a great example to other corporate businesses.

Most notable is their dedication to the environment—Metro's office is LEED Gold Certified and boasts the only covered, solar-powered parking garage and electric car charging station of its kind in the area. They also take care of employees with lots of space for break rooms, conference rooms, a gym, and truly state-of-the-art offices.

Metro isn't a flashy type of business that gets a lot of news coverage or day-to-day mentions, but while flying under the radar in their Douglas Park headquarters, they make a huge impact on a lot of people across the United States—maybe even your Aunt Suzy. [908](tel:908).





# Douglas Park: home to...

## visionary entrepreneurs

When Downey native Aaron Leon transferred from Cerritos College to USC as a 21-year-old finance major, he was looking to build some camaraderie with other students and enjoy the college experience. So he moved into the transfer student housing just off campus.

It's a good thing he did, otherwise he would not be standing where he is today—CEO of LD Products, a multi-million dollar Long Beach-based business.

LD Products is the largest after-market ink cartridge retailer in the nation. If Aaron's product seems a little random and particular...it is. "It's not like I grew up wanting to sell ink cartridges," he laughed.

One of his floor-mates at USC had a part-time job as a middleman selling ink cartridges online. It was 1998 and the internet was fairly new, but when Aaron saw his friend's website, he knew he could make it better.

Aaron began making improvements to the website, and his friend started reaping the benefits—making more money. Unfortunately, Aaron's friend wouldn't pay him, even though Aaron was the one doing all the work. That's when he decided to approach the ink cartridge company about starting his own website.

"My friend's website was Global-Inkjet.com so I thought, 'What's bigger than global?' I came up with universalinkjet.com."

With Aaron's hard work, entrepreneurial



spirit, and visionary knack for internet-marketing, universalinkjet.com took off. Orders were rolling in like crazy. And mind you he was still a full-time student!

Universal Ink Jet evolved into LD Products, and in 1999, Aaron ditched the company he was working with, and started contracting directly with the ink cartridge manufacturers. He hired two close friends, and the three of them worked almost full-time taking orders, printing labels, stuffing boxes, and shipping orders—all out of their parents' houses! Aaron's two friends Patrick Devane and Frank Farina are now Vice Presidents at LD Products.

In 2000, Aaron graduated from USC, and in 2003, he leased the first company warehouse. After moving to Long Beach in 2006, LD Products acquired their largest competitor in 2008, almost doubling in size over-night.

When the Douglas Park office space became available in 2010, LD Products was the second tenant to buy in. Having bought a parcel, Aaron proceeded to build the first Platinum LEED-certified warehouse build-

***"It's not like I grew up wanting to sell ink cartridges," Aaron laughed.***

ing in the New Construction/Commercial category in the United States.

Here are some other things Aaron is proud of and Long Beach should be too:

- 1) LD Products has 160 employees in Douglas Park—34% live in Long Beach.
- 2) Aaron hates when companies don't show their phone numbers. Not only does LD Products display its phone number, but it also has an active call center of 55 people answering questions and taking orders from 6 a.m. to 6 p.m. Monday through Friday, and 7 a.m. to 4 p.m. Saturday and Sunday.
- 3) Although LD Products makes most of its money selling office supplies and ink cartridges to businesses, about half their clients remain small household orders.
- 4) LD sells after-market ink cartridges, meaning they are not name brand but can offer products suitable for every printer at about a third of the price.
- 5) The Douglas Park facility has a five-million-dollar, state-of-the-art, conveyer belt system, which significantly speeds up the shipping process.
- 6) LD gets its products to 80 percent of the United States within two business days, and 40 percent overnight. **908**





# Douglas Park... home to Airplane Manufacturing Jobs

## Shimadzu

“1 Million hours starts here.”

The words loom large on a banner hanging high in the Long Beach Shimadzu plant.

The banner refers to the amount of time spent manufacturing, testing, and repairing airplane parts before a commercial plane is fully constructed and ready to fly. If it sounds like an exaggeration, a tour of Shimadzu’s 60,000 sq. ft. facility will make you believe it.

***“In our industry an error could mean many, many lives,” Spanial said. “That is not something we take lightly.”***

The amount of work that goes into casting, machining, compiling, and painting just one small piece of an airplane engine or wing is fascinating. The number of employees—good, skilled Long Beach people—working on each small part is inspiring.

“Most people think we don’t have any manufacturing jobs left in the U.S., let alone California,” said Shimadzu Plant Manager Mark Spanial. “But we actually have major parts being manufactured right here in Long Beach!”

Currently approximately 65 employees work at Shimadzu in Douglas Park, about half in manufacturing and the other half in administration. Spanial expects that number to expand greatly in the near future.

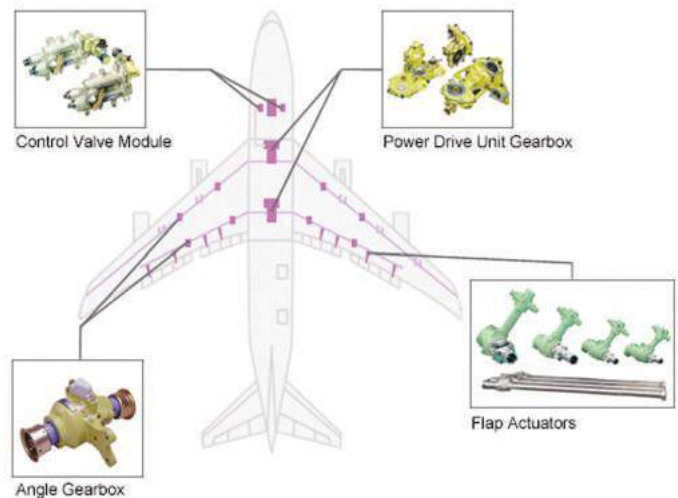
“We moved here because this facility has the space for us to



accommodate new processes like machining, and therefore expand our capabilities and employment,” he said.

Parts that used to be made in Japan and then shipped here for additional work will now be made completely in Long Beach. That means more jobs and better efficiency for the company.

And while efficiency is great, quality is what’s really important



at Shimadzu. Spanial emphasized that point over and over to our magazine.

“A manufacturing error in most products means an inconvenience to a customer, but in our industry it could mean many, many lives,” Spanial said. “That is not something we take lightly.”

It’s very impressive how much organization and testing backs up everything going on at the Long Beach plant. It doesn’t take an engineering degree to understand the attention to detail and quality care taking place at Shimadzu.

When you board a plane to go on vacation, chances are you’re not thinking about the “fuel shut-off actuator” or the “power drive unit cargo door hinge.” But I guess the less we’re thinking about airplane parts while we’re on an airplane, the better Shimadzu is doing, which means a better Long Beach economy! **908**

