

long beach 908

holiday magazine



Ultimate small business shopping guide
East Long Beach Holiday Traditions

LONG BEACH

2015

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We've never done a holiday issue before. So I've never had to deal with the tribulations of motivating a collaborative effort for holiday spirit in mid September. I've also never before had to face the reality that I am one of those awful people we call "in advertising" that has to shove the holidays down people's throats probably way too much, way too early... and way too for the wrong reason. Yet here we are.

I've done my best effort as usual with this magazine, to keep the focus as real- East Long Beach- and non-commercial as possible. We highlight some really cool East Long Beach holiday traditions near the back of this magazine. Many of them you've probably heard of and some you may even participate in...after all, they wouldn't be very good traditions if no one knew about them! However, I hope we give you a unique take on some of the classics, perhaps tidbits of background information you didn't know, and maybe a few traditions you needed to be reminded of.

The idea for an ultimate unique and local holiday gift guide came to me last Christmas season. While wandering aimlessly around Lakewood Mall a few days before Christmas, I ran into a couple of people I knew. "Where are you headed?" they asked.

The best answer I could give them was, "uh...I'm not really sure." The truth is, I hate wandering around the mall not knowing what to buy. My hope is that this gift guide makes it easier for you and me to thoughtfully plan our local shopping in the comfort of home, avoid the last minute shopping, and end up with truly meaningful gifts for the people we love.

One nice thing about the gift guide is that I compiled it by simply walking into stores and asking the owners if they wanted to participate (although in reality it isn't that simple, it's actually very long and frustrating!). However, my reason for telling you this is, that if the owner was in-shop and nice enough to talk to me... a solicitor...then they're probably even nicer and more accommodating to you. A potential paying customer.

No, it wasn't easy starting this holiday issue in early September so it could be ready in November before Small Business Saturday. But the late nights sitting in front of a computer struggling to write with holiday spirit in 90 degree heat taught me a few things. One, I love Christmas music. It sparks my imagination, makes me feel cozy, and goes great with either a hot chocolate or a cold beer.

Two, even if I say something like, "Geeze, it's already December?" The truth is that I love it. The holidays are a fantastic time of year and the traditions that go along with it - whether rooted in family, country, religion, or East Long Beach - are a big part of that feeling. I hope this magazine helps bring you closer to your community so that auld acquaintances don't be forgot!

John Grossi
Editor/ Publisher

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October's Citywide Pumpkin Party



October 24, 2015, We Love Long Beach's Citywide Pumpkin Carving Party took place and was a huge hit in East Long Beach. Over 20 ELB neighborhoods participated in the fun Saturday event.

We Love Long Beach is a grassroots nonprofit with the vision of connecting neighbors one block at a time.

They believe that getting to know and connecting with your neighbors is the first step toward a city that is safer, healthier, and happier.

The purpose of the Pumpkin Parties was getting to know and building trusting relationships with nextdoor neighbors. For the Pumpkin Party and Potluck, neighbors were encouraged to bring pumpkins to carve and yummy food to share, as they celebrated Fall together in a neighborly fashion. Enjoy the Pics!



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Shutters, Shades, and Blinds



Jessica and Josh Goodman

An easy, fast and unique way to class up your home before guests arrive this Fall is to consider new and improved window coverings.

Jessica and Josh Goodman have been Long Beach's go-to couple for shades, blinds and shutters for over 10 years now, and the 90808 couple takes great pride in being experts on this highly specialized but essential accessory to the home.

Interior Style Design's clients are usually looking for either necessity window coverings or to upgrade existing window coverings. If you just remodeled your home or perhaps moved into a new home with no window coverings, you may desire basic window coverings to protect your furniture and your privacy! These are necessity window coverings.

Before you go to a big box store to pick up their cookie cutter blinds, consider a free in-home consultation with Jessica.



(562) 429-1686

www.interiorstyledesigns.com

Buying window coverings is one of those purchases where chain stores usually end up costing much more for a worse selection than the custom products from an independent distributor like Interior Style Designs.

Interior Style Design also saves you money, time, and hassle because Jessica does all the consultations and Josh does all the delivery and installations. No outside companies involved!

For clients seeking to upgrade window coverings, using an in-home family business like Jessica and Josh is even more rewarding. Jessica, who works directly with the manufacturers, will bring a catalog into your home with samples that can actually be "tried on."

With the company's access to everything from basic shutters to luxurious shades, and Jessica's eye for how to maximize your purchase, there is no easier way to class up your windows or your home!

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Specializing in Door & Window Installation. Give your family and home the gift of enhanced security, energy bill savings, and an upgraded look this holiday season! Tell Santa you want new windows and doors from CRN Construction.

Yahoo! Finance reported that new doors and windows are always a good investment for any houses, as they help lower energy costs and are virtually maintenance free! Insulated windows are always a plus and typically pay for themselves in five years.

Bringing over 20 years of expertise delivering quality home remodeling experiences to satisfied customers, Craig Newton, owner of CRN Construction, prides himself on helping clients bring their vision to life. That's why Craig and CRN Construction are dedicated to delivering more than just quality crafts-



manship - they provide a rewarding, collaborative experience that makes you part of the team that is transforming your home.

"We have used the services of CRN Construction for a number of projects on our house from installation of crown molding and base boards to extensive dry wall work to new doors and windows and are extremely happy with the final products. Craig is professional and brings good ideas to the table as far as overall design and construction. His materials are top of the line. He works quickly and efficiently and takes great pride in his work and finished product. We would definitely recommend his services to anyone in the area." - Allison M., Long Beach 908 resident.

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Granite Countertops and Cabinets



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If there is one thing you need to know about Granite Transformations, it is that they are the only company in the United States that installs your new granite countertop and backsplash on top of the old ones.

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So what does *that* mean?

It means you can install one of Granite Transformation's beautiful granite,

quartz, or glass countertops in one day.

Owner Hank Palmer saw the opportunity to bring this innovative Italian technique to Long Beach using thinly cut quarter-inch slabs made from 93% granite. For nine years he and his team have helped turn hundreds of vintage Long Beach kitchens and baths into luxurious spaces.

Visit their kitchen and bath showroom in Signal Hill or call to learn more about the unique process. Granite Transformations also specializes in high quality, affordable cabinet refacing.



Visit their showroom to learn more about how you benefit from installing new granite on top of your existing countertop

Combining Family and Floors.. Family Floors

By John Grossi

The Glatman family has been flooring Long Beach for a long time. Some of you long-timers might remember their old R & G Carpet Service behind Carl's Furniture Downtown at the corner of PCH and Alamitos.

Jay Glatman's grandfather started the business in 1952, and now Jay - like his father before him - captains the helm of R & G Carpet. Jay, however, has expanded the family business from its original focus on commercial clients, opening it up to the families of Long Beach.

With a young family of his own (pictured above), Jay and wife Melissa opened their first residential retail store in East Long Beach on the corner of Los Coyotes Diagonal and Spring St.

The store name was a no-brainer. It's more like their mantra than a brand. Family Floors.



Melissa and the kids at the store!

"The basis of our business is that we are really trying to cater to the average Long Beach family coming out and looking for a reasonably priced product with excellent service," says Jay.

A big part of their appeal is attention to families with little kids. The store is equipped with a play area, countless toys, and a cartoon-playing flat screen TV to keep the little ones busy while you shop.

"Our customers always tell us how much easier it is for them to ask questions and select products without their kids tugging on their sleeves!" With ample supervision and security cameras at all the doors, parents can relax knowing their kids are safe.

So how about the carpet?

Family Floors has an incredible selection of carpet and hardwood from a variety of companies. As was Grandpa Glatman's motto, "We don't want to hard-sell anyone! We want to educate and let customers make their own best decision."

Family Floor's local staff does all the in-home measurements for free. Once a client has agreed on a floor choice it usually takes the team about 5 days to get the product delivered; and generally one more day to install.

Even with the expected holiday rush, Family Floor's 13 crews never get backed up because they know you need your floor finished when you ordered it- before your guests get in town!

It's all part of catering toward the family. The Glatmans work in Long Beach and for the people of Long Beach. "Every decision we've made since opening Family Floors has been with the goal in mind of serving the families and residents in this city inexpensive, quality carpets and hardwood floors. ■



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Top 5 reasons to visit my favorite furniture store before your family gets home for the holidays...

House to Home Furniture

By John Grossi

1.) Size and Selection

20,000 square feet is a lot of room. The Munro brothers do a great job of condensing their store to true quality furniture that is a realistic fit for an East Long Beach home. They don't carry the very highest or very lowest line of furniture, but for everything in between expect high quality for the price.

4.) Comfort Sleeper

The Comfort Sleeper is possibly the most exciting change to furniture in the last 10 years. It is the first sofa bed that is actually a comfortable bed AND couch. There are no bars, no springs, and no sagging. With 13 styles, over 80 leathers, and 50 fabrics to choose from, you can easily turn your living room or den into a guest room this holiday season, without compromising your own comfort or style during the rest of the year.

5.) Amish Products

Kent and Gregg have a personal relationship with five midwestern Amish families. Their 4,000 sq ft of space dedicated to Amish crafted items houses a number of top-sellers because of the quality craftsmanship that lasts generations. In recent years, the price gap between overseas and Amish-made furniture has narrowed greatly. Customers are often surprised at the many different styles and sizes as well as the money they will save over time.



2198 N. Lakewood Blvd. (Corner of Stearns and Lakewood)

2.) The Family

Not only are brothers Kent and Gregg Munro really genuinely good guys, they know more about furnishing Long Beach than anyone on the planet. The brothers have worked every aspect of the business at this very location since they were 14 years old loading trucks for their dad. That's over 40 years of honest, local business!

3.) American Made

More important than the fact that over half of their furniture is made in America is that Kent and Gregg personally travel all over California and the rest of the country meeting with manufacturers and building relationships to achieve one important result: lower prices than most customers are used to on domestic products.



House to Home is the only store in or around Long Beach to carry this new American made line.



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Auto Detail fit for 007... Naples Island Car Wash and Detail



By Jonathan Murrietta

Naples Island Car Wash and Detail washes cars by hand, but it also does so much more. And this winter with El Nino rolling into town, now is the perfect time to “rain proof” your car with waxes that last up to a year.

With the holidays coming, the Naples Island Car Wash and Detail will be offering gift certificates for detail and wash packages—just in time for the wet weather. “We’re the perfect place to go for affordable auto detail,” says car wash manager Jon Palmer. “We’ve been able to bring in the latest and best products and processes.”

Naples Island Car Wash and Detail offers a variety of services, including complete detailing, hand car wash, hand wax and buffing, and interior conditioning, using high-end products such as Chemical Guys and Meguiars.

Bought in 2011 by Naples Rib Company restaurant owner Dave Ursini, the Naples Island Car Wash has undergone remodeling with an emphasis on detailing.

“When customers come to our auto detail, they’re not ‘pushed’ into anything; they can learn and decide for themselves what is best for their car,

and even choose the type of wax they’d like,” Palmer says.

In many ways, Palmer says, this notion of transparency and customer satisfaction is modeled after his decade-long experience in the restaurant industry. He helped Ursini manage and operate Naples Rib Company for several years before taking on management of the Naples Island Car Wash and Detail.

“If people can have a restaurant experience that’s tailored to them and they have a choice in what they buy, why not apply the same model to detailing and give people clear options based on what they want?” Palmer says.

The auto industry in general can stir apprehension as to whether or not a customer feels they’re being treated right. At the Naples, Palmer encourages his customers to learn more about the top-of-the-line products the auto shop uses in their detailing, from Meguiars wax, to the Chemical Guys sealant, products also used to coat and protect even aircraft.

Palmer adds that the Naples Island Car Wash and Detail proudly offers all of these high quality services and products at a fraction of the price, compared to what other auto detail shops charge. In

addition to polishing, the car wash also specializes in “headlight restoration.”

“Not only do we have a better price for these services than most, but we’re the only local shop I’m aware of that offers a one year guarantee for the work that we do,” Palmer says.

Among the luxury cars that the car wash and auto detail has serviced over the years include Bentleys, Teslas, Maseratis, Lamborghinis, Ferraris, even the new Aston Martin—James Bond himself could be among the auto detail clientele.

At the same time a Maserati rolls into the Naples Island Car Wash and Detail, Palmer points to a high-end Hyundai that is particularly shiny and sharp.

“That’s the kind of work we do,” Palmer says. “We pay extremely close attention to detail.”

At Naples Island Car Wash and Detail, the motto is, “Every car wash and detailing job is like a work of art.” Quality and customer service come first. Zooming out of the driveway, countless finished “works of art” are now ready to be paraded on the highway. The cars are clean and polished—fit for even 007. ■



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Under new ownership and management, many advances and growth are underfoot. Even the name embodies the spirit of change in philosophy from a gym first established 15 years ago in Lakewood Village.

Though its location at 4105 North Viking Way on the corner of Village Road hasn't changed, the space is now brighter, more active, and houses triple the number of services than before. Membership is on the rise and new packages such as SILVER, GOLD and VIP have been created to meet the needs of wraparound services.

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Reunion on 2nd Street, the Wednesday Night Before Thanksgiving

By Ryin Amador



It's not organized, there's no committee, and there's not even a Facebook page for this event. Yet, the Wednesday night before Thanksgiving gathering on 2nd St. has become prevalent enough for us to call it a holiday tradition. It's an unofficial high school reunion night for the young adults of East Long Beach home for the holidays.

From current college attendees to recent graduates, 20-somethings find themselves catching up with old acquaintances on the eve of Thanksgiving. We asked the best source we could think of to expound on the subject.

Eric Johnson has been a co-owner of Legends since 2012. Born and raised in Long Beach, Eric attended Rogers Middle School, Wilson Classical High (class of 1992), and CSULB.

He understands the importance of what Legends means to Long Beach and the Belmont Shore area, especially during the holidays. When asked about coming to 2nd Street the night before Thanksgiving, Eric responded that he indeed used to participate.

"My friends and I would come down to 2nd Street and hit up the local bars such as Shannon's, Acapulco Inn, and



Eric Johnson, long-time resident and co-owner of Legends

Legends. It was great getting to come back home and see family and friends all in one area, together again."

Not much has changed in the 20 years since Eric took part in the meetups.

Today, Long Beach natives continue the holiday tradition of meeting on 2nd Street and enjoying a few drinks with family members, friends, and significant others. "The atmosphere and energy is very similar to when I used to go out with friends at night. It signals the start of the holiday season and is definitely a special time of the year," Eric explains.

23 year-old Chris Hubbard lives in Chicago post-grad, but has loved the tradition since turning 21. "It's always great seeing and catching up with people you haven't seen in years - high school classmates, old teammates, childhood friends. It's like the Super Bowl of going out, you know everyone is going to be there."

From Brooklyn, New York, 26-year-old Torri Kreinheder echoes the sentiment. "It's really nice to see old acquaintances from high school you may have shared a class or two with but found it hard to

stay in touch. It brings you back to a place where home in Long Beach felt different than it does now."

The holiday tradition is one of Legends' busiest nights and Eric says he feels nostalgic when he sees the crowd of all ages enjoying animated conversations, fresh beer and buckets of wings alongside family members and friends.

"People remember their fathers enjoying a beer and wings, and I think that's something that sets Legends apart. Legends has created an environment that can never be forgotten and when you get older, it's comforting to remember those fond times and relive experiences decades later." This holiday season is sure to bring in more new faces as freshly minted young adults embark on their first entrée into this Long Beach tradition. One that Legends will most assuredly be a part of. ■



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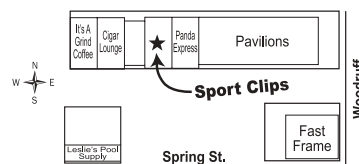
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Happy Thanksgiving!

Maureen and Stan
November 1978

Maureen and Stan
November 2015

A Long Beach story of Family, Football, and how we knew we were home in Naples on Thanksgiving Day

By Maureen Poe

Each year in November I start thinking of an event on Naples Island that has held a very special meaning to me for 35 years, other than Thanksgiving.

When I moved here from MI in 1978 I was looking for the sunshine and a new career in teaching. I had been a high school art teacher in Flint, MI for ten years, but I just couldn't make it through another winter with my arthritis. I had no idea that November would be such a time of joy in 1980.

I was living in San Pedro and loving California with the friendly faces and a beach nearby. After a year and a half of subbing, I gave up on finding an art or English position even though I had a Master's Degree, and I enrolled in classes to earn a Special Education credential at CSUDH where I would meet another artist who was getting his Spec. Ed. Credential. At the end of May I

noticed this guy in the class who would sit in lectures and draw Victorian houses. He noticed me, as well, and brought me flowers. Within two weeks he had proposed and by the end of summer, I agreed to be his bride.

I was told to pick a wedding date, but didn't realize that in addition to Thanksgiving, November held the sacred USC/UCLA game. Being from MSU I didn't realize the importance of game weekend between the two schools, so I chose November 22, 1980.

As I came down the stairs to strains of Bach's wedding march at my future husband's home at 12th and Cedar in Long Beach, I noticed many earbuds among the crowd of 100 guests, and I knew they couldn't all be hard of hearing. I then realized I would be sharing our anniversary each year with

the game and Thanksgiving. After the wedding we went to a home in Naples along the canal and had the most beautiful reception a Michigan girl could ever imagine with loads of food, drink and dancing.

After a four day honeymoon we came back to join all our friends at a Naples Island Thanksgiving feast. We dined in the garage sitting around a table made from the door in the kitchen. The friendliness of that evening wrapped around us like a warm blanket.

From that day forward we would spend time each year with some of those Naples friends to celebrate the holiday, our wedding anniversary and the USC/UCLA game. In 1982 we came back to Naples permanently when we bought our home. Dorothy in the Wizard of Oz has it right when she repeats, "There is no place like home." ■

Millikan Coach Derwin Henderson's seniors Anthony Carswell, Nick Arreola, Xavier Cortes, and Monty Peterson shake hands with Wilson Coach Mark Zigenhagen's Captains Jack Koulos, Zach Johnson, Williams De La Cruz, and Josh Wise



Thanksgiving weekend's annual UCLA vs. USC football is a big rivalry for many of us, however, East Long Beach has its own Burgundy-Blue rivalry each October when the Millikan Rams take on the Wilson Bruins. The 2015 showdown went to the Bruins, with a score of 41-21, who got redemption this year after the Rams took home the turkey in 2014.



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Liz and Ada inside the store

The moment you cross the threshold, entering Los Coyotes Cards & Gifts; you know you're somewhere special.

As this is being written there's a hub-bub of activity, boxes waiting to be opened - merchandise coming in - trees waiting to be dressed & garlands being decorated.

But as always, nothing is more important than our friends who come in to check out what is new. Whether you are young or old or undecided you will find a treasure you didn't know you needed.

There are unusual cards, gift wrap & holiday decor (over the top on holidays) because everyday is a holiday and a reason to celebrate.

From Santas to Menorahs- they are all a part of a changing environment that somehow always seems constant and comforting.



1823 Ximeno Ave, 90815
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J&L Jewelry has been serving East Long Beach for almost 25 years. Specializing in fine jewelry, diamonds, gemstones, custom pieces, jewelry and watch repair, appraisals, gold recycling and more, J&L also prides itself on a diverse selection of estate and vintage jewelry at amazing prices!

Want to make sure you get just what you want this holiday? J&L makes shopping a snap with their personalized wish list service. Come into the store and fill out a wish list, then tell your special someone to stop by. J&L will help them purchase exactly what you want! Don't feel comfortable dropping the hint yourself? J&L will call for you!

Enjoy free jewelry cleaning and custom gift-wrapping on all purchases. **Mention LB908 Magazine to receive 25% off of one item** (discount not available on estate jewelry). Strapped for cash this holiday season? J&L also buys gold as well as has a consignment jewelry program.

Family owned and operated since 1991, J&L is an avid supporter of local community schools, churches and non-profits. Long Beach residents know J&L Fine Jewelry as their trusted local jeweler with the best customer service. Stop by and visit them this holiday season. Any gift from J&L Fine Jewelry is sure to be cherished for a lifetime!

The Vintage Emporium

562-988-8460
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www.vintageemporium.com

Located in the historic Cal Heights neighborhood, The Vintage Emporium is a quaint little shop filled to the brim with delightful gifts for you and your home. Shabby and chic, rusty and funky, you will find a fabulous selection of vintage linens, jewelry and pottery, not to mention amazing vintage holiday treasures. The shop is well stocked with one-of-a-kind decor items, from lamps and chandeliers to small furniture pieces. Also featured are quality handcrafted items from local artists such as soy candles, crochet beanies, jewelry and succulent gardens in vintage pottery. The Vintage is the perfect spot to find a unique gift complete with complimentary gift wrapping. New merchandise arriving daily!



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Suzi Beck holding her ornaments

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Wine lovers, rustic style enthusiasts and sustainably minded people will love Fallen Oak's wine barrel furniture and home accessories. Kevin Beasley of Long Beach creates everything from Barstools, to Lazy-Susan's, to Toilet Paper Holders, entirely out of retired wine barrels. Kevin grew up in Nor Cal wine country. His appreciation of the true nature of the wine stained oak and passion for craftsmanship is evident in each One of A Kind (OAK) piece! Kathie Lee and Hoda recently fell in love with Fallen Oak, so much so, they featured a design on the Today Show!

A Fallen Oak original is a perfect gift idea! Impress your guests while entertaining this holiday season with bar stools, bistro tables and wall mount wine racks. Smaller pieces such as serving trays, balancing bottle holders, and candle holders would be great stocking stuffer gifts for any wine enthusiast. Fallen Oak also sells whole wine barrels! Enjoy this holiday season with a piece of furniture that reflects your passion for your favorite vintage. Cheers!!!



2831 Junipero Ave., Ste 604,
Signal Hill, CA 90755
(562) 981-1939
www.mustyputters.net



If someone in your family loves golf (or loves the idea of golf) a custom designed natural wood David Musty Putter is the perfect gift that they won't be able to "put" down. Husband and wife combo David and Jeanne Musty invite you to their showroom and workshop in Signal Hill where every single putter is actually crafted on site!

David Musty Putters offers six different putter styles from classic mallet to wingtip and 6 beautiful wood grains that actually putt as well as they look. With a variety of lengths, angles, and grips, much precision goes into making these putters superior on the course—not just for their looks (although they certainly decorative too)!

Common engravings include owner's name, company logo, or favorite college or professional sports team. Famous athletes Michael Jordan, Derek Jeter, Tony Hawk, and Wayne Gretsky have all purchased their own custom putters from the Signal Hill company, but David and Jeanne's favorite customers are the locals they run into years after their purchase at Rec Park or Skylinks...still turning heads with their one-of-a kind David Musty Putters!

Consider this memorable gift which sells for the same price as a comparable metal putter between \$200-\$300.



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Equipped with a staff well experienced in assisting people's travel needs, Vacation Connection has been in business for over 40 years. General Manager Kathy Angell says, "With a call to one of our agents, we can book your dream destination and save you the time and trouble of countless hours on the internet. We offer you that special personal attention."

Vacation Connection is there to help with making all of your travel arrangements, anything from a relaxing ocean voyage to a tropical beach escape to a vibrant city exploration or an historic river cruise discovery.

One of the most rewarding part of Angell's job is arranging family trips that will serve as long-lasting memories for her customers, like the cruise she booked for a couple celebrating their 60th anniversary this summer. The whole family came, including the grandkids. A wonderful time was had by all, and Vacation Connection handled the organization of this memorable family gathering.

In this day and age, when everybody is so busy, consider the gift of travel for a family member this holiday season. Vacation Connection is ready to start planning that much desired getaway with loved ones.



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www.alternativesurf.com



By Andrea Sampson

In 2009, Ryan Frazzetta, a 15-year-old Long Beach resident, Lakewood High School student, and local bodyboarder, asked his parents if they could buy a little bodyboard shop nestled on Main Street in Seal Beach. He didn't think it would actually happen, but it did.

Alternative Surf Bodyboard shop was the first bodyboard and accessories retailer in the United States. It was founded in 1995, and Ryan was a regular customer. In 2009 he noticed that everything was on sale and found out that the shop was being sold. Suffering from a major back injury, the current owner was no longer able to run the shop—that's when Ryan approached his parents with the idea to buy Alternative Surf.

"When we realized the shop was going to close for good, we told Ryan to get the information, and we would consider it," said Ryan's mom, Deborah.



Ryan Frazzetta with his parents Mark and Deborah

"He was so passionate about it that we decided to go for it. We would give it three years, and it would be a great learning experience for all of us." The Frazzetta family took ownership in November 2010.

The little shop doesn't look like much from the outside, but every square-inch is filled with bodyboards, accessories, and apparel. Surf rock fills the air, and the fresh-faced young man behind the counter is most likely Ryan.

For the past five years, Ryan has spent nearly every weekend working in the shop. "My mom told me that with the shop would come more responsibility—she was right," Ryan said. "But it kept me out of trouble during my teen years and has kept me focused on my future."

At 21-years-old, Ryan now runs the store and is working towards his

marketing degree at CSULB. His mom Deborah, also the Vice President of Finance at World Poker Tour, handles the accounting, and his father Mark takes care of the shipping, orders, and online store. Alternative Surf is a family affair.

"When we first took over the store it was pretty run down—people didn't even know it was still open," Ryan said. "It took us a couple of years to get the word out that we are here." With some hard work, perseverance, and word-of-mouth advertising, the business is now consistently growing, and Ryan hopes to open additional locations in the future.

Alternative Surf's mission is to be the "go to" provider of bodyboarding equipment in the United States and the world by providing the greatest selection, best equipment at the best prices for all bodyboarders.



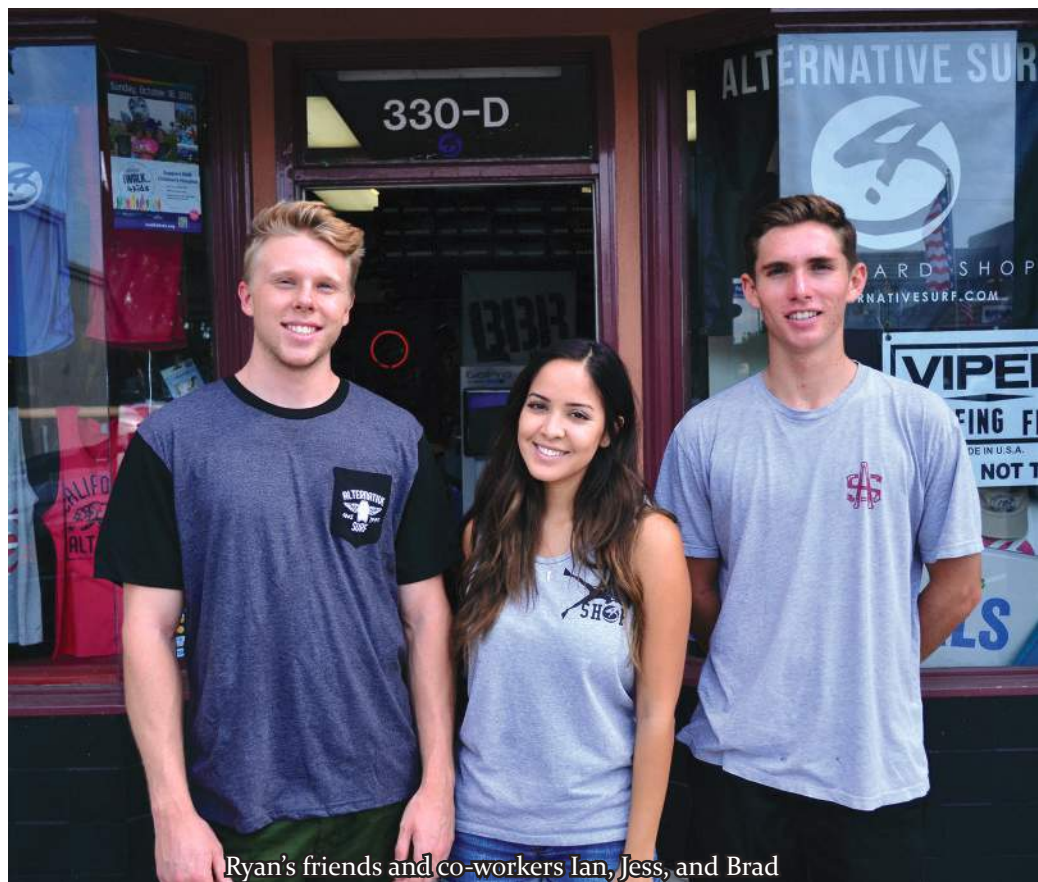


Alternative Surf gear in action in Nicaragua! Photo Credit: Steve Sawitz

“We want newcomers, advanced riders, experts and pros to call Alternative Surf home,” Ryan said. They are on the right track—Alternative Surf is well known in the bodyboarding community, attracting customers from all over the world. “Now we want to make sure that our local community knows we are here too,” he said.

In addition to being the premier provider of bodyboarding equipment, Alternative Surf has a team of boarders who are competing all over the world, and has also sponsored local high school teams.

Alternative Surf is coming up on its 20-year anniversary, and the holiday season is a great time to come in and check out the bodyboards, fins, apparel, stickers, and other gear. For more information visit AlternativeSurf.com, or check them out on Facebook, Instagram, and YouTube. ■



Ryan's friends and co-workers Ian, Jess, and Brad





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Twinkling lights in the mulberry tree, weekly live music, great wine and delicious food make Shenandoah at the Arbor the perfect location to celebrate this holiday season.

The fairytale patio will be filled with live seasonal music during the Holiday Open House, making Shenandoah a cozy place to linger over a glass of wine and some appetizers. If you can't make it to the open house, stop in on a Monday night to dine alfresco while listening to the sweet songs of Kristi Jo.

Shenandoah can also help you keep it simple but stunning for this year's company parties and family gatherings. Shenandoah's lovely location and outstanding food is available for groups large and small. Or if you are still searching for the perfect gift—pick up a gift card or a bottle of the famous Cabo seasoning to stuff the stockings. Happy holidays!

For more information visit www.ShenandoahattheArbor.com or follow on Facebook or Twitter @eatatShenandoah.



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Elementals is a fairytale floral and gift shop, offering dreamy home décor, garden accessories, botanical candles, soaps and lotions, and a full-service florist.

This holiday season let Elementals help with the planning! Order an exquisite centerpiece, or let the amazing design team get your home party-ready. Elementals offers interior holiday decorating, including tables, banisters, Christmas trees, and more. They will dress your home, while you dress yourself.

In addition to the seasonal offerings, Elementals always has year-round bouquets, live plants, and gifts for everyone on your list.

Be sure to stop by during the upcoming Arbor Village Open House, as the holiday décor will be bright, shiny, and on sale.

For more information, visit www.elementalsfinefloral.com.



(714) 287-9665



A Place of Our Own—hair and art salon—is a hidden gem overlooking Arbor Village.

The salon's eight independent stylists specialize in all types of hair and special event styles. The warm welcoming environment is a lovely place to spend an afternoon.

In addition to hair, A Place of Our Own features local artwork and a variety of "give back" jewelry and boutique gifts. A few favorites are iSanctuary's newest jewelry line—Purpose, whose proceeds provide care for young women who've been rescued from human trafficking; Grace & Lace, which provides funds to build orphanages in India through Angel House; and Chavez for Charity's beaded bracelets, which support a variety of charities depending on the bracelet you choose.

Buying a gift from A Place of Our Own is giving a gift to someone in need. Stop in this season to find something special for someone special.

Check out stylists and the latest "give back" jewelry and gifts on Facebook & Instagram @ A Place of Our Own Salon.

Arbor Village Holiday Open House

Located on Los Alamitos Blvd. (Between Katella Ave. and Cerritos Ave.)



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Cinnamon Stik, a charming bungalow filled with home décor and holiday merchandise, is the perfect place for shopping during the holidays and year round.

Every nook and cranny at Cinnamon Stik is bursting with fantastic finds. Garden accessories, coastal and country décor, and baby and children's items are available year-round, while other areas of the store change with the season. Soon enough, the amazing fall décor will move out to make room for the Christmas and holiday displays. Stroll through Cinnamon Stik to find the perfect gift this season or any time!

Follow Cinnamon Stik on Facebook to get the latest shop news.

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Flags with a Flair offers a wide variety of gifts and knick-knacks, including garden flags, home décor, baby and children's merchandise, candles, yard accessories, and even a few items for our furry friends. And of course the best selection of house and garden flags in Southern California!

Wander through the authentic vintage bungalow room by room to get a glimpse of all its hidden treasures. The unique mix of accessories and gifts make it easy to find the perfect present for everyone on your list. Check out the amazing selection of Christmas ornaments. Anything that's going on your life we have an ornament just for you!

This season, Flags with a Flair will wrap your gifts for free!. Follow Flags with a Flair on Facebook for the latest updates and sales.

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Looking for the perfect pair of jeans? The Denim Bar stocks more than 50 brands of denim, but that's not all. Create an entire outfit—choose from shirts, sweaters, dresses, shoes, bags, hats, jewelry and more.

The Denim Bar is also a great place to host a fundraiser or ladies' night. Schedule an after-hours party for your next event. The Denim Bar will provide the invitations, and you provide the drinks, food, and friends. Ten percent of all purchases made during the party will go to your fundraiser.

It's a win-win!

The holiday season is a fantastic time to stop in and find something special for you and a friend. Check out The Denim Bar during the Arbor Village Holiday Open House to be entered into a raffle for a free gift with purchase.

Follow The Denim Bar's latest fashions on Facebook or Instagram @TheDenimBarLosAlamitos.

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Owner Yasemin inside the store

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*Precious
Life
Shelter*

Thrift-Gift Shop

3622 Florista Street,
Los Alamitos, CA 90720
(562) 430-7309



If you're looking for a nearby place to shop for clothing, household items, small appliances, books, toys, antiques, and more, all at a great price, all while supporting a great cause, head to this gem. Open at 10am Mon-Sat.

The Thrift Shop earnings support 40% of the shelter's operational costs, which fund a three-phase, residential supportive services program for the homeless pregnant adult woman. A private non-profit in operation since 1989, Precious Life always welcomes volunteers to offer their support.

Precious Life provides a safe, loving environment for local women who have no other place to nourish their pregnancy and birth. Our clients have chosen to work toward self-reliance for themselves and their newborn. Whether she parents or places her child for adoption, PLS supports each woman throughout the process.



191 Park Ave., Long Beach, CA 90803
562-342-6993
www.BornFreeBoutique.com



Store Owners Luna and Marina

An eco-friendly baby boutique and children's gift store, Born Free has the perfect holiday present for any child in your life. Enjoy complimentary personal shopping services and personalized holiday gift-wrapping for all purchases.

And NEW for the holidays, **FREE DELIVERY** of your gift to any Long Beach location! Just call the baby experts at Born Free, tell them the gender of the child you are shopping for and your price range; and they will do the rest! If online shopping is your preference, use promo code 908Mag and receive 10% off your entire purchase (limited time only). Local 908 residents Marina and Fernando were inspired to open Born Free Boutique by the birth of their beautiful daughter Luna Mia as an opportunity to create a cozy children's boutique for other eco and style conscious families. Born Free was also recently honored with the 2015 Press Telegram Reader's Choice award for BEST Children's Shop – Specialty.



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LAZY ACRES MARKET

Meet the Managers... Your holiday party team

By Evan Gorzeman



Fresh Roasted Turkey- Long Beach Lazy Acres



Food Services Manager: Oswald

Favorite Food for the Holidays: Prime Rib and Sweet Potato Medley

Oswald oversees the catering, the deli, and the cheese department. Everything is freshly prepared and a la carte. Some people buy the delicious free-range turkey, or farm fresh ham. Others just buy the sides: Yam soufflé, mashed potatoes, etc. "All of our foods contain the freshest natural and organic ingredients and come to you in easy-to heat containers." Ozzy takes most specialized orders directly. "We want everything to be perfect," he says.



Bakery Manager: Kathleen

Favorite Food for the Holidays: Cream Cheese Pumpkin Pie

Kathleen has ten years of experience cooking up tasting treats for Long Beach residents. The Bakery at Lazy Acres offers a wide variety of pies and cakes and other fresh, daily baked goods. "We have delicious pumpkin pies, pecan pies, and vegan pies." Kathleen often caters to people with special dietary needs. "Our vegan products are so tasty even people who aren't vegan buy them! All of our "homemade" items are made using organic sugar and flour."



Produce Manager: Chris

Favorite Food for the Holidays: Sumo Tangerines and Fresh Pomegranates

Chris has twenty years working with fresh, organic produce. "Our vegetables are about 90 to 95% organic. Fruits are about 80%," he says proudly. Lazy Acres loves to stock ingredients in season to offer the highest quality ingredients. The quality shows in the immaculate displays and tasty fruits and vegetables. "We always let the customer sample what they want to buy so they can taste the difference beforehand." Get the perfect holiday fruit side dish from Chris!



Beer and Wine Manager: Blake

Favorite Drink for the Holidays: Ballast Point Grapefruit Sculpin

Blake, the beer and wine manager, tries to make shopping easy. He takes pride in his glorious craft beer section, with choices from Russian River to Alpine Brewing Company. "We can cater to all people and find their special beer." Lazy Acres also boasts a huge wine collection. "I want wine to be all things to all people," Blake said. "We're here to demystify wine for someone who's starting out while also satisfying the needs of local connoisseurs."



Meat Counter Manager: Jason

Favorite Food for the Holidays: Rib Roast

The Meat Department aims to have the freshest ingredients available. "We try and get the customer the best meat for the best price." Jason is a forerunner in trying to supply Long Beach residents meat without Genetically Modified Organisms (GMOs) and Lazy Acres always pushes to have organic ingredients. The counter expects to sell lots of turkeys and rib roasts this Christmas. "The rib roast is too good. Honestly," Jason says.

Your holiday headquarters... 2080 N Bellflower Blvd, Long Beach, CA 90815



LAZY ACRES MARKET is your best source for wholesome, natural, and organic foods and products serving the community of Long Beach. Lazy Acres specializes in healthy, natural foods for those that strive to maintain a healthy lifestyle. Some of the products and features you can find in store are: made from scratch bakery items using real butter and organic flour and sugar; locally grown and organic produce; a vitamin and nutrition center with knowledgeable staff; juice and coffee bar; wholesome made-from-scratch hot meals and a large, fresh salad bar; fresh sushi and poke bar, plus much more. The grocery aisles are filled with food items with standards for natural, organic, restricted, and alternative diets, such as vegan, raw, and gluten-free products. Looking for an extensive wine and craft beer selection? They've got that too. Lazy Acres' helpful staff are real people dedicated to providing unmatched personal service – they really go out of their way to make the Lazy Acres experience enjoyable during every visit!

Open 7am to 10pm Daily
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Hands to Hearts

Parkview Village



located at the corner of Bellflower Blvd. and Carson St. in 90808

Friday December 4th Toys for Tots Event- Bring an unopened toy and get a free carriage ride and picture with Santa!

The perfect place to start your search for local, unique holiday gifts this season is Parkview Village in 90808! The Village is filled with unique shops staffed by local owners, and exudes the charming personality of a truly local destination.

It's the old, small town atmosphere that makes you feel warm inside when you

spend an afternoon shopping at the Village. From gift stores, to clothing retail, outstanding services and delicious restaurants, Parkview Village has everything you need to start your shopping for decorations and gifts.

Every business in Parkview is a small business, and the laid-back, easy, anti-mega-mall feel is perhaps Parkview's

best asset. More often than not when you walk into a shop, you are welcomed by its actual owner(s).

If you've never been, then their annual horse-drawn carriage rides and Santa visit for the kids on December 4th is the perfect opportunity to get to know this shopping center and it's neighborhood feel! ■



5467 Carson St, 90808
(562) 627-5438



Whether you are looking for the perfect gift for a baby or child, or you need some extra spending money this holiday season, Kidz Head 2 Toe is here to help you! An upscale resale boutique carrying gently used baby and



children's clothing (newborn to size 8), furniture, baby equipment and more, Kidz Head 2 Toe has been a resource for Long Beach parents, grandparents and growing families for almost half a decade.

Need some holiday spending money? Kidz Head 2 Toe purchases name brand children's clothing seasonally and by appointment only. Clothing must be current and fashionable with the exception of classic and vintage pieces. Items accepted on consignment include furniture, baby gear and equipment, and large toys.

With a recent change in ownership, Stefanie and Jeff look forward to expanding their business and community involvement in the upcoming year, while maintaining their commitment to the excellent customer service, wonderful shopping experience, and loyal customer base that Kidz Head 2 Toe has always been known for.

Located in Parkview Village, Kidz Head 2 Toe also carries unique handmade products from local Long Beach vendors. Check in with the store for Black Friday specials and upcoming events.





5465 Carson St, 90808
(562) 429-7682

www.rockstarsoftomorrowlb.com

Long time local Realtors Brad and Stephanie Cummings are the owners of 'The "Rok" Music Academy in Long Beach. With two children ages 6 and 9 the couple realized that kids these days have too many distractions. That's why they decided to offer a cutting edge music learning experience that Youtube and the internet cannot replace.

"You can learn some great things from youtube and other sites these days, but you'll never be able to replace private, hands-on, one-on-one instruction with a pro, and that's exactly what we offer here at The Rok Music Academy," says Brad Cummings.

Brad has been a professional session bassist for over forty years with credits such as: Scott Weiland-Stone Temple Pilots, Jason Freese-Green Day, Sting, Vinx, Nicky Holland-Tears for Fears, and movie soundtracks such as *Austin Powers The Spy Who Shagged Me*.

"Through my years in the industry I've been asked for advice and instruction on playing." Take Robert Trujillo, who used to take bass lessons from Brad before his career took off with Suicidal Tendencies, Ozzie Osbourne and now Metallica, "Now it's time to give back."

The Rok Academy offers instruction in guitar, bass, drums, piano and keyboards, vocal lessons, recording engineering, artist development, songwriting and recording, and live performance opportunities every month for the students. Call them now and give the gift of Music! They teach all ages and **offer \$25 off the 1st month's tuition...Just mention you found us in the 908!**



4144 N Viking Way,
Long Beach, CA 90808
(562) 496-3303



Play a part in preserving a piece of American heritage by visiting Aunt Fanny's Emporium, located on 4144 N Viking Way. For 15 years, the antique shop/country store owned by Ellen Davis and her cousin Lana Wachtel has treated customers to unique finds. "There will come a time, where all that stuff mom and dad had, or grandma and grandpa used to own, will be gone," Ellen says. "We need not to lose that piece of American inheritance."

Ellen and Lana traveled across the nation, through the 550 mile yard sale, and bought gifts that included antiques made from American oak. They dreamed of owning a store one day. And In the Land of the Free, their dreams became a reality. Named after their 94-year-old Aunt Fanny who loves shopping, Aunt Fanny's Emporium is filled with an eclectic collection of classic country merchandise. Stop by the store on November 21st for a holiday open house, and search for that special vintage gift that transports the soul to a simpler time.



Unit B, 4105 Bellflower Blvd. 90808
(562) 421-9838



Miyamo is a fresh, eclectic boutique filled with unique gifts, inspirational signs, clothing at bargain prices, wonderful home décor, and lots of "products with a purpose." Roughly 90% of the store's products give back to some sort of cause.

A few fantastic "give back" products available right now and perfect for the holiday season are Simbi bracelets, dedicated to helping bring clean drinking water to Haiti; iSanctuary jewelry, providing support to victims of human trafficking; and Giving Keys, employing those transitioning out of homelessness, providing inspiration, and encouraging people to pay-it-forward.

Trending now are Lokai bracelets- with water from Mount Everest, and mud from the Dead Sea, each different color donates to a different cause including Breast Cancer awareness, the World Wild Life Fund, and Alzheimer's.

Stop by Miyamo for some feel-good shopping this season. For the latest sales and products, follow Miyamo on Facebook.

**Mention "908" for
20% OFF one item!**





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Where's Pops?

By Max Evans

www.wherespops.com

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Max after his book signing

Max Evans' short story collection, "Where's Pops?" is a journey through the mindset of all fathers. Each story focuses on a different type of dad in a different situation. Or as he says, "There's a burrito of Pops in this book." The title of dad is a broad one—one hard to distill, yet Evans does so, showing that the dad label is unique to every man.

A father himself, Evans set out to capture the ups and downs of being a dad. As a lifelong Long Beach resident, he uses the city as a backdrop for the diverse group of Pops in his collection. "The big rigs on the 710, the docks, the palm trees, the barber shops are all in there," he said. "And of course, the Queen Mary."

However, Evans isn't just committed to *writing* about dads. On his website, he has a "Pops of Long Beach" section where he highlights the many different All-Star dads of the city. Max Evans also created the MVP Award--Most Valuable Pops--\$1,000 Scholarship granted to a deserving father at Cerritos College.

A portion of each book sale will go to this scholarship. So for the one-stop-shop for the Pops in your life, look no further than this homegrown writer from your own backyard.



Etsy.com/Shop/ArborMillwork
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A local 908 Family, The Newton's are treasure hunters, antique collectors and craftsmen. And this year they are turning their passions into a business with the launch of Arbor Millwork and Antiquities.

One dollar of every purchase goes to the Arbor Day Foundation, planting trees in national forests. **Use Code LB908 for free shipping on your online purchase.** Also visit our booth at Long Beach Vintage Etc.



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The Wine Country



Randy stands amidst the amazing wine country he has created

By John Grossi

Celebrating its 20th anniversary this November 14th, The Wine Country is one of the coolest and most unique stores we have in East Long Beach. It sits at the bottom of Signal Hill, in what was once an underused warehouse on Redondo near Stearns. The brain child of local 90808er Randy Kemner, entering The Wine Country is a bit like entering a different world. Rows and rows of craft beer, authentic wines, artisan spirits, gourmet foods, and gift baskets fill the shelves.

It's a Christmas shopper's dream come true. Former wine distributor Kemner explains, "I thought, we could deliver lower prices if we didn't have to pay high rent to a commercial shopping center...so it takes a bit to find us, but once customers do they've been amazingly loyal over the years. Now we're serving the kids of the people we started with."

Randy, a Wilson Bruin and wife Dale, a Jordan Panther, have realized their goal to deliver high quality international

wines to Long Beach. They wanted to bring to their neighbors the types of family estate wines from all around the world that a chain store just can't offer.

The Wine

The Wine Country's selection of wine isn't just good, it's great! And I'm not talking quantity... you can see through pictures or a walk through the store that selection is massive. I'm talking about quality.

Randy and his 4 other buyers (all with a specialized region), meet with new wine distributors practically every day. Their office sign says it all, "Good enough isn't good enough. All wines that we sell must be exceptional for the price."

If a buyer tastes a wine and says, "this is a good \$20 wine," Randy would ask, is it a great \$20 wine, or is it a good \$20 wine being sold for \$10? That's the type of wine and bargain that meet the standards of Randy Kemner.

Thanks to their extensive and ongoing research, The Wine Country carries a lot of products that are hard to find elsewhere. These include the best selection of German wines in the area, a full range of wines from the island of Madeira, a complete selection of Port wine from Portugal, in addition to Domestic wines, wines from France and the southern Hemisphere, Hungary, Austria, Slovenia, Italy, Spain, and an amazing selection of sherries. The Wine Country is the top purveyor of quality dry rosé in Southern California. They also carry outstanding Grower Champagnes!

What is MOST IMPORTANT for you to know? None of this fine quality wine costs any more than what you are already accustomed to paying.

"If you really want an authentic experience, you'd be surprised at how alive your meal comes when you're drinking these fantastic wines. Most chain stores carry wine that is mass manufactured and engineered for a mass generic taste. We want wines that taste like they came from somewhere



A huge selection of really good and exciting craft beer



Rows upon rows of wine from all over the world

and were made for somebody special. Hand made, more artisanal, usually using better vineyard practices.”

Conveniently, The Wine Country offers a gift card, a helpful solution when shopping for a wine lover.

Beer and Spirits

As you might guess, The Wine Country’s approach to beer and spirits is very similar to their approach to wine. As far as beer is concerned, you won’t find a drop of Bud, Miller, or Coors. “It’s all really, really cool stuff. Our buyers are on top of it and we’ve developed a really good reputation. I don’t think you can find a better curated selection in the area. Some chain stores might have a bigger selection, but not a better, truly tested, craft beer selection.”

The spirits Randy offers are very artisanal and hand crafted. “If you can find it at Rite Aid we probably don’t carry it anymore,” says Randy. Instead, you will find a distinctive selection that is

special, yet surprisingly affordable. The staff is so knowledgeable about wines, beers, and spirits that it is always a bonus to ask for advice. Everything is handpicked for a reason. Certain flavors go with certain foods and situations and The Wine Country’s long-time staff has helpful suggestions no matter what your purpose or gift idea!

Gourmet Foods

From the day The Wine Country opened it has always carried a cheese selection, which has only grown over time. Their deli case displays tasty salamis and cured meats in addition to world-renowned farmstead cheeses.

Randy and Dale go to the fancy food show every January in San Francisco, looking for new crackers, jams, and the latest gourmet foods such as patés, French butters, olives, olive oil, spreads, and chocolate bars. Many small gourmet items often appear here, before they eventually become successful and go to the chains.



The perfect gift for anyone!

Gift Baskets

Perhaps the most enticing item at the Wine Country this holiday season is their huge selection of true-quality gift baskets. Dale, Randy’s wife, has personally handmade almost every gift basket they’ve sold since Christmas 1995. During her 30 year dentistry career, she would take a week off after Thanksgiving to start compiling all the baskets! After retiring from dentistry, Dale joined the company full time in the fall of 2007.

During December, the north wing of the store—generally reserved for wine tastings—is packed full with a huge variety of gift baskets. Starting at \$34.99, customers and gift recipients truly get what they pay for. Unlike some large online gift basket companies, The Wine Country fills all baskets to the brim with the high quality foods and drinks carried at the store all year round.

They can also do custom gift baskets for those customers who want to choose the items they give. Some clients even want their business card, or a personal keepsake wrapped up in the gift basket. That is no problem as long as you coordinate with Dale!

The Wine Country has gift baskets year-round, though the holidays are definitely their biggest season. As Randy puts it, “No one is ever disappointed to get a gift basket. Receiving a gift basket is simply exciting!” ■





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Buy local this holiday season, and celebrate their one year anniversary on Black Friday, November 27th. Visit and ask about the "Local Giftcard."



Check out their music and literature section including books by numerous Long Beach authors and albums with digital downloads from LBC based Porch Party Records.



Great local food including Cimino's Pepper Sauce, locally roasted coffees, spices, beef jerky, preserves, nuts, olive oils, cookies, vegan foods, and the beloved Pie Bar.



High quality accessories and jewelry from Long beach designers, including Jay Michaels fair trade, handcrafted handbags woven from natural fibers.



MADE also offers home decor and handcrafted furniture from Stranded Furniture, Nick Rother (pictured), Radical 3, Things to Wine About, and Sonny Marshall Studios.

Visit **MADE in Long Beach** at 240 Pine Ave, 90802, shop online at **MadeLB.com**, or call (877) 752-1550. Open 10am - 6pm.



Spend a day this season 10 minutes west in beautiful...

Bixby Knolls

Long Beach

By Jonathan Murrietta

The Bixby Knolls neighborhood is a bustling community, connecting residents to its businesses, thanks in large part to the Bixby Knolls Business Improvement Association, a.k.a., the BKBIA.

"The importance of having a business improvement association is that you get a voice for all your businesses in the district," says Blair Cohn, executive director of the BKBIA. "A lot of responsibility falls on our shoulders to ensure that the whole district is clean, safe and vibrant."

And vibrant it is. Bixby Knolls has everything to offer this Christmas season and year round- from boutique shopping, to the best in craft beers and wines, to services from auto repair, to swim lessons and opportunities for kids to be involved with music lessons, digital media and theatre.

Additionally, the BKBIA organizes the First Fridays Art Walk, in the pedestrian zone between San Antonio and Bixby Road on Atlantic Avenue, when on the first Friday of every month, people are treated to live music, art shows, and everything from stilt walkers to fire dancers. Businesses stay open late. On Friday, December 4, join Bixby Knolls for a special First Fridays Celebration, the neighborhood's annual

menorah lighting ceremony.

The event will take place at 6:15pm at Nino's Italian Restaurant located at 3853 Atlantic Ave featuring entertainment, free hot chocolate and candy, a glimpse of Santa, and a trolley ride through the holiday extravaganza.

Another fun Bixby Knolls event that brings the community together is the Supper Club. Every first Monday of the month the Bixby Knolls Business Improvement Association facilitates a program that takes its residents and business owners to different Bixby Knolls restaurants to introduce them to a new dining experience.

The BKBIA also holds a monthly community book club called the Bixby Literary Society at Elise's Tea Room (3924 Atlantic Avenue). Meeting on the second Wednesday of every month promptly at 7 p.m., the society focuses on current releases as well as the great American Classics of the 20th century. Most recently, the BKBIA just launched the Bixby Knolls Great Spirits Club, which provides drink enthusiasts with the best in craft beers and wines. Another BKBIA event is the Kidical Mass Bike Ride, a family friendly bike ride through the community, where kids have fun and learn how easy it is to get around Bixby Knolls. Last

but not least, everyone is welcome to the neighborhood walking club, Bixby Knolls Strollers, a group that meets every Saturday morning starting at 7:30 at the Coffee Bean and Tea Leaf. The group goes for an hour walk around the neighborhood. The stroll gives the Bixby Knolls residents and outsiders alike the opportunity to see what's going on in the Bixby Knolls community and at the local businesses.

"90 percent of our businesses are 'mom and pop' shops," Cohn says. "It's critical that every neighborhood supports their local economy and helps support local businesses."

The BKBIA has started a social media campaign called the "#BoughtItInBixby Campaign" to support its local businesses. Residents of Bixby Knolls are challenged to find a Bixby Knolls merchant to meet their consumer needs for at least one item regularly bought elsewhere. Then use the hashtag "Bought It in Bixby" to share and post on social media the purchased item bought in the Bixby Knolls neighborhood.

All this and more are contributing to Bixby Knolls growing into the thriving community it is today. See what's going on in Bixby Knolls by visiting www.bixbyknollsinfo.com. ■





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A Cluster of Cancers

A Fantastic And Positive Book about Beating the Disease

By Evan Gorzeman

Dr. Sherry L. Meinberg's 13th book was one she had no interest in writing. A lifelong educator with a combined 50 years of teaching, Dr. Meinberg writes nonfiction with the goal of helping people of all ages. From teaching children some science in a story about cockroaches, to educating adults on how to write, Dr. Meinberg is a prolific author with abundant knowledge to convey.

Yet *A Cluster of Cancers* almost did not exist. Dr. Meinberg, herself a cancer survivor, did not want to talk about cancer. She didn't even want to think about cancer. She especially did not want to write an entire book about cancer.

A Cluster of Cancers is not your ordinary cancer book. Dr. Meinberg writes to the person, not to the disease. The book is a coping guide, a guide to beat cancer, not live with it. "It's not medical," she said. "It's mindset." The message is all about attitude. "Don't take the doctor's word as gospel. You need to be proactive about it."

Indeed, *A Cluster of Cancers* is a very positive and forward-thinking book. Each chapter gives specific instruction on ways to stay positive throughout the diagnosis and treatment phases. From mantras to self-talk, Dr. Meinberg has compiled extensive research into digestible chapters from which readers can glean important, helpful optimism.

"If you're always saying, 'I'm ugly. I'm bald. I'm skinny' you're not helping yourself." It's not just Dr. Meinberg saying this, each chapter begins and ends with a relevant quote from a doctor, philosopher, teacher, or scientist- notables who have something important and insightful to say. These quotes grab you and stick with you throughout the day. While the quote may not directly be about cancer, the way Dr. Meinberg constructs her chapters makes each quote resonate powerfully with the reader.

A lot of what Dr. Meinberg preaches has to do with self-care. And, while the book is about beating cancer, it also inspires any reader to be proactive in life. The positive messages are equally useful in any area of struggle.

In the back, Dr. Meinberg cites her meticulous list of references so when you're done reading her book you can dive into an amazing reading list! *A Cluster of Cancers* is a fantastic read, guaranteed to put a smile on your face, even if you are feeling down. Dr. Meinberg writes in a clear and uplifting



Dr. Sherry L. Meinberg in her home near Heartwell Park!

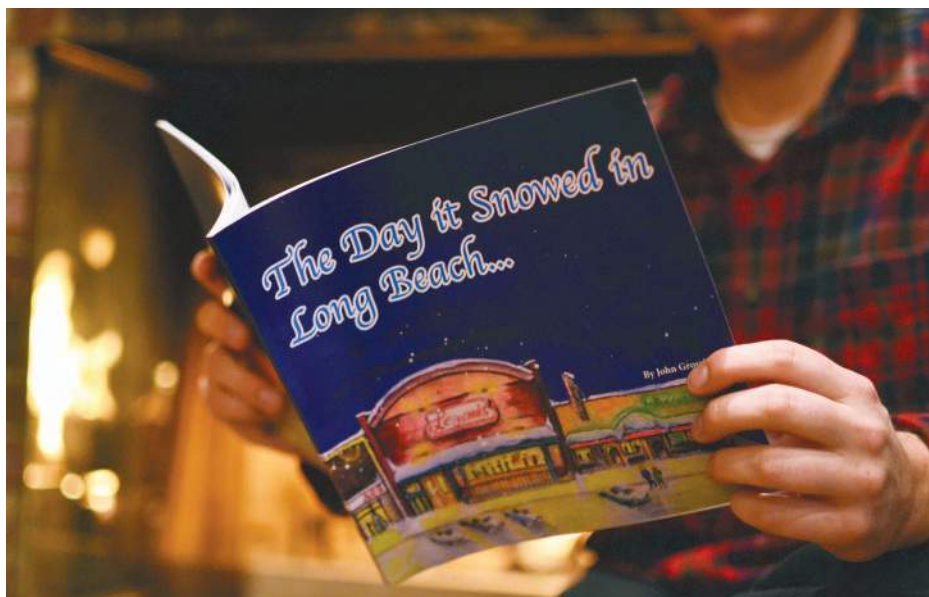
way, no doubt because that's the kind of people she and her husband are.

A Cluster of Cancers can be found at many different online book retailers like Amazon and Barnes & Noble. If you or a loved one has cancer or want to delve into the power of positivity, this book is a fantastic start. It is clearly written, well-intentioned, uplifting and written by a person who has experienced cancer herself. Dr. Meinberg is a long time Long Beach resident, so you'll be supporting one of your own! ■

Other informative and enjoyable books by this great 90808 author!! All can be found on www.amazon.com

- The Cockroach Invasion**
- Diabetes ABC**
- Breadcrumbs for Beginners:** Following the Writing Trail
- The Bogeyman:** Stalking and Its Aftermath
- Imperfect Weddings Are Best**
- Toxic Attention:** Keeping Safe from Stalkers, Abusers, and Intruders
- Autism ABC**
- Be the Boss of Your Brain!:** Take Control of Your Life
- Into the Hornet's Nest:** An Incredible Look at Life in an Inner City School





Long Beach 908 Magazine Gifts!

The Day it Snowed in Long Beach

The Day it Snowed in Long Beach is a fictional story book about a magical snow day in Long Beach. For that day, and that day only, parents took off work, kids stayed home from school and the entire community enjoyed the simple things in life- friends and family- as they played and had fun in the snow.

With 20 amazing snow-covered illustrations of East Long Beach landmarks like the Pyramid, Long Beach Airport, the traffic circle, Heartwell Park and more, this is truly a story that kids and adults alike will cherish.

Originally published in our January issue of last year, the adventures of Tommy Tulane, Amanda Atherton, Christopher Conant and the rest of the characters were a hit!

For \$25 have this beautifully bound book on your coffee table this holiday season to your family's delight!



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A Long Beach Icon...

Trees in the Bay

Photo by J. Christopher Launi
www.jclauni.zenfolio.com

By Suzi Beck

I always get a little wistful each year in January, when I see our beloved “Trees in the Bay” getting staged at the Marine Stadium boat launch to be tucked away - only to become excited when they come back out in the Fall! These iconic, 18-foot water-floating trees hold so many memories for Long Beach residents and visitors – family pictures with the trees as a background, marriage proposals on the Gondolas, and the fun of being on the Second Street bridge every Thanksgiving to watch them light up.

Little did Long Beach resident Don May know, when in 1949 he floated a real Christmas tree into Alamitos Bay – and then lit it up - that 66 years later there would be over 70 wooden replicas of his original in 11 locations: not only in Alamitos Bay (upper and lower), but the Colorado Lagoon; Peninsula; Spinnaker Bay; Belmont Veterans Memorial Pier; 2nd Street; El Dorado, Heartwell, and Scherer Parks;

and downtown at the Rainbow Lagoon.

In 1953, the first of today’s familiar triangular shaped wooden structures was used instead of a live tree, its glorious lighting reflecting in the waters of the bay. Operated by the City of Long Beach, the Trees in the Bay program is today supported by donations to Partners of Parks from five community associations and by Tidelands funds.

The “Trees” have been through some rough patches though. In the 70’s, during the energy crisis and city budget cuts, the “Trees” were not seen floating in the bay. To the rescue came a local group committed to bringing back the “Trees” using private funding. The original grass-roots committee, headed by Belmont Shore resident Marlene Middough, helped to re-start launch of the “Trees” in Alamitos Bay by forming a foundation and setting out decorated donation cans in Belmont Shore shops. Through bake sales,

garage sales and posted flyers, the group has been able to send money to city departments responsible for the “Trees” annual program. Marlene’s daughter, Pamela King, has carried on her mother’s legacy and will gratefully accept donations to help offset costs to the city. These costs – about \$2,000 per tree, include transporting, storing, lighting and maintenance. About 10 trees a year need to be replaced. Donations can be sent to Pamela at 67 Pomona Ave, LB, 90803.

I started making my replica “Trees in the Bay” when a friend sent me a Christmas package of all things “Seattle.” She included smoked salmon from Pike’s Market, salt water taffy, a beautiful ornament and of course, coffee. I wanted to send something that represented Long Beach but couldn’t find anything. Racking my brain for Long Beach icons, the “Trees” were my first thought. Being crafty, I hunted down supplies and made about 30



"Tree" ornaments which I gave to family and friends as presents and hostess gifts at holiday parties. They LOVED them and encouraged me to make more the next year. One friend and local real estate broker, Keith Muirhead, has given over 200 ornaments to clients and participants of his Naples Christmas Toy Drive. Naturally, the tabletop versions with real Christmas lights were the next step. Please see the photo and contact info on page 25 if you are interested.


I think Don May would be pleased to see how much launching his first tree became a fond symbol of our fine city. His "Trees in the Bay" live on in Long Beach and grace our homes and hearts as well. ■



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Belmont Shore Christmas Parade

Miracle on 2nd

By John Grossi

This year's Belmont Shore Christmas Parade theme is "Miracle on 2nd St."

But is that a theme or a description of the parade itself? There are different types of miracles, and they vary in importance, but what is a miracle at its core? Something unexpected? Something great? Something you have to believe in?

When John Morris, founder (and current co-owner) of Legends Sports Bar, started the Christmas Parade in 1982, he certainly didn't expect it to become the holiday tradition it is today. "I was just trying to drum up business for 2nd street." And in typical John Morris fashion, he dove in head first, letting everyone else catch up to his vision.

You may not know Morris, but you've probably heard of him. You've certainly heard of the legacy he's left in Long Beach over his continuing career. Like the Belmont Shore Christmas parade he started 33 years ago - with no funding, no precedent, no nothing but belief and drive.

But that's not all he's started in Long Beach ... in fact the list is too long for now - and not completely relevant in our Christmas issue. The New Year's Eve party on Pine, the Fireworks on the Bay July 3rd, The Summer and Music Concerts ... and many other East Long Beach traditions you hold dear as part of your annual Long Beach routine. Those other traditions can (and will) fill other magazines. For now, the Christmas Parade.

Legends funded the first couple of events. John remembers spending the entirety of the first parade at the starting line, on the corner of Livingston and 2nd St., organizing and directing the participants. Schools, businesses, organizations. The same local Long Beach flavor you will see this year at the Christmas Parade, but instead of over 100 participants, there were roughly 15. Yet those 15 kept John Morris busy. They had never done this before, remember?

So he set them up, gave them instructions, and put them on their way. Next

thing he knew, the parade was almost over and he hadn't seen any of it. The Santa Claus that year, and for many years after, was played by Mason Kight. John says Mason was a big ole, jolly attorney whom everyone knew around town. As John was preparing Mason—dressed as Santa Claus—for the final entry on fire truck, Mason said, "John you better get up here and take a look at 2nd Street."

So John climbed up on the fire truck and was shocked to see the street was completely lined with families! John and Mason were thrilled and astonished at the turnout. It may have been only one or two rows deep, but people had actually come out to watch!

How times have changed. These days the annual Christmas Parade brings out so many, there is hardly room between the street and brick-and-mortar small businesses that are still the lifeblood of the Belmont Shore shopping district. 2nd Street is such a bustle of activity, it sometimes seems like the whole community is present.



School bands march through the streets playing holiday carols and rousing fight songs. Representatives from all sorts of local groups, big and small, travel on floats or by foot, waving to onlookers who sit or stand, warm coffees and sweet pastries in hand, scenting the usually brisk night air. And of course there is always the ceremonial finish, with Santa Claus riding in on the big red firetruck. It's the perfect way to demonstrate Long Beach's "small town feel" to an outsider.

Another thing that hasn't changed: "From the beginning and for the 10 years that I ran it, I made sure that the Christmas Parade was first and foremost about the kids," says John Morris.

John says the goal during the first decade was always to make the parade bigger and better. Now he says it has probably gotten as big as it can ever be. The streets are packed and participation is booming. Now, all John and anyone else can do is sit back and enjoy the community.

No one expected the Belmont Shore Christmas Parade, but John Morris believed in it. Now I think we can all agree with this year's theme, Miracle on 2nd Street. We hope to see you this December 5th at 6 pm to witness an East Long Beach holiday tradition! ■



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The Naples Boat Parade...

A Different Viewpoint

By Stanley Poe

The Naples Island Boat Parade takes place this year at 6pm on Dec. 12th.

The first parade was held in 1946, and I was there, although not too cognizant at 11 months of age. As a result of that happenstance, I have always been involved and even presided as “commodore” a few times. The parade began in the canals and expanded to include all of Alamos Bay. Although it appears to run smoothly, there have been a few mishaps, such as the time a Polish training ship entered the large boat parade and sailed right up the jetty from the ocean. It got stuck in the entrance, thus blocking the entry of all other large boats. Apparently they don’t read the tide charts in Poland.

On one occasion the parade was underway and the fellow portraying Santa Claus had to make an unscheduled “pit stop” at one of the homes on the bay. As he ran to the bathroom,

one of the little children followed him in and moments later ran out yelling, “He is real! He is!” Sometimes proof is presented in strange ways.

The traffic on the night of the parade once delayed Mayor Beverly O’Neill from getting to the dock on time for loading. Ever true to her commitments, the Mayor made a mid-Bay transfer from motor boat to a wobbly gondola, then continued her parade appearance with no spectators the wiser.

We always enjoyed a great effort from Gondola Getaway, but on one occasion when my wife was president, we got aboard the gondola and the novice gondolier asked whether anyone was in front of him as he had dropped his glasses overboard. He then wondered whether we knew the route because he didn’t. After the trip around the canal, he began to row us back to LBYC when he dropped one of his oars into the bay. The large boats didn’t recognize our SOS with a flashlight, so they

honked and wished us a Merry Christmas as we sat grounded on a sandy spit. Luckily Officer Marcia Rhone got worried when we didn’t return to the club, and sent a motor boat out for us. Since we both could swim, we considered abandoning ship, but were rescued in time to keep our clothes dry.

An enormously popular entry was the Wilson High School band with drummers. As I was responsible for the safety of all the entrants, I panicked when the parade ended and we couldn’t locate the band. They finally turned up across the bay by one of the restaurants, not having contacted anyone in our committee. They had jettisoned a rented generator which was never found.

Each year presents a different challenge, but the parade must be blessed by sanction from a higher power, because even when it would sprinkle every year up until parade time, we have never been rained upon in almost 70 years. ■





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Photo by Diana Lejins



Bringing People Together....

The 43rd Annual Portraits of the Prince of Peace Pageant

By Jonathan Murrietta

Thousands of years ago, a child lying in a manger brought people together. And today, a Christmas pageant entitled "Portraits of the Prince of Peace," is bringing together the East Long Beach community and Christian parishioners from different denominations to celebrate Jesus' birth.

Six Long Beach churches located on Wardlow Road present the 43rd annual event that features "live portraits" depicting the chronology of the birth of Jesus Christ. The churches participating are the following: The Neighborhood Church, St. Luke's Lutheran, University Baptist, St. Cornelius Catholic, Long Beach Christian Reformed and Calvary Chapel of Long Beach.

"We are very fortunate in East Long Beach to have a lot of churches, especially those housed close by each other,

and this is a unique opportunity for all of the denominations to come together and participate in an event that celebrates the true meaning of Christmas," says St. Cornelius representative Ed Gingras.

The pageant walk, located on Wardlow Road at Bellflower Blvd., is open to the public and is free of charge. The Pageant will be held nightly, from 7:30 p.m. to 9:00 p.m. on Dec. 11, 12, and 13. "The walk covers everything," Gingras says. "Starting with the Three Wise Men to the journey to Bethlehem, to the birth of Christ, each scene depicts a significant biblical message."

The candle-lit journey begins at the corner of Bellflower Boulevard and Wardlow Road near St. Cornelius. In front of St. Cornelius will be a sign with the famous prophecy from Isaiah

9:6: "For unto us a child is born, unto us a son is given, and the government will be on his shoulders. And he will be called Wonderful Counselor, Mighty God, Everlasting Father, Prince of Peace."

The Prince of Peace Pageant continues on the south side of Wardlow to San Anseline, where the Neighborhood Church is located. Walk west along Wardlow to St. Luke's and the Long Beach Christian Reformed Church, leading to additional biblical scenes with real actors and live animals.

"We have sheep, goats, ponies," Gingras says. "It's truly spectacular." University Baptist Church and Calvary Chapel of Long Beach round out the field for this year's Prince of Peace Pageant, an event started in 1972 by Pastor Roger Magnuson of St. Luke's



Lutheran church. Magnuson started the outdoor pageant in response to the commercialization of Christmas. And today, bringing together the East Long Beach community and its clergy to celebrate the true meaning of Christmas continues to be the main goal.

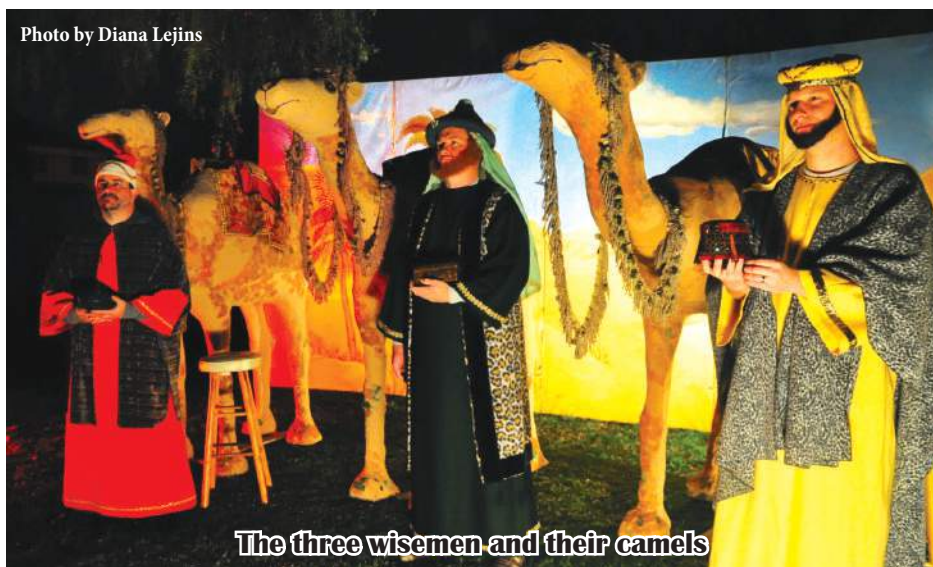
“It’s strictly a community event that is focused on the religious aspect of Christmas and the birth of Christ,” Gingras says. “The pageant is put on for people to receive the message of Christmas. In this day and age, where everything is ‘buy this, and buy that’ the true meaning of Christmas can get lost very easily.”

The Portraits of the Prince of Peace Pageant is completely non-profit and presented solely through volunteer effort. The pageant’s “live statues,” for example, are all actors mostly recruited from the churches’ congregations. The only characters that move are the Three Wise Men, who greet people at the start of the pageant walk. Then, as if looking at a painting or a statue, live actors pose motionless in 22 different biblical scenes.

“This is something where people can comfortably stroll in the winter air and go from church to church,” Gingras says, adding that people can go inside each church as well to enjoy music. “Sit down in the pews and reflect, listen to the soothing music, or just enjoy the evening,” he says.

In front of Long Beach Christian Reform, there is a small stage where a choir will be singing Christmas carols. It all culminates in front of University Baptist, where the manger scene is located. If preferred, people can enjoy the pageant from their cars by driving down Wardlow to enjoy the spectacle.

Each year, the Wardlow Road church community works together to make this expanded nativity a reality. For its members, like St. Luke’s church representative Bob Erickson, the Portraits



of the Prince of Peace Pageant is a rarity.

“Not many places put on a big nativity like this,” says Erickson, who is on the church committee that organizes the pageant. And the fact that the pageant has only grown over its four decades in existence is another miraculous aspect of the event, according to Erickson. “Not much has changed since the beginning,” he says. “We’ve remodeled the pageant sets, but the spirit has stayed constant.”

St. Luke’s displays a dreaming Joseph, who is visited by an Angel to deliver the message of Christ’s birth. The church additionally has an exhibit of

Caesar Augustus calling for the census that led to Joseph and Mary’s journey to Bethlehem.

But for Erickson, perhaps the most unique aspect about the Portraits of the Prince of Peace Pageant is its ability to bring people together around the holidays to celebrate a shared ideal.

“It’s six separate church denominations coming together to celebrate the true meaning of Christmas,” he says. “Everybody is welcome at the pageant.”

Whether in a Bethlehem cave thousands of years ago, or in a balmy Long Beach suburb, the birth of the Christ child always brings people together. ■



Long Beach Celebrates The Eight Crazy Nights of Chanukah



By David Alpern

As is its annual tradition, Shul By The Shore plans on celebrating with a large community festive Hanukkah event on Sunday afternoon, December 6 in Belmont Shore next to Citibank. Hanukkah (sometimes spelled “Chanukah”) is a holiday that celebrates religious freedom, a concept near and dear to the core essence of the United States.

Typically occurring in and around December, the actual date wobbles a bit due to the lunar Jewish calendar but always falls somewhat close to Christmas. The holiday has adopted some elements of a Jewish Christmas with the focus on sharing gifts with children. A very festive holiday, it features the Jewish donut, the sufganiyah (pictured above). Hanukkah is a wildly popular holiday in Long Beach and across the country and there will be hundreds, if not thousands, of free sufganiyah donuts being given out to everyone at the Belmont Shore event, which takes place on the first night of this eight day holiday.

The holiday is celebrated by lighting the menorah every night for eight consecutive days. One of the purposes of Menorah lighting is to publicize the miracle to one’s fam-



ily because every generation needs to be reminded of the miracles that God has performed in the past and continuing to the present day.

The miracle of Hanukkah is that after the Maccabean revolt liberated the Holy Temple (the Second Temple) in Jerusalem from the Greeks, its rededication was stifled as the only oil the Jews could find upon their return was enough to keep the eternal flame lit for just one day.

However, that canister of oil miraculously ended up keeping the eternal flame illuminated for eight days, providing sufficient time to have more oil brought up to Jerusalem in the Judean Hills, and the eternal flame thus burned without interruption. Every synagogue has an eternal flame which symbolizes God’s eternal presence, intended never to be extinguished.

All local Long Beach Hanukkah candle lighting events are open to the entire community, including the daily public candle lighting that will take place every afternoon of the holiday at the Alpert JCC on Willow Street. ■



New Hope *for the* Holidays

A Conversation About Grief

For those who have experienced a death of a loved one, this **FREE** community event will help you, your family and your friends once again pay attention to what matters in the holiday season. You will learn specific strategies for managing the activities and emotions that come along with this time of year and come away from the evening renewed and ready to reclaim the holidays.

The evening will include an inspirational speaker, a panel discussion, an open forum for questions and a candle lighting ceremony to honor those we've lost. Beverages and home baked treats will be provided.

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Thursday, December 3, 2015

7:00-9:00pm

Parkcrest Youth Center

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Long Beach, CA 90808

Davis R. Zellmer **Attorney at Law**

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It may not be the first item on your shopping list this holiday season, but setting up a living will or trust is probably the best gift you can give.

Only two things are guaranteed in life: death and taxes. "It's sort of that thing that no one wants to bring up or mention...especially during the holidays," says local lawyer Davis Zellmer. Let the Law Offices of Davis R. Zellmer help your family this holiday season. It's the perfect time- when the family is together- to think about placing things in order for your heirs.

Setting up a will or trust is truly a selfless act. Take a deep breath during a family gathering this year and think about your kids. They are who the trust is for. Many people put off a living will because they don't think they have enough money to make it import-



ant, or young parents think it is something to set up when they're older.

The important thing to remember is that a living will is not about you, what possessions you have, or your age. It is about making sure you have things in order for your beneficiaries. We've all heard the sad stories of deaths in the family. And we've all heard the even sadder stories about children fighting over money, and what is rightfully theirs.

Give yourself and your kids peace of mind this season. No matter how little or how great your wealth, peace of

mind is a feeling like no other.

Davis Zellmer is a Long Beach native who specializes in Estate Planning law. He knows that Estate Planning is personal. Davis meets all his clients in the comfort of their home, listens to their needs, and forms a living will or trust to their specifications and desires. Give Davis a call this season and set up a **FREE 1 HOUR CONSULTATION.** It may be the most important thing you do!

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Fighting the Good Fight...

Pastor Brad Paradee

By Jonathan Murrietta

A historic boxing match changed everything for Pastor Brad Paradee. The Long Beach First Church of the Nazarene's new pastor said he grew up going to church, but fell away from the faith when he was a teenager. He vowed he would never go back to church again, lamenting that people in church were nothing but crazy and judgmental.

Then he married wife Susan. She started telling Brad that he needed to accept Jesus as his Lord and Savior and that he should come to church with her. But Brad wanted nothing to do with church or God.

That all changed on February 11, 1990. It was 9 a.m. that Sunday and Mike Tyson entered the boxing ring as the undefeated heavyweight champion of the world. He figuratively towered over his opponent in Goliath-like proportions. Tyson faced 42-1 longshot Buster Douglas that day. Brad, a fervent boxing fan and Tyson supporter, set up his big screen television outside in the backyard to watch the fight.

"I'll make you a bet," Susan said to Brad. "If Tyson loses, you're coming to church with me today."

Brad accepted his wife's challenge, but only on the condition that if The Champ won, Susan would never mention church or God to him again. After 10 grueling rounds, Douglas knocked out Tyson in what would become one of the biggest boxing upsets of all time. Brad lost the bet, so he went to church with his wife.

"It was like coming home," Brad said about his first experience back at church in years. He gave his life to

Jesus and soon after, began his pastoral ministry.

"So when people ask me how I became a pastor, I say, 'I lost a bet,'" Brad says.

Pastor Brad began his ministry in his native Illinois. He soon received the opportunity to pastor a church in Lake Havasu City, Arizona, where he served as the Associate Pastor and Youth Pastor. While there, Pastor Brad became instrumental in growing the church's youth ministry and also started a homeless shelter for the city. Most recently, Pastor Brad served as senior pastor at Chapel Hill Church in Brighton, Colorado. Now he leads The Long Beach First Church of the Nazarene and will look to use his experiences to help grow and revitalize the church located on Clark Avenue.

"Our congregation is really excited about him," says church administrator Wes Sullivan.

Among Brad's strengths as a church leader is cultivating hope, especially within the homeless community and with young people. "I understand what it means to be broken hearted," Brad says. "A lot of young people feel beat down and lost. I want to help lift them up." Brad will organize a new homeless

ministry at the church called PATH—People Assisting the Homeless. Brad would also like to minister to the war veterans at the VA Hospital as part of his community outreach.

And The Long Beach First Church of the Nazarene will continue its "Jazz at the Naz" concert to lift spirits and welcome new visitors. For the last 10 years, the church has hosted a concert featuring lively tunes from the Big Band Era. Several of the church's members are musicians in the band who play in the Big Swing Band at El Dorado Park. The concert takes place every third Saturday of the month at the church.

The church will also host "Seventh Day Slumber" and "Disciple," two of five bands on the Rock City Fest Tour. The bands are scheduled to play on March 4, 2016 at "The Naz." "This church is looking to grow with the millennial generation," Pastor Brad says, adding that he hopes he can help young people find hope and faith like he did.

"I'm just a normal guy who found God," he says. Pastor Brad hopes he can lead people to God and foster a renewed love for church—a place Brad almost didn't find. But Mike Tyson lost his fight and now Pastor Brad is fighting the good fight. ■



Church Services Guide

Christ Lutheran Church

Come see how Christ Is Alive at Christ Lutheran Church

6500 E. Stearns Street
Long Beach, CA 90815
(562) 598-2433
www.christlutheranlb.com

Christmas Eve 5:00pm Family Service

- Child Focused Celebration
- Birthday Cake for Jesus
- Holy Communion

Prayer for Peace in the Middle East 7:00pm

- Come pray for the land where Jesus was born

Christmas Eve 10:00pm Candlelight Worship

- Traditional Worship
- Lots of Christmas Music
- Holy Communion
- End with Candlelight Silent Night

Christmas Day 10:00am

- Hear the story of Jesus
- Interspersed with Christmas Carols
- Holy Communion

Sunday Worship at 9:15am

- Service of Lessons and Christmas Carols
- Holy Communion

Bethany Church

2250 Clark Ave Long Beach 90815
(562) 597-2411
bethanylb.org

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Prelude To Christmas

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December 13 | 6 pm

Christmas Eve Candlelight Service

Join us for our annual candlelight service where we will sing Christmas classics and hear about the true meaning of Christmas.
December 24 | 6 pm

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Christmas Eve Worship at 5:00 p.m.

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562-598-3325
www.sbcsl.org

Service Times:

Sunday 9:00 am & 11:00 am
Youth Church 9:00 am & 11:00 am
Wednesday evening 7:00 pm

Bay Shore Community Church

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Long Beach, CA 90803
562-433-0401
www.bayshorechurch.org



Sunday Worship Service
9:30am

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Long Beach, CA 90808
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www.stlukeslongbeach.org

Sunday Worship:
Contemporary – 9 AM
Adult Study – 10:15 AM
Traditional – 11 AM
Midweek - Wednesday
Kid's Club @ 4 PM



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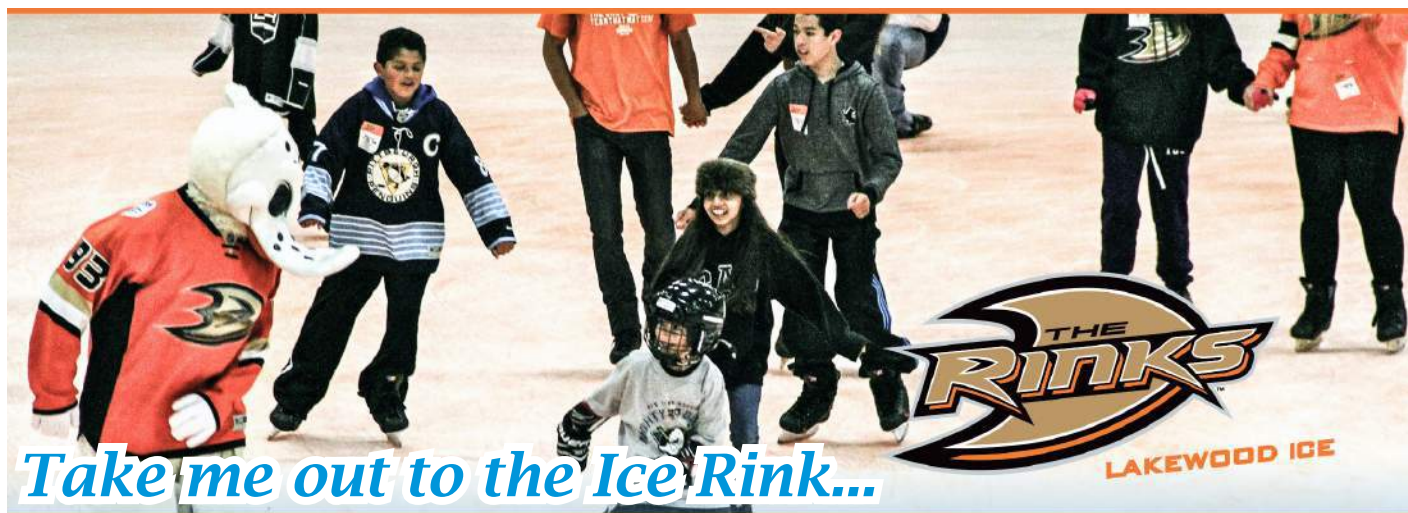


Or stop by for lunch and choose from over 20 sandwiches between \$7 and \$9. My favorite is “Lorel’s Veggie Panini” with roasted red peppers, onions, tomatoes, pepperoncinies, jalepenos, and artichoke for \$7.25. And I’m not a vegetarian!

Gourmet salads like the “Creamy Chicken Caesar” or the “Mandarin Salad” are a healthy option that your

tastebuds will love too.

For a catering company that is friendly, local and delicious, call Cafe Lorel this holiday season for any work or in-home party that can be spruced up with home-made sandwiches, pastries and salads. Call owner Lorella for more on catering. **Coupon in the back of this magazine! ■**



Take me out to the Ice Rink...

By Ryin Amador

A particularly fun way to spend family time this holiday season is skating at The Rinks Lakewood Ice. There’s nothing like lacing up a pair of blades and gliding around the rink, making memories with family and friends. The Rinks provides a joyful and pleasant atmosphere for beginning and advanced skaters alike!

More avid skaters can join in the rigors of ice hockey by joining a competitive league. Having undergone recent renovations, The Rinks offers a newly refurbished Rink C that is NHL regulation size, which provides a safer and NHL-like atmosphere for all skaters.

The Rinks also provide skating lessons

for all ages and abilities. A new session will be starting January 6, 2016, taught by highly qualified staff instructors.

So whether you’re looking to make a serious commitment to ice-skating or just looking to have a fun night out, head to The Rinks Lakewood ice for a classic winter tradition! ■

"I'm Dreaming of a Frozen Christmas..."

By Jennifer Newton

Or at least your child is! Specializing in birthday parties, holiday parties, baby showers, bridal showers and corporate events, nothing is too big or too small for the expert team at Dream Come True Party Room!

The staff at Dream Come True Party Room pride themselves on providing a wonderful, relaxed and fun filled party experience with kids and adults in mind. Whether it's a girl's birthday party (popular themes include fairies, mermaids, and of course Frozen) or a boy's (favorites include Star Wars, superheroes, and Minecraft), or any other type of event you can dream up, Dream Come True will make sure your party is perfect!

Dream Come True Party Room



Celebrating their 3rd anniversary this month, Dream Come True will host a free open house on Nov. 17th. Additional upcoming events include:

- Fairy Breakfast on Nov. 21st (\$20 per fairy, includes 1 gownup)
- Alice In Winter Wonderland Evening Tea Party on Dec. 19th (\$35 per guest).

Special weekday activities and weekend events are continuously being added to the calendar. Check the website for the most updated schedule.

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A Passion for the Craft

Brew Kitchen Ale House

By Andrea Sampson

In Joe Maggiore's words "Comfort will always transcend the current trend," and The Brew Kitchen Alehouse, his new gastropub located on the Boulevard in Los Alamitos, is built for Comfort - the perfect place to gather with friends and family to eat deliciously handcrafted food and drink fresh, local craft beer.

Joe was born and raised in the restaurant business. His father, a master of traditional cooking techniques, was the owner of Andiamo—a well-loved Italian restaurant located in the Long Beach Market Place shopping center. Through his father, Joe developed a passion for food and learned how to cook the classics from scratch using only the freshest ingredients. Brew Kitchen Alehouse is built on these foundations.

Eight months ago Brew Kitchen Alehouse opened its doors, and the surrounding community couldn't be hap-

pier. Everything about the restaurant is warm and welcoming. The space is well designed to accommodate any size group and features a patio for enjoying the evening breeze. There are 5 flat screen TV's playing the biggest in-market and out-of-market sporting events, 3 mounted behind the beautifully penny-clad bar where you can pull up a chair and settle in.

The smell of the wood-fired grill greets customers as they pull up to the parking lot but makes their mouths water as they walk through the door. The Brew Kitchen alehouse is known for cooking over a combination of mesquite, hickory and white oak, which adds that unmistakable layer of flavor to everything it touches. The menu is full of comfort food like oak-grilled burgers and artisan-style pizza, and every bite is made from scratch. Most ingredients are sourced locally, supporting local farmers, fishermen and ranchers.

"From our stocks and sauces to our choice burger patties, everything is made from scratch," Joe said. "Living in Southern California, we have access to some of the best free-range poultry, livestock, line-caught seafood and organic produce, and we take advantage of it as often as possible."

The handcrafted menu also includes favorites like the in-house smoked baby back ribs, killer pork belly street tacos, Mama's Amazing Lasagna and a super healthy char-grilled salmon salad. Brew Kitchen Alehouse's creative spin on pub fare pairs perfectly with the wide-range of craft beer choices.

The bar offers 28 Craft beers on tap that are dispensed on mixed gas to ensure the correct flavor and freshness. The draft selections rotate weekly but there are 100's of selections in the bottle that remain permanently on the well balanced list. "We try to maintain a list that is filled with beers that are

Places to go, Parties to throw

traditionally handcrafted,” said Joe. The house brand ACOUSTIC ALES BREWING EXPERIMENT is located in the Historic Mission Brewery plaza down the road in San Diego and is owned by Joe’s brother Tommaso. “Our house Brews have a freshness and vitality that can only be created by using the finest and freshest ingredients available.”

Happy Hour at Brew Kitchen Alehouse is not to be missed. Buy one burger and get one free on Monday Bun-Day; two-dollar tacos on Tuesday; try the Siracha wings on Wednesday; or stop by on Thirsty Thursday for four-dollar pints of craft brew. Happy Hour is the perfect time to stop by and discover your new favorite place.

Brew Kitchen Alehouse is located at 10708 Los Alamitos Blvd. Joe grew up in Long Beach and chose the Los Alamitos location for its proximity to his hometown and because he was looking to fill a void in the area. “There isn’t anything like Brew Kitchen Alehouse in this area,” Joe said. “We want to provide the community with a well-designed, comfortable place to hang out and relax over a great plate of food and an outstanding pint of beer.”

For more information, check out Brew Kitchen Alehouse at www.brewkitchenalehouse.com or follow them on Facebook or Instagram. ■





CHRISTMAS AND HAPPY NEW YEAR FROM LOS ALTOS

The Story of a Los Altos Holiday Greeting

By Jonathan Murrietta

When Bob Soukup (pictured above) moved into his Chatwin Avenue home overlooking Whaley Park, he was puzzled. Why was there a big plywood cutout of the letter “P” sitting in his garage? Soukup threw it away, and never really discovered the story behind the novelty looking “P” cutout.

Not until very recently. When Bob registered for the social network, “Nextdoor Los Altos,” he asked his neighbors if any of them could tell him what that letter “P” stood for.

He got an answer. In the early 1950s, all the houses surrounding Whaley Park participated in a holiday greeting, where each house put out one plywood cutout letter. When evenings came during the Christmas season, the Whaley Park houses lit up, spelling out, “M-E-R-R-Y C-H-R-I-S-T-M-A-S” and “H-A-P-P-Y N-E-W Y-E-A-R.” Back in the day, Bob’s letter “P” had once been used as the first “P” in the word “Happy.”

Decades have passed and the Whaley Park holiday greeting tradition is a faded memory. Most of the letters used in spelling out the holiday greeting are long gone, and the people who started that tradition have left the Los Altos area.

However, Soukup’s next door neighbor, Jane Barrett, remains from the generation that put out the Whaley Park holiday greeting. She moved into her cozy house on Chatwin Avenue in 1948. When she participated in the Whaley Park greeting, the now 94-year-old recalls her house held up the letter “A” in “Happy New Year.”

“The people living across the street, on the other side of Whaley Park, put up ‘Merry Christmas,’ so the people living on my block decided we would put up ‘Happy New Year,’” remembers Barrett.

What better way to greet the holidays than with a little friendly neighborhood lights competition?

And the tradition was indeed friendly. Barrett recalls people from the Whaley Park neighborhood also organized a holiday picnic to go along with the festive decorative greeting.

“There was a group of us that used to have a meal in the Whaley Park clubhouse,” she says. “We’d take our own food over there and have lunch. It was like a community picnic.”

In those days, the housing market was booming. Barrett served in the United States Army in World War II. She, like many others in that generation, was ready to settle down in a nice neighborhood after the war.

Developer Lloyd Whaley sold more than 11,000 new homes in Long Beach during the ‘40s and ‘50s. He also donated a dozen acres to a place that became known as “Whaley Park.”

“Seemingly every day you’d wake up and look out the window and there’d be another string of new houses in the area,” Barrett says.

As families piled into the emerging neighborhood, so did the babies. Pretty soon, Barrett recalls, there were kids running around all over Whaley Park at the time of the holiday greeting tradition.

“We’d turn on the Christmas lights, and the kids would roam around and play,” Barrett says.

Those kids have long since grown up. But in the year 2015, Barrett says her block has welcomed four newborn babies. With talk of starting the holiday greeting tradition again, perhaps by the time those babies are ready to play in the Whaley Park neighborhood, a brand new set of letters will spell out a holiday greeting for them to enjoy. ■





Photos:

1. Bob Soukup at Whaley Park with one of the original letters found in the backyard of Elaine Russell- a fellow Whaley Park neighbor
2. Our rendition of the holiday greeting
3. Realtor Michele K with Jane Barrett at Whaley

The Plan to Bring it Back...

It's been decades since this wonderful tradition took place around Whaley Park. However, there is real hope that the tradition will once again continue due to a special neighborhood fund in Los Altos. Because of a violation to the Long Beach noise ordinance

by Kalitta Airlines, a group called the Los Altos Charitable Giving Fund has been formed with the purpose of using grant money to benefit the community under the airplane flight path.

The committee consisting of Michele "K" Kreinheder, Bill Marshall, Joe Mel-

lo, and Marcelle Epley invites you to their kick-off Los Altos Holiday Party on December 6th from 2:30 to 5pm at Whaley Park, to show everyone the plans for continuing this great Whaley Park- Los Altos tradition.

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A Bixby Christmas

By John Grossi

The oldest Long Beach Christmas traditions—just in case you were wondering—of course date to the era of the Spanish ranchos in this area. The early settlers would gather round a piñata hanging from the ceiling, not a Christmas tree. On Christmas Eve, after taking turns using a long stick to smash the clay jar filled with candy and gifts, the community would then attend Las Posadas (the Pageant of the Holy Family) at the nearby Mission followed by Midnight Mass.

When Americans from the East Coast started to settle in the ranchos, they brought the Christmas tree traditions with which we are more familiar. Though John and Susan Bixby were the first American couple to own Rancho Los Alamitos up on Bixby Hill (at the end of Palo Verde and Anaheim near CSULB), the first real memorable Bixby Christmas traditions belonged to their son Fred and his wife Florence and their annual Christmas Eve parties from 1906 until the 1930s.

Everyone attended the parties. Hundreds of people. Which was literally everyone in East Long Beach at the time. Before the housing tracts, schools, and streets; the 90808, 90815, and 90803 zip codes; this area was all part of the Bixby ranch. The ranch hands and their families made the trek up Bixby Hill every Christmas Eve from houses scattered around the area. They wouldn't miss it for anything. It was the party of the year. They came even in the rain. One year a woman sat quietly in the corner all during the party

without talking. The Bixby family would later find out she was hours away from giving birth. But missing the Bixby Christmas Party was out of the question.

The Christmas tree was unique at the Bixby house. It was always cut off on the top. Fred Bixby was a big man and he was “El Patron.” The Boss. Naturally he wanted the biggest Christmas tree in the area with the biggest branches. For the tree to have the girth Fred wanted, it was always too tall to fit below their ceiling. So they cut it off at the top. No Christmas star topped this tree. It looked like it was growing through the roof.

The living room was blocked off with hanging bed sheets so that no one could see the Christmas tree until after dinner. Under the tree sat hundreds of presents - one for each family and two for each child. And these weren't just fly-by-night gifts like the desperation buys some of us make at Target on December 23rd. The Bixby gift-buying process started the day after Thanksgiving.

The Bixby children would ride out to every single ranch house, and survey their families. Lists would be compiled. Each year the families would get something they needed - either for their homes, or tailored perfectly to the ages and sexes of their children. Florence Bixby spent long days in Los Angeles shopping for meaningful gifts. It was important that the gifts weren't generic.



When the bed sheets were finally taken down and the massive, fully decorated Christmas tree was revealed, the crowd was enthralled. No one could quite believe the sight of this sparkling, ornate wonder. Lit candles were clipped to the ends of all the branches and illuminated the mounds of presents underneath. It seemed too good to be true—to the ranch hands who saw it every year, and even the Bixby family who had decorated it the night before.

So it seems, there was nothing quite like those Christmas Eves at the Bixby Ranch in the early 1900s. East Long Beach may have been more rural than it is now. But even before cars, streets, and cell phones tying us together 24/7, the Bixby holiday tradition made the 5 miles surrounding Rancho Los Alamitos seem a lot smaller and more closely knit than the reality. No one was thinking about distance. The rancho community was thinking about friends, families, and co-workers – those familiar faces and traditions that still give our 908' community its small town feel today.

If you and your family would like to experience early Long Beach Christmas traditions, the historic Rancho Los Alamitos ranch house will be fully decorated for the holidays beginning November 28 and open for tours Wednesday



Florence Bixby at a Christmas Party in 1944

through Sunday from 1-5:00 p.m. free of charge. Rancho Los Alamitos hosts a breakfast with Santa on Dec. 12 from 9am-noon. Evening tours on Dec. 17, 18, and 19 from 4-8:00 p.m. are available by reservation at the Rancho's annual Christmas Open House. (\$5 suggested donation per family.) Please visit <http://rancholosalamitos.org/events.html> or call 562-431-3541 to make reservations. ■

Welcome



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Elementary TK & K-6th, February 6 @ 10:00 am

For more information call Dianne @ 562.860.0556 or visit vcschools.org



The Belmont Shore Christmas Parade has been a tradition for decades. And this year once again, Santa Brian Kight is excited as ever to participate in the joyous occasion. He took over in 2003 from his father Mason, who had been the parade's Santa since its inception. "This parade has been part of my family's tradition since I can remember."

Essential to the Kight parade tradition is dressing the kids up as Santa's elves. When Brian's children were little, they participated, and Brian fondly remembers how his grandmother used to sew elf costumes for him to wear as a kid.

Now, Brian is the "big man in the red suit," and cherishes waving to the Belmont Shore crowd from an LBFD fire engine. The Kight Family and Long Beach go way back. Brian's grandfather was president of the old Long Beach Pike, and Brian has fond memories growing up in Belmont Shore. He recalls how he used to ride in the middle of 2nd street barefoot on his skateboard, not a care in the world. These days, Kight balances work as an LA County firefighter with owning Thailusion, a Thai cuisine restaurant in Los Al.

But once a year, Kight puts on that iconic red suit, and returns home to Long Beach. "The energy level of the Belmont Shore Parade is like none other." The parade this year will take place December 5th starting at 6 p.m.



Celebrate Victorian Christmas at the Rancho Los Cerritos Historic Site, an adobe house established in 1844, and meet Dale Hills, the site's Santa for the past 23 years. Around the holidays, the Rancho hosts many special events that harken back to the Victorian-era.

On Dec. 15 at 4 p.m. and Dec. 19 at 11 a.m., children are invited for cocoa with Santa. The events also include holiday crafts, a tour of the 171-year-old adobe house, and the opportunity to learn how Victorian-era kids celebrated the holidays. Admission is \$10 and reservations are required. Call 562-206-2040 to reserve a spot.

For Hills, playing Santa provides an opportunity to make children smile.

"I had a little gentleman one year say, 'You're not the real Santa, you're fake.' I pulled on my real beard and his eyes became the size of saucers. That was classic." Hills, a retired Long Beach City construction inspector, has been volunteering at the Rancho since 1989. He especially appreciates when people come back to visit, like the time one young lady put her arms around him and said, "I've been coming here since I was seven years old. Now I have my own baby and wanted to bring her to visit Santa." It's moments like this that bring Hills back every year.



Belmont Shore's 2nd Street is bustling during the holidays. For Matt Peterson, the co-owner of Legend's Sports Bar, Christmas time is especially fun because he gets to spread good cheer around the Shore throughout December as Santa Claus. "It helps me and others get into the holiday spirit," Peterson says.

Santa will be headquartered in front of the Chase Bank on 2nd Street, but look out for Saint Nick spreading good cheer in the stores and restaurants as well.

"This year, Santa is going to walk around the Shore and visit as many stores as possible," Peterson says. "Kids will have opportunities to take pictures with Santa, and people's spirits will be uplifted by the cheerfulness Santa brings." The overarching goal of "Santa at the Shore" Peterson adds, is to promote Belmont Shore. "We decorate vigorously for Christmas and I'd love for people to come down and experience the Shore around the holidays and visit all the restaurants and shops. I'd rather be at the Shore than in a mall during the holidays," says Peterson, who is also on the executive board of the Belmont Shore Business Association, which facilitates the Santa sightings.



Matt Peterson;
Belmont Shore Santa

When Matt is called to play Santa for an area that has meant a lot to him over the years, he delivers. "I really like to see people happy and hopefully my enthusiasm will enhance other people's jolliness."

Walking into Professor Daniel Thompson's classroom at Cal State Long Beach, a college student can't help but wonder if the professor is actually Santa Claus. That's because "Danny," as he is affectionately known by students, has an uncanny resemblance to Santa, most notably because of his big Saint Nick beard.

Danny, a CSULB treasure, has taught counseling classes for 26 years, but he's also made a business out of portraying Santa. Through his "A Santa for All Seasons" business started in 2002, Danny has met many kids. After they tug on his authentic beard, the little ones are convinced he is the real Santa.



credit: Leanne Hansard

Danny Thompson;
CSULB Santa

Danny looks so much like Santa, that in fact he has practically made a living out of playing Kris Kringle. He's played Santa at an event for the Los Angeles Lakers, and in multiple television shows including The Mentalist and Castle. Thompson's Santa has even performed at Trump National Golf Course in Rancho Palos Verdes. And who knows? If Donald Trump becomes president, Danny might be playing Santa at the White House. What started as a business that saw Danny as Santa maybe five times a year has grown into a full-fledged gig, as he has now become the Santa for over 50 events throughout the holiday season. Find "Santa Danny Thompson" on Facebook under "A Santa for All Seasons" to learn more about Danny's spectacular Santa business.

... Santa's Long Beach Messengers ...

Stop by In Retrospect vintage furniture and décor on 4th Street for a special evening December 17th to meet “Elvis Santa” a.k.a. Sammy Velvet. Sammy performs classic Elvis tunes and there is also a karaoke set up if people want to join in on the musical fun.

“It’s a great time and something different to do for the holidays,” Sammy says. “I’ll be singing and people think that it’s not my actual voice; they are stunned when they figure out I’m actually singing live.”

Sammy has performed everywhere from Las Vegas to Seattle. He started performing Elvis when his daughters suggested he dress up like Elvis one Halloween. When asked if he could be the Santa Claus for In Retrospect, Sammy thought it would be neat to play an Elvis Santa. So instead of “Ho-Ho-Ho-ing,” Sammy is singing his heart out every Christmas at In Retrospect to tunes from the King of Rock and Roll.

Sammy especially enjoys seeing familiar faces come back each year to watch him perform his Elvis Santa gig. Even teenagers who saw Elvis Santa as kids make sure every year to take a picture with “Elvis Santa.”

“My Elvis act wasn’t anything I planned, it just sort of all fell into place.” No doubt it will be anything but a “blue Christmas” for those who come to see his enthusiastic performance at In Retrospect this holiday season.



Every kid wants to sit on Santa’s lap at the mall, but for a unique twist on a classic holiday tradition, visit Deep Blue Scuba and Swim Center in Long Beach to take a photo with Santa underwater. The store’s owner, Jonathan Hall, has been playing “Scuba Santa” since he bought the dive shop five years ago. Many times, children ask Scuba Santa how reindeer can scuba dive and how a sleigh can operate underwater.

“I say it’s magic,” Hall says. “Santa Claus can do anything.”

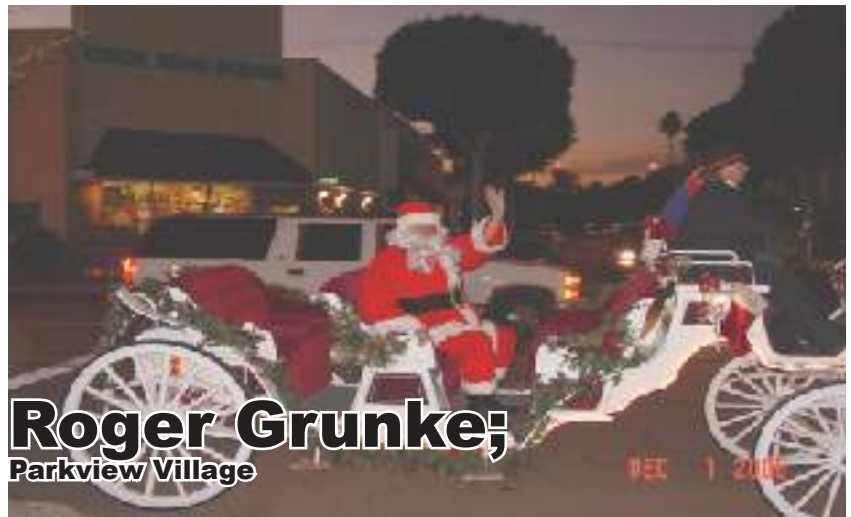
Deep Blue Scuba and Swim Center, one of the oldest dive shops in the country, can seem magical itself sometimes to its third generation Long Beach owner. Hall’s father was scuba certified in that facility in 1962. Now decades later, Hall owns the place that has stood the test of time and that can make scuba diving with Santa Claus a reality. Children’s faces light up when they see Santa underwater—his hat floats straight up, and his beard looks even cooler beneath the surface.



Take pictures with Santa underwater on Nov. 15 from 9 a.m. to 1 p.m. Deep Blue Scuba and Swim Center is located at 11 39th Place, Long Beach CA, 90803 (by the Belmont Pier). Call (562) 434-1644 to make an appointment.

Walt Disney once said, "There is more treasure in books than in all the pirates' loot on Treasure Island." Tucked away at Long Beach's Parkview Village sits a bookstore owned by Santa Claus himself and it beckons the overwhelmed soul to come take refuge in a serene environment.

Roger Grunke, a.k.a. Santa Claus around Christmas time at Parkview Village, is the owner of the bookstore called "Once Read Books." In searching for that special book, ole' Saint Nick might just be the person to ask for help. Grunke has been in the book business since 1987 and has owned Once Read Books at Parkview Village since December of 1999. He's played Santa Claus for the last 10 years for the charming shopping center, located off the intersection of Bellflower Boulevard and Carson Street.



Roger Grunke;
Parkview Village

Parkview Village hosts a "Toys for Tots" event where people can drop off their donated toys, enjoy a carriage ride, and meet Santa Claus. "It's been a great tradition here at Parkview Village," Grunke says. "I love playing Santa and it surprises me that many little girls in this day and age still ask for Barbie dolls. Of course, many kids like playing with the box the toy came in more than the toy itself," Grunke says with a jolly smile. But whether a child finds treasure in a box or in the fantasies that jump off the page in a classic storybook, for this Santa Claus, the reward is just the same.

Before Christmas, Santa will sail by Parker's Lighthouse, located at 435 Shoreline Village Drive, to spread good tidings at the restaurant's annual holiday breakfast benefiting Miller Children's Hospital Long Beach.

"I really enjoy the responses I get from the children," says Bob Be Cotte, who has played Santa Claus for over a decade. When asked what was the most unique gift wish he has ever received, Be Cotte chuckles and replies, "Well, I had a young man one year ask me for a garbage truck. I learned later that the child's father was a hydraulic engineer, and the young boy thought he'd like to take after his father and install a better hydraulic system on the big garbage truck that came down his street." But for the most part, children's requests are reasonable.

Yet Santa can always make a little magic happen. At the Parker's Lighthouse breakfast, Ole' Saint Nick arrives by boat, pulls into the dock, and then goes up to sit in his big chair at the restaurant.

"We always have a great crowd," Be Cotte says. "They give me a grand entrance."

Proceeds from the breakfast go to benefit pediatric patients with cancer, blood disorders, and other ailments at Miller Children's Hospital Long Beach. The event this year takes place on Dec. 5. To make a reservation, call Parker's Lighthouse at 562-432-6500.



Bob Be Cotte;
Parker's Lighthouse

Advertiser Spotlight

Back to Basics Learning Programs

For this issue, 908 Magazine Publisher John Grossi sits down with Stacie Clowes and Barbara Frederick, the owners of Back to Basics Learning Programs, to learn more about their business and to thank them for supporting Long Beach 908 magazine for the past 3 years.



Stacie and Barbara

Hi Stacie and Barbara, can you briefly describe Back to Basics Learning Programs?

Back to Basics is about education, helping parents to help their kids, without breaking the budget. It can get expensive, especially if you have more than one child. Being parents ourselves, we know firsthand how expensive it can be; also how important a child's education and success is! We both worked for the Long Beach Unified School District, which is how and where we met. We saw and spoke to many parents who were just like us. So we wanted to create a space for kids to come, and yet be as affordable as possible!

What is your Philosophy on educating children?

We are more than just academics. We get to know our students on a personal level. Who they are, what they like, and how they feel. Are they shy, do they lack confidence? Are they unorganized? These things can disturb and disrupt learning. We get to know the families and work as a team. We aren't a one size fits all center. No guarantees, no frills, nothing fancy. We will do all we can though to match your child with an instructor who can best help; using their education, knowledge, and skills. In other words, we look at the whole picture and devise an individual plan! We let parents know up front that it takes time and won't happen over night.

What prompted you to start this business?

We've known each other for a long time. We knew our ideas about education were similar. We saw some of the same things going on in the schools that we didn't like. There were changes happening, programs being cut, less help available for struggling students. Parents were concerned but didn't know what to do. Technology was also changing things and becoming more popular. It wasn't always available nor affordable. We saw that before you could master technology, before you could dream any dream, you need to learn the basics. Read and write, pencil and paper!

In 2008, we were working together; teaching 3, 4, and 5 year olds. We were at Bolivar Park, which is where we started creating other classes that we could offer our families. We were also tutoring out of various libraries. We hauled our books and materials back and forth between places and kids. This got old, fast!

We started talking about getting our own place. Setting down roots somewhere so we could really expand. Parents asked for more help, extra classes, more available hours. They wanted somewhere they could take all of their kids, but we were limited. We began to look for a place to grow and expand!

In 2011, we found Parkview Village; it was beautiful and located near parks, schools, and a library. We opened in October of



that year. Now we're going into our 5th year and thriving! We have 2 suites, several capable and talented instructors, and wonderful families that we have gotten to know, along with a great following! (Many whom we've known since 2008 and earlier.)

What makes you different from other tutoring places/schools?

Here we don't have contracts so parents aren't locked into a year-long commitment, but a monthly one. We understand that people have lives and need to be flexible.

We find out what their kids' issues are and start at grade level, working forward, or backward, depending on the needs of the individual child. Each student stays with their instructor the whole time- all of this while working closely with the teacher, school communication websites, and the child's personality. We are family oriented and our main focus is on the child.

We are growing with the times. We have expanded to meet the learners in all subjects ages 3 to grade 12. We help kids with their iPad programs, but before we do, we make sure they know how to handle a pencil and paper first!

What is the best part about owning your own business?

Seeing the success of students we work with. Seeing growth. We have students still with us who were 3 and 4 years old and are now in 3rd grade or older! We have family connections and are a part of their activities outside of Back to Basics.

We want our youth to grow because the youth of today is our tomorrow!

Thank you so much for your time and for being such an outstanding business in East Long Beach! ■





Relax before the holidays...

Ambiance Skincare

By Jennifer Newton

Before the hustle and bustle of the holidays begin, take time to restore your mind, body, soul and skin at Ambiance Spa in Belmont Heights. This hidden Long Beach “gem” is the perfect place to start your holiday planning (like taking a moment to pause before the holiday rush is upon you); preparing (getting your skin in flawless condition for holiday events); and shopping (finding the perfect gift in their large boutique).

Ambiance Spa, a full-service day spa, offers facials, microdermabrasion, waxing, body treatments, massage and more! If you have a special occasion coming up – like that holiday party – book a personalized skin care package that combines tailored professional treatments with an at-home maintenance regimen to get your skin looking its best for your event. Their experienced and professional staff will help you feel and look your best from head to toe.

“When I opened Ambiance, I wanted to bring a relaxing, friendly and effec-

tive beauty spa to this city that I love so much,” said owner Laura Gonzalez. “We’ve grown and changed over the years, but one thing remains the same – our amazing clients! Helping people relax and renew is what gets me up every day and makes me excited to come to work!”

Long Beach residents have trusted Ambiance Spa with their beauty and relaxation needs for more than 14 years. Gonzalez, a long-time Long Beach resident and experienced professional esthetician, is a beauty expert in her own right. She only carries the highest quality professional and at-home skin care products, such as Yonka and Peter Thomas Roth, and is well versed in all the latest beauty innovations and trends.

“It’s important to support our local shops,” said Long Beach resident Tamara V. about Ambiance Spa on Yelp. “I was so delighted when I received the best facial and peel by Laura. Her knowledge of skin and health, along with facial products...is invaluable.

Great staff, great gift shop and well priced. Highly recommend!!”

In addition to their beauty treatments and skin care product, Ambiance Spa also offers a large array of gift items to purchase. From local vendors to national brands, Ambiance Spa has the perfect gift for anyone on your list. And Ambiance Spa is offering free gift-wrapping on all holiday purchases from their boutique!

Still not convinced? Give your loved one a day of relaxation with a gift certificate to Ambiance Spa. During the holiday season, you will receive \$10 off every \$100 you put onto a gift card. And as their special gift to Long Beach 908 magazine readers, mention this article and receive 10% off the next service you book (excludes nail services).

Join Ambiance Spa’s e-mail list to keep up-to-date on the latest specials, events and promotions. And follow them on Facebook @AmbianceSkincare and Instagram @Ambiance_Spa. ■



Head Coach Jonathan Charette (3rd from right) with his all star staff of Long Beach coaches during a U14 boys practice

The New Club in Town—Long Beach Volleyball Club

By Andrea Sampson

Long Beach loves volleyball—on a beach, in a gym, and especially in a Pyramid! So when coaches and players from Long Beach City College, CSULB, UCLA, and all of the local high schools got together to build a new club, we know it's going to be great. Hello, Long Beach Volleyball Club!

LBVC is a youth volleyball club focused on coaching and training boys and girls ages 8 to 18. When owner Jonathan Charette, also the men's head coach at LBCC, got the opportunity to purchase a boys volleyball club he couldn't pass it up. "It was perfect timing," Jonathan said. "We changed the name to Long Beach Volleyball Club to represent all of our coaches who grew up playing volleyball right here in the city and added a girls division to round out our club."

Volleyball is the third most popular sport for high school level girls with over 400,000 playing at varsity levels across the country, so starting a girls division was a smart idea. That's where Megan Moenao, the girl's director at LBVC, comes in. Megan grew up playing volleyball in Long Beach at Mizuno volleyball club and then at Lakewood high school. She went on to play at UCLA as one of their star setters. After graduation, she was preparing to play overseas, when coaching began calling her name. "I feel like I can really make a difference and connect with young volleyball players," Megan said. "I want to share my experience with them and teach them how to be strong women—not just strong players."

LBVC hopes to grow the sport, get more kids involved, be a



Megan Moenao (left) heads the all new girls division

positive influence on youth players, and create a competitive club. With the all-star line up of coaches and directors that Jonathan has assembled, they are on track to teach, inspire, and compete.

"Long Beach is full of fantastic athletes and coaches," said Nick MacRae, director of the boy's division at LBVC and assistant coach of the men's team at CSULB. "We want Long Beach athletes to play volleyball in Long Beach, and at LBVC they can!"

To find out more about LBVC, visit www.lbvolleyballclub.com or email lbvolleyballclub@gmail.com. ■

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A Spa For Radiant Skin & Body

Receive 50% off an hour massage or facial with this coupon only. Not valid with any other discount. One per new client only! Offer expires 01/15/16





Thank you Family Floors- Family Floors put new carpet into one room of our home. They were upfront about pricing, no hidden fees, and very efficient with everything. The installers were also very quick and clean with the job.

Family Floors- See our advertisement on page 14



Thank you Interior Style Designs - the window coverings look great from the inside and the outside. You treated the job like you were working on your own house and I really appreciate the professional job!

Interior Style Designs- See our advertisement on page 12



Thank you Don Gath Insurance Agency - The Gath's are a great family. They take care of all of your insurance needs with efficiency. They really care about you and your low rates!

Don Gath Insurance- See our advertisement on page 29 **Don Gath Insurance Agency**



Thank you Dr. Bill Walton, DDS - Dr. Walton has been my dentist and friend for over 15 years. He and his staff are very caring and professional. They have done a great job with all of my dental needs!

Dr. Bill Walton, DDS - See our advertisement on page 10



Thank you Granite Transformations - Every bit of advice you gave was so spot on and perfect I went with it and am so happy. You understood that this kitchen is actually used for cooking.

Granite Transformations- See our advertisement on page 13



Thank you Boy Scouts of America - For providing my son as well as my family the opportunity to learn the values of great citizenship. The scouting experience has made our son grow in a way we would have never expected.

Boy Scouts of America- See our advertisement on page 55

Thank you New Light Electric- Jose and his crew were excellent. He saves me a lot of money and is always available to take a call if I have an emergency electrical problem.

-Donnie Nabor

New Light Electric- See our advertisement on page 3

COUPONS!! CUT OUT AND SAVE.

SUPPORT SMALL BUSINESS IN THE 908'!

\$2 Watch Battery

908 J&L Jewelry
See our advertisement on page 24

With this coupon only.
One watch battery per person.
Not valid with any other discount.
One coupon per person.
Offer expires 01/15/16



Enjoy \$5 Off Our Organic House-Made Guacamole!

908 Lazy Acres Market
See our advertisement on page 36

Cashier use PLU 1908
Not valid with any other offer,
one coupon per customer.
No cash back.
Expires 01/15/16



**BUY 1 SANDWICH GET FREE CHIPS AND SODA
BUY 3 CUPCAKES GET 3 FREE**

908 Miss Priss Cupcakes
See our advertisement on page 63

With this coupon only.
Not valid with any other offer,
One coupon per person.
Offer expires 01/15/16



\$5 OFF ORDER OF \$25 OR MORE

908 Naples Rib Company
See our advertisement on page 21

With this coupon only.
Not valid with any other offer,
discount, coupon or price special
(including happy hour).
One per table or Take-out order.
Offer expires 1/15/16



20% OFF Any Exterior Detailing Service

908 Naples Island Car Wash
See our advertisement on page 16

Recieve 20% off any exterior
detailing service. Valid only for
car, truck, suv. One per customer.
Not valid with any other discount.
Offer expires 01/15/16



FREE SKATE RENTAL

908 The RINKS- Lakewood-Ice
See our advertisement on page 62

Good for free skate rental with paid
admission The Rinks-Lakewood Ice.
This coupon has no cash value.
Offer expires 01/15/16



\$25 Off First Month Tuition

908 The Rok Music Academy
See our advertisement on page 39

Recieve \$25.00 off your first month
tuition with this coupon only.
One per customer.
Not valid with any other discount.
Offer expires 01/15/16



15% OFF any item

908 Soccer City
See our advertisement on page 28

20% off any item.
With this coupon only.
Not valid with any other offer
One coupon per person.
Offer expires 01/6/16



See Coupon on page 19

908 Sports Clips
See our advertisement on page 19



**10% OFF MEN'S NEW BALANCE
20% OFF ALL OTHER MEN'S SHOES**

908 Tenni-Moc's Shoe Store
See our advertisement on page 26

In-stock products only.
With this coupon only.
Not valid with any other offer.
One coupon per person.
Offer expires 01/15/16



The best way to support this magazine is to support our advertisers!

\$1 Pint of Craft Beer

908 Brew Kitchen Ale House

See our advertisement on page 64

Grab any can of fizzy yellow mass produced beer from the bottom of your fridge and trade it in for an amazingly fresh pint of delicious craft beer for \$1. One per customer. Offer expires 01/15/16



1/2 Price Large or King Pizza

908 Straw Hat Pizza

See our advertisement on page 5

With purchase of full price large or king size pizza. Equal or greater value with this coupon only. Not valid with any other offer. One coupon per person. Offer expires 01/15/16



WEB CODE: FW5

20% OFF ANY ONE ITEM ON A RAINY DAY

908 Miyamo

See our advertisement on page 39

With this coupon only. Not valid with any other offer, discount, coupon or price special. Offer expires 01/15/16



10% Off Alt Surf Apparel

908 Alternative Surf

See our advertisement on page 30

Recieve 10% off any Alt Surf Apparel with this coupon. Not valid with any other discount. One per customer. Offer expires 01/15/16



Dining in the Rain

908 Shenandoah

See our advertisement on page 32

Recieve 10% off your entire bill with this coupon. Dine-in only! Patio must be closed due to rain. Not valid with any other discount. One per table. Offer expires 01/15/16



20% Off any purchase on rainy day

908 Elementals

See our advertisement on page 32

Recieve 20% off your purchase on a rainy day with this coupon only. One per customer. Not valid with any other discount. Offer expires 01/15/16



20% OFF ANY ONE ITEM ON A RAINY DAY

908 The Denim Bar

See our advertisement on page 33

With this coupon only. Not valid with any other offer, discount, coupon or price special. Offer expires 01/15/16



20% OFF ANY ONE ITEM ON A RAINY DAY

908 Flags with a Flair

See our advertisement on page 33

With this coupon only. Not valid with any other offer, discount, coupon or price special. Offer expires 01/15/16



20% Off Any Retail Item

908 A Place of Our Own

See our advertisement on page 32

Recieve 20% off any retail item with this coupon only. One per customer. Not valid with any other discount. Offer expires 01/15/16



25% OFF ANY ONE ITEM

908 Cinnamon Stik

10641 Los Alamitos Blvd. Los Alamitos, CA 90720

Bring this coupon in to receive 25% off any one item with this coupon only. Not valid with any other discount. One coupon per purchase. Offer expires 01/15/16



Real Testimonials for our Advertisers!



Thank you Michele K In one quick week, you helped me sell my house in Torrance and buy one in Los Altos. I think she is so awesome that I have her name is plugged into my phone as “Michele K Best Realtor Ever”.

Michele K Home Selling Team- See advertisement on back cover



Thank you Sonny Davila We have financed with him 5 or 6 times. Always very responsive and helpful. Sonny is very friendly and just a great person to work with.

Sonny Davila- See our advertisement on page 67



Thank you Davis Zellmer for being very professional and knowledgeable. We saw great qualities in Davis, he is a compassionate and caring person. He helped us with my mother's trust and estate. We also had him take care of our living trusts.

Davis Zellmer- See our advertisement on page 59

Davis R. Zellmer
Attorney at Law



Thank you Victoria Sciarra - Victoria's class is a unique experience of grace, inspiration, and an outstanding community of meditators. Victoria brings to the class a wide range of meditation practices with much food for thought in deep meaningful discussions.

Victoria Sciarra- See our advertisement on page 17

Victoria Sciarra L.M.F.T.
& Meditation Teacher



Thank you Bolt Computer Training - Susan is teaching me everything about the computer, the tablet, and my smartphone. Being a senior citizen, I didn't know much about new technology and she has helped with all of my technical needs.

Bolt Computer Training- See our advertisement on page 29



Thank you Julia Huntsman Julia was very knowledgeable and helped us navigate through the Long Beach/Lakewood real estate market. Overall very friendly and has become apart of our family!

Julia Huntsman - See our advertisement on page 17





JOIN THE MISSION


MissionH₂OLB
#MissionH2OLB
LBwater.org/mission



MICHELE K.

HOME SELLING TEAM
BETTERLIVINGINLONGBEACH.COM



BROADMOOR
REALTY
INC.

1. How did Lucy get Lucky?
2. What is the best way to carve wood?
3. Why does Waldo wear stripes?
4. What does a chess player do to relax?
5. Why did the fan bring a rope to the ballgame?
6. What do you call a guy who tells jokes all the time?
7. What falls all day but never gets hurt?
8. How do you make a golden soup?



9. How Much Home is My Worth? Answers at BetterLivinginLongBeach.com

(Click on the "What's My Home Worth?" Tab)

*New Listing in Park Estates
4 bedroom 5 bath
3,156 sq ft of living space
Price \$1,299,000*



*5147 E. Los Flores,
Long Beach, CA 90815*



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michelek90815@gmail.com
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