

long beach 908

Music Issue

Coupons on
Page 62!



On The Cover: Elm Street Band
Inside: Warren G, Jenni Rivera, Cold War Kids,
LB Municipal Band, The Whooligans,
Tijuana Panthers, and more!

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LONG BEACH

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The words “Long Beach,” “Summer,” and “Music” are invariably intertwined. Perhaps it’s because Downtown Long Beach has a concert series literally titled “Summer and Music.” Maybe it’s because Sublime, the most famous band from East Long Beach, sings songs that can’t help but remind us of hanging out down by the bay and peninsula in 90803. Or perhaps it’s because we’ve grown to associate the beautiful family evenings of summer with our own Long Beach Municipal Band as they tour the local parks each July.

Whatever your reason, I’m convinced music is in the air this summer. This issue, we do our best to investigate the Long Beach music you’re hearing. As per usual, the task is difficult given the multi-talented and diverse music scene in our city. We tried to cover a little bit of everyone from established cover bands in the area, to Long Beach legends like Warren G, to up-and-coming rock bands like the Tijuana Panthers. Of course there are many more...

We undoubtedly left someone out of this issue and for that we apologize, whether it is because we were unable to get a hold of the band/person or because we just did not have the space to run more articles. But I hope you can optimistically enjoy the music we DO have featured and learn a little bit more about music in our great city.

I want to definitely give a HUGE thanks to Rand Foster, owner of Fingerprints on 4th Street who was instrumental (get it?) in putting together this music issue. I approached him thinking that few people would have a better pulse on music in the city and his input exceeded expectations. Speaking of supporting local business, if you like this magazine and want to support us, then please support our advertisers.

With that I wish you a happy, joyous, music-filled summer and hope you truly enjoy this issue. Yes, there is something magical about summer and music in Long Beach. There’s even a rumor that if you hold this very magazine up to your ear late one summer night and listen long and hard, you just might hear the faint blend of a Long Beach melody being played from within its pages. Imagine it. The Carpenters, Sublime, Snoop Dogg, the Municipal Band- punk, ska, rap, rock, classical all blending together in a glorious, epically unharmonious musical collage.

If that awful sound doesn’t bring you back down to earth I don’t know what will. Cheers,

John Grossi
 Editor/ Publisher

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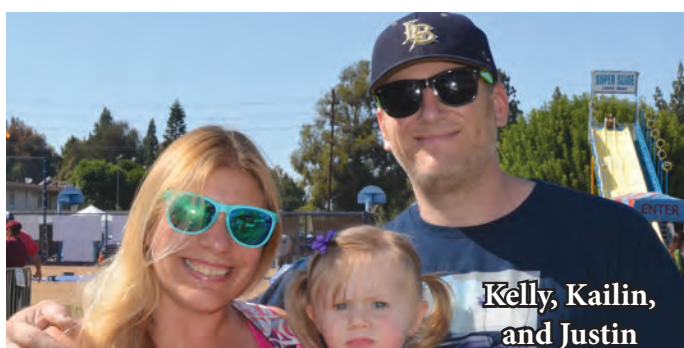
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HAIRCUTS

IT'S GOOD TO BE A GUY



Store Manager Ashley can't wait to treat you like a regular!

By John Grossi

If you were to take a poll of guys in the 908, you'd find that many of them can agree on these two points: They're into sports, especially if they're watching on a large flat screen TV; and they don't like getting their hair cut at salons between women getting perms and pedicures.

SportClips Haircuts has combined these two guy preferences into the fastest growing franchise in America. And now they have arrived in Long Beach.

Local businessman Marcos Dos Santos first considered opening his own SportClips franchise about a year ago, after hearing his teenage son talk excitedly about the haircut he had just received. His son, who normally hated haircuts, raved about his experience at a SportClips in Burbank. Marcos knew right away that SportClips was a great concept.

Marcos and his wife, Patricia, opened their own SportClips located at Spring and Woodruff, next to Pavillions Market.

Marcos describes the services SportClips provides as an "experience," not just a haircut. The company's signature service is called the "MVP Experience." The MVP starts with a precision haircut. Your stylist then walks you to a special section in the back of the shop, where your face is wrapped with a hot towel, similar to a traditional barbershop, and you get a massaging shampoo. Lastly, your stylist massages your neck and shoulders, while educating you on products she just used to make your hair look great!

Although the focus is men's and boys' haircut services, (chemical services that you find in most women's salons are not offered), SportClips welcomes all clients. For clients wanting "just a haircut," there is the "Varsity" service – or "Jr. Varsity" for kids – and for those in need of relaxation without a trim, SportClips offers the "All Star Treatment." Clients may also choose to "double" their MVP Experience, and neck trims are always on the house.



The SportsClips Crew in East Long Beach at Spring and Woodruff

As one of the fastest-growing franchises in America, SportClips has stayed true to its mission of creating “a championship haircut experience” in an exciting sports-themed environment since it first opened in Austin, Texas in 1993.

That’s why each haircutting station and the waiting area are equipped with a large flat screen TV tuned into either a live game or Sports Center. It’s a simple concept, but creating a place to relax and catch a game while getting your haircut transforms a necessary chore into an enjoyable experience.

SportClips figured out something else about guys: a lot of them don’t like making appointments. SportClips doesn’t offer appointments: walk-ins are welcome 7 days a week. A red neon sign in the window facing Spring St. tells customers when there is “no-wait” for a haircut or MVP experience.

On a recent visit to the store, SportClips stylists were busy cutting hair and chatting with their customers. Store manager Ashley Glenn lives in 90808 and has three years of experience managing a SportClips store in Foothill Ranch. Ashley explains that as soon as she started working at a SportClips, she knew she would want to stay a long time. “It’s an awesomely structured company - one that caters really well to its clients and the employees,” she said. Ashley lives only five minutes away from the new Long Beach location, and says she is excited to put 110 percent of her energy into managing the store and making it successful.

SportClips Long Beach has already started plugging into the community, providing haircuts for school programs such as Mr. Ram at Millikan, and sponsoring youth sports programs at The Rinks-Lakewood Ice.

The store officially opened in May of this year in East Long Beach, and Marcos and Ashley invite you to try out the experience for free by using the coupon below! If you like sports and friendly stylists and don’t want to make an appointment, SportClips is pretty much a homerun. ■

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The Tidwells- Dawson, Myles, Jared, Kirstin and Glenn outside their family business

By John Grossi

Free Lance Motors, located on South St. between Paramount and Downey, is everything a family business should be. Owner Glenn Tidwell and wife Kirstin run the shop with their three children: Dawson, Myles, and Jared. These guys are experts at repairs having learned from Pops while working at the garage since each was 12.

The Tidwell family, and therefore their business, screams hard work and integrity. Educating you on your car and making sure you know how to get 200,000 miles out of the vehicle is Glenn's priority. He uses the best parts and focuses on value above all else.

An unexpected glitch in your car is always a nuisance. Having someone you can trust to give you honest service elicits a sigh of relief, and the Tidwell family's trustworthiness can be measured, in part, by their deep, deep roots in the community.

Glenn first started working in cars with his brother in 1967. Their business? A junkyard for Volkswagens. The lot on South St., instantly recognizable by its landmark, high-flying Volkswagen Bug, was originally owned by Tidwell's dad - before that part of the city had even been annexed to Long Beach. Back then, this stretch of South St. was part of the city of Heinz. Glenn's father ran a diesel and industrial repair and towing business.

Both Glenn and Kirstin went to Mark Twain elementary, Hoover middle school, and Lakewood High. Their seven kids either went to, or are currently attending, Mark Twain, Bancroft and Lakewood. The family lives in the house on Pepperwood that Glenn grew up in and attend Lakewood Village Community Church.

So why does all that matter when you're trying to get your smog fixed or checking on squeaky brakes? Because those places, and friends the Tidwell's have made through their local roots, happen to also be a majority of their customers. In a business where many

mechanics shy away from working on their neighbor's car, you can feel at ease knowing that the service, attention to detail, advice, and price, is the same honest service the Tidwells would give their child's friend's parent and even the pastor of their church!

A family that is not afraid to work with and for the people they love is a family with a sincere business. The Tidwell's are that family.

****Free Lance motors can diagnose the problem and provide repair for all models of cars. Historically their specialty was with German cars particularly Volkswagens, but now the majority of their work includes Hondas, Toyotas, and made in the US domestics. The Tidwell's have the capability to handle any car you bring in. Both walk-ins and appointments are welcome. The Tidwell's will do their best to get your car back to you the same day! ■**

Rebuilding the City...



New Owner Jeff and former owner Stephany, along with Chester and Steve
Stephany has stayed on staff for a few months to make Jeff's transition smooth

New Owners are Ready to Bring Back the Glory at Soccer City Sports & Embroidery

By John Grossi

If you read our last few issues, you will perhaps remember the tragic news of Soccer City's legendary owner John Albertson's passing. In the 1990's Albertson had built a soccer mecca in East Long Beach that not only supported, but led the way for a young and growing soccer community in Long Beach.

We now have some positive news. Much to the satisfaction of young soccer families all over East Long Beach, ready to lace up their cleats for the beginning of soccer practice this August, Soccer City is back. And with a new owner just brimming with enthusiasm and determination to build the store back into the resource it once was.

Many in the local soccer community already know Jeff Ferrario. A graduate of Los Alamitos High School and Long Beach State, at both of which

institutions he played on the soccer team, Jeff returned to coach at Los Al for about 5 years straight out of college. He has since coached numerous youth teams in the Long Beach area as he raised his family.

Jeff met his wife at Long Beach State. Their two children went to Prisk, Stanford, and Millikan... of course playing soccer all along the way!

Soccer is without a doubt Jeff's number 1 passion (he still plays 5 days a week)! He cannot wait to be in business serving the sport and community he loves.

"My vision for the shop is to bring back what John had here in the 90's," says Jeff. "This business already has a really good name, it just needs a little reviving and refreshing." The customer service has always been there, but

Jeff wants to re-focus on the younger player. "The U6-U16 rec competitor."

"We want to be the center of soccer for the city. We are Soccer first, and embroidery also."

Jeff with the help of his store manager—long-time Long Beach youth coach Chester Holt—completely refurbished the store this summer. They are increasing the product line and stock for child and adult cleats. The inside and outside of the shop is nicer and more spacious.

"There is a good reputation at Soccer City Sports and Embroidery, we are just trying to take it to the next step."

As always, any and all your needed soccer gear is available at the shop. Coach's packages, cones, whistles, shin

guards, favorite team jerseys—and of course cleats all the way down to the U4 youngster who needs a sturdy pair of shoes for his or her first season on the field.

Jeff isn't exactly a newbie to small business—or for that matter—the business of soccer. Since 2000, Jeff has owned Arena Soccer Parks (in Garden Grove and Orange).

Arena Soccer Parks house indoor soccer leagues and camps, although indoor soccer is technically played outdoors on Astroturf. From his pro shops at Arena Soccer Parks, both Jeff and store manager Chester have experience selling soccer gear and working the heat press to attach numbers, names, etc. on the backs of jerseys.

Chester wants to assure the large contingent of embroidery customers that Soccer City is still their go-to-place for the best prices and customer service. Chester, retired after 35 years of service in the Long Beach shipyard, is a long-time friend and neighbor of the Albertson family. Over the past three months, he has been learning the ropes from John's daughter Stephany in order to smooth the transition.

Stephany wants more than anything for these new owners to succeed and carry on her father's legacy. Anyone who has ever had an embroidery stitch completed at Soccer City in the past can be assured that the store still has their logo and artwork on file -- no new setup fees will apply to existing jobs.

True to the Soccer City image, Jeff and Chester hold community involvement to be an ongoing commitment. This year they will sponsor teams in both AYSO and LBYSO leagues, with the store itself serving as the physical registration spot for all LBYSO signups. Jeff recently donated all new game jerseys to the Millikan High boys' soccer team. Soccer registration for most teams and



leagues ends this July 31st and practice will begin in August. Jeff, Chester, employee Steve, and of course Stephany are all committed to doing whatever it takes to make this first season back-in-business a success for all players and coaches.

The store is now open 7 days a week and you can be sure to get all the personal help you need from Chester and Stephany until she steps down. "See the store hours?" asks Chester. "Those are my hours."

So if you haven't tried out Soccer City in a while, now is the time to head back

and see what the new look is all about. Long Beach is such a great soccer community and it's time we go back to supporting our local store and a couple of guys who are so dedicated to their favorite city and sport. ■



Family, Fitness, and Community Health

Weingart Lakewood Family YMCA set to open in time for Summer Use

By John Grossi

Have you driven down Carson St. lately? The wait is almost over on the highly anticipated renovation that is putting the word “Family” back into the Weingart Lakewood Family YMCA.

The front section of the building, including the new, 10,000-foot 2nd floor fitness facility, a number of fitness rooms, and the resurfaced pool deck and pool, will open mid-July. The remainder of the facility, including the basketball gym and teen center, will be finished up in time for the grand opening in September.

If you haven’t taken a tour of the new facility (open for both tours and workouts during construction), now is the time to stop by. The upstairs is huge. All new equipment will soon line the

walls, doubling the amount of fitness equipment in the old facility, with two new full strength lines—Cybex for the advanced user and LifeFitness for the everyday user.

Precor treadmills and ellipticals will face the large glass window on Carson St., giving cardio users a full 180 degree view of beautiful Heartwell Park and the surrounding neighborhoods. Large screen TVs will adorn the walls and patrons will enjoy an upstairs patio deck to catch a breath of fresh air between sets.

New fitness rooms will allow the YMCA to host about 60 group fitness classes a week as opposed to the 20 they held in the past. Members can enjoy brand new men’s and women’s

changing facilities with eight individual shower stalls in each locker room.

The sheer capacity in membership at this new Y will double. Staff expect the state-of-the-art workout facilities to attract the gamut of Lakewood and Long Beach community members from young to old.

However, there is a new demographic that this new YMCA is focusing on at a whole new level. The family.

Senior Executive Director Emilio Sosa says that this Y is meant to revitalize that sense of community where becoming a part of the YMCA helps families to better raise their children as part of a supportive community.



With separate brand-new rooms designated for child care, homework help, family learning, and a teen center, the YMCA has a place for you and your kids to thrive no matter their age. These fully staffed rooms are, of course, perfect for keeping an eye on your child while you work out, but they also allow for “meaningful family time” – time that you can spend with your children outside of school and home, says YMCA Board Chair Dr. Phyllis Hayes-Reams.

A number of additions are designed to promote family participation in activities. New family fitness classes will allow parents and children to work out together. A kitchen and adjacent conference room provide the setting for healthy living classes including cooking for the whole family. An important new amenity for YMCA families are the Family Locker Rooms. Separate from the men’s and women’s lockers, families are able to change babies and young children in total privacy.

Maybe the most obvious sign of the YMCA’s serious dedication to Family is the membership pricing for a family. While the YMCA’s non-profit status allows it to keep a standard adult membership at a low \$42 despite these

million-dollar improvements, the best value deal includes the whole family belonging to the Y. Two adults and their kids up to age 18 can belong to this YMCA and participate in all of its programs and amenities for only \$69 per month.

The YMCA tries to never turn down a prospective member or family because of money. Generous donors who believe in the value of this Judeo-Christian community hub often support those in need of help by donating funds for financial assistance.

The start of a whole new chapter for the Greater Long Beach Community is closer than you think. This YMCA is set to be the gold standard for YMCA’s and community centers throughout the area. The YMCA board of managers is full of local community leaders, business owners, and residents just like you. They have been working hard for over two years to make sure this renovated Weingart Lakewood Family YMCA becomes everything that its donors envisioned.

If you’re looking to make this the summer of fitness and/or the year of family, I hope to see you at the YMCA this July! ■

New YMCA Facility Highlights!

NEW FEATURES INCLUDE:

- Family Adventure Center
- Teen Center
- Family Locker Rooms (3)
- Individual Showers (16)
- Wellness Center
- Mind, Body & Yoga Studio
- Group Exercise Studios (3)
- Conference Room

RENOVATED FEATURES INCLUDE:

- Kids Club
- Men’s Locker Room
- Women’s Locker Room
- Pool Deck
- Lobby
- Racquetball Courts (2)
- Sauna

The staff at Weingart Lakewood Family YMCA invites you to come take a tour of their facilities even before the official opening. Call (562) 425-7431 for details or stop by!

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By John Grossi

Grandmaster Jong Gul Park

Of all the incredible and inspiring individuals who have been recognized and celebrated over the years in the Greater Long Beach area, perhaps Grandmaster Jong Gul Park of US Taekwondo Academy on Centralia in East Lakewood, is the most overlooked and impressive persona within his field.

Grandmaster Park is one of less than 30 grandmasters in the world. Among many accolades, he is a former US National Team Coach and 14-time National Champion in competition—a record no one has beaten to this day.

A full resume listing Grandmaster Park's accomplishments could fill a book, but perhaps the factoid most pertinent to Long Beach residents is his accessibility to you and your child.

Grandmaster Park, along with Master Cynthia Markopulos (herself a 21-year student of Taekwondo), runs US Taekwondo Academy, a hidden gem operating in the Lakewood area for almost three decades.

US Taekwondo Academy

Befitting a 14-time national champ, the massive facility boasts two stories and 22,000 square feet housing multiple studios, training, and exercise rooms. The convenient locale is the largest Taekwondo studio in the United States. On any given day the place bustles with hundreds of students ranging in age from 3 to 83.

Starting out in the Tiny Tigers class, young tikes can begin training and earning belts as early as age two-and-a-half, while being instilled with the discipline and confidence associated with Taekwondo—a 2,000 year old martial art.



Grandmaster Jong Gul Park

Though the Tiny Tigers class is popular among parents with tots under the age of five, students are welcome to join at any age. No matter when they join, a majority of students who make the appropriate time commitment to Taekwondo classes are able to go from white to black belt in about three years, earning a multitude of intermediary belts along the way.

Taekwondo has been practiced by world leaders for centuries because of its direct connection to life skills - including confidence, leadership, and personal strength. Parents who have enrolled their children into US Taekwondo's program agree that the benefits are immeasurable. The attention each child gets from his/her instructor is second to none.

Local resident Fernando Rajon explains that self-defense is a

happy bonus to the other reasons he enrolled his children into Taekwondo. “The belt system gives my kids a goal and something to strive for and commit to over a long period of time. Plus it is a great workout!”

Fernando witnessed the exercise and growth benefits his sons gained in three years of Taekwondo, and decided to start training in the martial art himself. Now he and his sons train together in one of US Taekwondo’s popular “Family Classes.”

Grandmaster Park and Master Cynthia invite anyone who has ever been interested in learning self-defense, gaining confidence, and/or reaching a goal to experience their hands-on training at one of many introductory Taekwondo classes. ■



PowerTAE FITNESS

2 WEEKS FREE!



In the early 1990s, with a demand for high-energy cardio core workouts, Grandmaster Park and Master Cynthia created their own motivating exercise workout class called Power Tae Fitness.

Power Tae Fitness combines Taekwondo, cardio, boxing, and cardio weight movements – all set to high-energy, upbeat music designed to help folks lose weight fast while toning up muscles. Having been invented by a Taekwondo Grandmaster, the Power Tae class is high powered, technique-driven, and gives all the benefits of Taekwondo, without contact sparring.

On the last Saturday morning of each month at 8:30am, Master Cynthia invites the community to participate in a FREE Power Tae Fitness class performed to a live DJ!

One reason Grandmaster Park is so proud of the Power Tae class is that it puts the final touch on the largest Taekwondo Studio in the country. Now no matter who you are, US Taekwondo has something to offer, whether your goal is to lose weight and/or gain confidence. Seeing someone so celebrated work so hard to better the lives of local residents reminds all of us, once again, how extraordinary life in and around Long Beach can be! ■

New Light Electric



Advertiser Spotlight

For this issue, 908 Magazine Publisher John Grossi sits down with Jose Castellanos, the owner of New Light Electric (newlightelectric@ymail.com), to learn more about his business and to thank Jose for supporting Long Beach 908 magazine for the past 3 years.

Hi Jose, can you briefly describe everything that your business does?

We specialize in all residential electrical, from troubleshooting whole house rewires, to service panel upgrades, to the installation of recessed lighting, LED lighting, and Title 24 energy efficiency. We service and install swimming pool and spa electrical, sub panels, and new circuits. We hardwire smoke detectors, and trouble shoot or install accent lighting, exhaust fans, and attic fans. We also do electrical panel evaluations for in-home safety and capacity.

How long have you been an electrician and how did you get into the business?

I've been doing electrical work for over 16 years, and got into it by following one of my uncles. He was an electrical contractor doing commercial work remodeling schools. My uncle taught me everything I needed to know about electrical work and gave me the tools and knowledge I needed to branch off on my own. I continued my knowledge at a contractor trade school where I earned my license and learned the law and trade portion of the electrical contracting industry. Living in an area where 90% of homes are pre-1950s, I found a strong need for residential electrical work so I launched my own business focusing on the residential end of electrical work.

What did you do before you became an electrician?

I was in the printing industry for almost 11 years. We printed movie posters, books, and flyers. For a while I worked the graveyard shift at the printing company from 10 pm - 6 am, then worked [my second job] from 7am to 2 pm as an electrician. I kept up that schedule for about 2 years until I decided to become a full time electrician.

Why do you love being associated with a Long Beach publication?

Long Beach is a city that is diversified with many different types of different people. I enjoy meeting and providing services to anybody who needs my help. I grew up and lived in Norwalk until I bought a house in Lakewood when I was 21, then moved to Long Beach about 9 years ago. I love being from Long Beach. That's a big reason I like to show family pictures in my advertisements for your magazine. It lets people know where I come from, and I hope labels me as a decent person, someone who can relate to other families, and someone who can be trusted.

Yeah, I've always thought it was really cool that you show your family picture in your ads...

My son Evan is going into the 9th grade at Lakewood High, and daughter Elessa will be in 11th grade at Renaissance High School. My wife and I have been together for over 25 years and are raising a family of four children—with two of our daughters being in their twen-

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Jose has placed a picture of his family in every advertisement for the past 3 years to show who he is and where he comes from. We've watched his kids grow up each issue!



ties. When customers see my picture in the ad, they know I'm gonna be the one that shows up to their door. I think that makes them feel more comfortable to call knowing that I am a family man.

What is the hardest part about running your business and growing it?

Keeping up with it. Because I'm at every job, I don't just send guys out to do work. I do my own estimates, I talk to the home owners, write up the bids, get materials, answer my own phone calls. People like that when they call me, I'm the one who shows up to the door.

What's your favorite part of running your business?

My favorite part is meeting new people and taking on new challenges. Keeping up with new lighting designs and the new safety codes to provide customers with the latest and the most energy efficient lighting. I also enjoy just being helpful, giving folks the confidence that they called on the right person for the job. I like to make sure the customer is comfortable with me and my work habits, and that they are completely understanding of the task at hand. Most of all, I like to finish a job knowing that the customer is satisfied with my work and happy to refer me to anyone they know. It is that kind of feedback that lets me know I did my job well.

Is there a specialty job that you really enjoy completing?

There is a great satisfaction in completing a whole house rewire, especially when a house was built before the 1950s and still has cloth or knob and tube wiring with no ground wire. Or a house that still uses screw-in fuses. Often house fires are caused by old wiring. Knowing that my work has improved the safety of a family with loved ones and small children and removing the dangers of a house fire due to old wiring gives me peace of mind and gives the homeowners peace of mind. I've got to say that's what brings me the most satisfaction. Often times people buy a house with new plugs and switches and assume that the house has been upgraded electrically. Sometimes a house being sold will even be advertised with upgraded electrical when it still has the old electrical wiring in place!

How did you come up with your company name?

When I first started working on my own without a lot of experience, I noticed many houses that had a lot of broken lights on their porch. So I made up a flyer illustrating 12 different porch lights I could install. My flyer listed quotes for the "new lights" and labor to install. So, that was "New Light" Electric - that's where it came from.

What do you want to say to your customers and prospective customers in East Long Beach?

I am a local Long Beach resident and have been living in the area of Lakewood and Long Beach for over 16 years. I am familiar with Long Beach City codes and applying them to the older wiring systems found in many homes. We specialize in residential electrical and swimming pool electrical. The inspectors in Long Beach are familiar with my business and my work habits. We are courteous and caring of your personal belongings and furniture. We clean up after ourselves and complete our work with minimal damage. Our goal is not to come out and do one job but to keep you as a customer for life. ■

An Overview of Long Beach Music

By Evan Gorzeman

The city of Long Beach has a rich and illustrious history of art and culture. We Long Beach residents have a certain pride regarding the large amount of talent that our city has produced. And it speaks to the diversity of the city that Long Beach has put out famous acts in genres ranging from classic 50's songwriter to New Age rap. Here is a brief overview of notable Long Beach musicians. Of course there have been many more than we were able to cover, and will likely be many more to come! We hope you enjoy both this overview and the 14 articles that follow in the pages ahead.

The Pyramids

The Pyramids was a surf band formed at Long Beach Poly High School in 1961. They broke out at a time when American Bandstand began to blend surf music with early garage rock. In 1964, the band performed its instrumental single "Penetration" on the Dick Clark show, a hit that reached the Top 20 of the Billboard Hot 100. While this piece proved to be the final major instrumental surf hit, it directly inspired the rise of rock and roll surf musicians such as The Beach Boys.

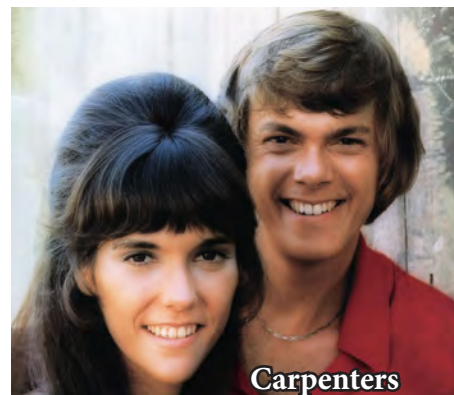
With their shaved heads and lively stage performances, The Pyramids set the stage for the unique blend of talent that Long Beach would come to be known for. In July 1964, the group appeared in the American International Pictures' film Bikini Beach with Frankie Avalon. In the film the band comes on-stage wearing Beatle wigs, which they lifted to reveal their famous shaved heads.

Carpenters

The Carpenters formed at Long Beach State University, first as a four-person band under the moniker "Spectrum," then later as a duo. Siblings Richard and Karen Carpenter signed to A&M Records in 1969. Explaining why they performed simply as Carpenters, omitting use of "The" before the name, Karen said it sounded "hipper without it, like Buffalo Springfield or Jefferson Airplane."

It wasn't long before their single, "(They Long to Be) Close to You" rose to the top of the Pop Charts. From there on Carpenters remained a powerful force in the public eye. Propelled by the hit singles "Close to You" and "We've Only Just Begun," the album Close to You went gold and was listed at 175 on Rolling Stone Magazine Top 500 Albums of All Time.

Carpenters also received three Grammy Awards in the early 70's. After Karen died in 1983, Richard stayed active in



music, and via the Carpenter Family Foundation has greatly contributed to the Southern California arts community, including support for the 1994 establishment of the Richard and Karen Carpenter Performing Arts Center at their alma mater, Long Beach State.

Paul Williams

Paul Williams, a multitalented lyricist and composer who has won an Oscar, three Grammys, and two Golden Globe Awards, moved from Nebraska to Long Beach as a teenager. Williams attended Wilson High School before

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An Overview of Long Beach Music

starting his career as an actor. He has been a key player in the music scene since his early explosion with the popular song, “Fill Your Heart.”

Williams earned induction into the Songwriters Hall of Fame for both the Pop and Country Music genres. His songs include “We’ve Only Just Begun” and “Rainy Days and Mondays” (both performed by Carpenters). Other hits such as “You and Me Against the World,” “An Old Fashioned Love Song,” “Let Me Be the One,” and “The Rainbow Connection” have warmed the hearts and souls of folks worldwide for generations. Recently, Williams was seen on stage accepting a Grammy on behalf of famed French electronic musicians Daft Punk for their album *Random Access Memories*, in which he played a part.

The Nitty Gritty Dirt Band

In 1966 Long Beach singer-guitarist Jeff Hanna and singer-songwriter guitarist Bruce Kunkel met and performed as the New Coast Two and later the Illegitimate Jug Band. These groups melded and blended together until The Nitty Gritty Dirt Band, an iconic and profoundly Long Beach music group, was born. The band is often cited as a catalyst for an entire movement in Country Rock.

The Nitty Gritty Dirt Band has multi-platinum and gold records, and strings of Top Ten hits such as “Fishin’ In the Dark” and “Mr. Bojangles.” The band also received multiple Grammy Awards and nominations. Their groundbreaking album, *Will the Circle Be Unbroken*, has been inducted into the U.S. Library of Congress for its importance in modern culture. The Nitty Gritty Dirt Band’s recording of “Mr.

Bojangles” was also inducted into the Grammy Hall of Fame in 2010.

TSOL (True Sounds of Liberty, The Statute of Limitations)

Southern California became a hot bed of punk music after the genre migrated west from New York City in the early 70’s. Long Beach, with its smaller venues and proximity to Los Angeles and Huntington Beach, became a great place for bands to live and practice their craft. TSOL is a punk rock band formed in 1978 in Long Beach by Jack Grisham.

Although most commonly associated with hardcore punk, the music of TSOL is multi-varied, ranging on each release from gothic rock to hard rock, and even reaching glam metal sounds on later albums. In the late 80’s, the band was popular enough to play shows as far away as Brazil and Argentina; a major accomplishment for a punk band. In 2009 TSOL released their 10th album and in 2013 the band traveled to Brazil, Argentina, Sweden,



Jack Grisham of TSOL



Great Britain, Ireland, Germany, Holland, Belgium, Czech Republic, Austria, Spain, Italy, and Switzerland.

Sublime

After punk, the next big wave of music out of Long Beach came when 90’s bands began to blend their surf and classic rock tendencies with 90’s rock. A band at the forefront of this trend and one of the biggest names to come out of Long Beach is Sublime. Beginning with singer Bradley Nowell, bassist Eric Wilson, and drummer Bud Gaugh, the group was originally a garage punk band before beginning to infuse elements of reggae and ska over time.

The trio recorded their debut album, *40 Oz. to Freedom*, in 1992, and began to garner fame by selling out backyard shows and getting some airplay on local radio station KROQ. Tragically, Nowell passed away at the age of 28--weeks before Sublime’s self-titled third album was released. Sublime was praised for the blending of ska, alternative rock, hip-hop, reggae, and punk. This album revitalized ska as a popular genre and saw songs such as “What I Got,” “Santeria,” “Wrong Way,” “Doin’ Time,” and “April 26, 1992” get major airplay nation wide.

continue to page 22

An Overview of Long Beach Music

The Long Beach Dub Allstars

The Long Beach Dub Allstars are a reggae, ska, and rock band formed in 1997. In the wake of their success with Sublime, Eric Wilson, founder of the Allstars band says, "We will never replace the greatness that Sublime did or what Bradley has done." This statement seems to sell them a little short. Long Beach Dub Allstars recorded two widely popular albums, including *Wonders of the World* released in 2001. This second album featured the single "Sunny Hours" with Will.i.am of The Black Eyed Peas. Long Beach Dub Allstars reunited in 2012 at the Queen Mary Events Park and are looking forward to recording new music.

Snoop Dogg

At the same time a ska and rock revival was starting in Long Beach, rap and hip-hop were on the rise. The 90's are looked back upon as golden years in the rap scene, with many Long Beach rappers cited as major players. None were bigger than Calvin Cordozar Broadus Jr. or, as most know him, Snoop Dogg. Snoop -- a rapper, singer, producer and actor -- attended Long Beach Poly High school, graduating in 1989. Snoop's son also attended Poly, where he played on the football team.

Snoop's music career began in 1992 when famed rapper and producer Dr. Dre featured him prominently on the classic album "The Chronic." Snoop has continued to release several critically acclaimed albums that range from classic rap and hip-hop to soul and funk. Since Snoop's original explosion onto the music scene he has sold over 35 million albums worldwide and put Long Beach on the map for rap music.



In 2012, Snoop Dogg visited Jamaica and converted to the Rastafari movement. He is now releasing funk music under a new alias Snoop Lion while still continuing to rap under the name Snoop Dogg.

Nathaniel Dwayne Hale

Nathaniel Dwayne Hale, better known as Nate Dogg, was an American singer, rapper, and actor. He was a noted member of rap trio 213 with Snoop Dogg and Warren G. However, Nate Dogg's real talent was in singing hooks on the songs of other artist such as Dr. Dre, Eminem, Warren G, Tupac Shakur, Westside Connection, cousin Snoop Dogg, 50 Cent, Ludacris and Shade Sheist, to name a few. Nate Dogg released three solo albums, *G-Funk Classics, Vol. 1 & 2* in 1998, *Music and Me* in 2001, and a much bootlegged album in 2003. Sadly, Nate Dogg died in 2011 in Long Beach, California, from complications of multiple strokes.

Vince Staples (New Rap)

Vince Staples is a Long Beach rapper who has been making serious waves. His powerful flow has been heard on

projects with Earl Sweatshirt and Mac Miller. Vince is a true Long Beach local and still lives in the Ramona Park area, an area he often raps about. Staples talks a lot about growing up, love, and the plight of the young black man in today's society.

Vince Staples is a conscious rapper. He raps about stories and ideas he finds important and tries to impart his knowledge to other people in the hopes they can learn and grow because of it. Staples is wise beyond his years as well as incredibly talented. He was recently featured in *XXL's Magazine* 2015 freshmen list which aims to "pick the new artists that are the stars of tomorrow in hip-hop." Staples just released a double album entitled *Summertime '06*. The album features Staples' incredible flow and lyricism with beats by legendary producers No I.D., Clams Casino, DJ Dahi, Christian Rich, and Brian Kidd.

Bearcoon (New Folk)

The members of Bearcoon met at an open mike night in 2012 and have been producing soulful and thoughtful indie folk music ever since. Legendary producer Anthony "Antoine" Arvizu produced their debut album, *El Guapo*, in a two-day session at Arvizu's Signal Hill recording studio, The Compound. Arvizu, whose resume includes engineering on Sublime's 1992 album *40 Oz. to Freedom*, says, "This is one of my favorite records I've ever worked on, for the music and for the experience. Bearcoon is willing to be raw and honest, but they're also willing to listen." Bearcoon has played ten shows a month and plays to tour extensively to support their album. ■

Info in this story is courtesy of band websites and a fantastic Long Beach Music Wikipedia page!

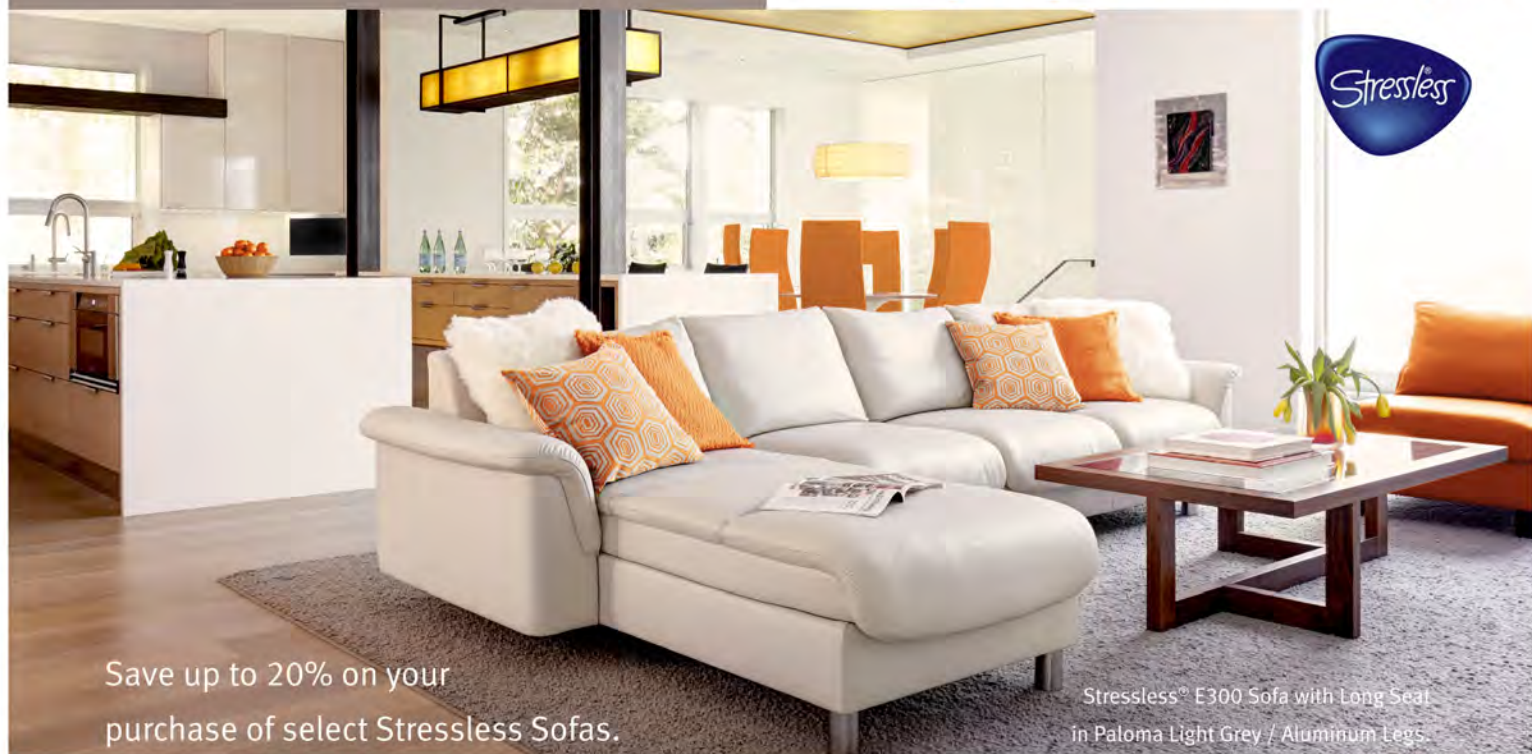
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Classic Rock from Classy guys... The Elm Street Band

By Ryin Amador

It's another beautiful day in Long Beach and The Elm Street Band is performing a retirement party at The Boathouse. With the backdrop of the Naples canals, the band plays classic crowd favorites such as Sweet Caroline by Neil Diamond and Shout by The Isley Brothers.

Party attendees dance, laugh, and sing along to the various Billboard Top 100 songs that The Elm Street Band have perfected over the years. By the time the set ends, it's not hard to see why this band has established its reputation as one of the best and well-known in Long Beach and the Southern California area.

The story of how The Elm Street Band was formed seems almost too cliché to believe. After beginning practice in a garage on Elm Avenue back in 1986, the band first performed at a house party for Roger Peterson who allowed them to jam in his garage when the band was known as "that band on Elm Street."

That first gig started an almost three decade journey of performances at house parties, weddings, concerts-in-the-park, and various other events for Long Beach residents.



Johnny Navratil, Roland Misajon, Roger Douglass, and Bob Hirschhorn pose after playing a retirement party at the Boathouse this summer

The band is comprised of four eclectic men who each bring a unique personality to the group. Roger Douglass, a founding member and vocalist, plays lead guitar and keyboard. He's also the bandleader who strongly believes in the group mission and its importance to the community.

Roland Misajon, lead vocalist, also plays keyboard and guitar. Born and raised in Hawaii, he brings his big smile and friendly personality to the stage.

Johnny Navratil is the drummer. With a keen sense of humor, and monstrous drum chops, he's the comedian as well as musical bedrock of the group. His effortless style of drumming can be attributed to his laid-back hobby of surfing.

Finally, Bob Hirschhorn, founder of the band, plays bass guitar and back up vocals. His passion and excitement for music are exemplified through his stage presence and genuine love for the

audience around him.

It's remarkable that The Elm Street Band has been able to stay together for so long but each member truly cares for one another and their interactions are seamless and enviable.

Playing together and entertaining Long Beach residents is a blessing. Band members look forward to the next garage session and delivering a great show at their next event. They spend countless hours during the week practicing a new song or perfecting the ones they have already performed.

When asked to name the best part of playing in the band, each stated it was the excitement they receive from looking out into the crowd and seeing joy and happiness.

The Elm Street Band is certainly embraced by denizens of Long Beach, who look forward to three more decades of music and fun. ■



Website: www.elmstreetband.com Genre: **Classic Rock Cover**

Influences: **Beatles, Eagles, Beach Boys, Johnny Cash**

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From Ram to Buffalo...

Avi Zahner-Isenberg

By Evan Gorzeman

Avi Zahner-Isenberg, better known as Avi Buffalo, sits unassumingly in a blue hoodie drinking a peanut butter shake. The 24-year-old multi-instrumentalist singer-songwriter grew up in Long Beach and emerged as one of the youngest and brightest stars on the talent-laden Seattle record label, Sub Pop. Zahner-Isenberg possesses a certain wisdom that comes out in his songs with themes that range from having fun with friends, to recurring dreams, to being lonely in the modern world.

“Long Beach is great,” the Millikan High School alumnus says. “We have a bit of an underexposed scene here in Long Beach and I think that allowed me to be my own person.” This sentiment rings true. Zahner-Isenberg’s sound goes beyond simple melodies by encompassing piano, drums, and vocal harmonies, evoking a sense of wild campfire songs about love and loss.

Zahner-Isenberg possesses the unique talent to craft slightly off center pop songs that conjure thoughts of a moody Brian Wilson. He credits local staples such as DiPiazza’s, 4th Street Vine, Alex’s Bar, and Que Sera as places that allow upcoming artists to cut their teeth and polish their sound.



Avi Zahner-Isenberg plays a show on Broadway and Elm Downtown

“Being a musician is all I ever really wanted,” he says. “I come from a really musical family. My parents met dancing. And my dad has always whistled, like obsessively. My uncle played flute in the Philharmonic in Indiana.” Zahner-Isenberg is modest; he picked up a guitar at age twelve and hasn’t looked back.

While most of us at 18 were caught up in high school graduations, Zahner-Isenberg was in Europe playing some of the biggest venues on the continent including stages at Leeds and Glastonbury. Avi Buffalo has also opened for indie heavyweights such as Modest

Mouse and played at a music festival curated by Wilco’s own Jeff Tweedy.

Avi Buffalo as a band doesn’t perform under that moniker anymore. Earlier this year Avi released a statement saying his contract was up with Sub Pop and he would be continuing to make music in a variety of ways. Currently working very hard, he enjoys being at home for the moment instead of on the road. In our conversation about touring with his band he used the word “draining” more times than I could count --and it makes sense.

Zahner-Isenberg was touring from

Website: www.avibuffalomusic.com **Genre:** Pop rock

Related Artists: The War on Drugs, Best Coast, Foxygen, Allah-Las

Upcoming Shows: July 25th, 9pm @ Ritual Brewery, Redlands, CA • July 26th 7pm, dA Center for Arts, Pomona, CA • Aug. 1st @ The Pike at Rainbow Harbor w/ Litronix

age 18-20 after he finished recording a critically acclaimed album that same year. It seemed as if the packed touring schedule coupled with the normal stresses of growing up began to suffocate Zahner-Isenberg's creativity. "I broke out in shingles last winter from the stress," he says. "Working on the same album for five years can do that."

Zahner-Isenberg has returned to Long Beach. He's working on several different projects now in lieu of continuing to play solo material. "[Long Beach has] a lot of original sounding people, we're always fine tuning our craft," he says. "The city is bursting with hyper unique artists."

Zahner-Isenberg still performs regularly in Long Beach and Los Angeles -- oftentimes at the same venues where he honed his craft years before. Recently, Avi was invited to perform at the Joni Mitchell Tribute in Los Angeles with the likes of Victoria Williams, Sierra Swan, and Jade.

Avi on 4th Street in Long Beach

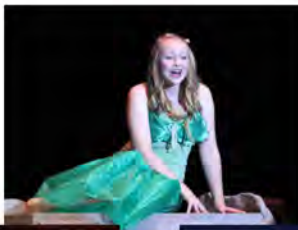


Zahner-Isenberg is also involved in a musical project called Litronix with the talented Kevin Litrow. Zahner-Isenberg is featured as a producer, engineer,

and musician in a star-studded lineup of Southern Californian musicians. Litronix's album "Pump The Gas" is due out later this year. ■

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Bringing The Sound to Long Beach...

Rita Wilde

By John Grossi

This is a story about how the shy daughter of a soldier from North Carolina became one of the biggest voices on rock and roll radio in Southern California.

It's a story that is a lot easier for you, me, and her countless other fans to believe - having listened to 95.5 KLOS and 100.3 The Sound over the past 25 years - than it would have been for a young, reserved Rita Wilde when she was growing up as a child in the 60's and 70's.

Having moved around quite a bit due to her father's military connection, Rita's family settled in Anaheim when she was 13 years old. After graduating high school she attended Cal State Fullerton, Cypress College, and eventually Long Beach State. While at Cypress, and still unsure of what to do with herself, Rita received some timely advice from one particularly inspiring professor. She told her that she had a really nice voice and knew a lot about music. Had she ever considered being on the radio?

Rita had been in love with the radio since a family move made to Germany one winter. There the youngster discovered Radio Luxembourg's "top 40" stations and couldn't stop singing the songs. The family relocation back to the US was made difficult by a 6-day problem-laden trek back to America - Rita remembers still being on the plane as Christmas Day arrived. All was forgotten, however, when the family finally got home to celebrate the holiday.

There, to Rita's delight, she discovered that Santa had brought her a real transistor radio all her own. Rita loved that radio and was constantly tinkering with the device. She would take it apart and put it back together, making sure it still worked. Rita describes her youthful musical taste as being heavily influenced by her three older siblings. "I just sort of listened to what they listened to... until I heard Springsteen. That was my own.



Rita Wilde at Fingerprints in Long Beach

Flash forward to Rita's professor encouraging her to try radio in the early 1980's. "It was a total WOW and a shock to hear her say that!"

Rita had never heard many women disk jockeys or announcers so radio just wasn't something she had ever considered. Yet, it sounded cooler than any other job, so she dove into an internship with KEZY. Still hoping just to make it as a behind-the-scenes gal (never did she desire to actually be on air), Rita worked tirelessly behind the scenes, doing anything and everything as an intern for three years.

One week, Rita got a call from KROQ offering her a full-time production job. That's when KEZY Program Director Dave Forman asked her to make a tape to be on air. After he heard the tape, Forman said, "This is really good—you're on the air next week!"

Website: www.thesoundla.com/djs/rita-wilde **Current Gig:** DJ for Radio Station 100.3 The Sound, known for its adult, album, alternative format.

Favorite Bands: U2, Bruce Springsteen, Eric Clapton, Grateful Dead

Can be Heard: Late-night on 100.3 The Sound from 7 pm - midnight.

In 1983, when KEZY was in jeopardy of being sold, the general manager advised her to start applying elsewhere. That's when Rita landed herself a job as part-time DJ at KLOS. And just like that, the shy, introverted behind-the-scenes Rita became Rita Wilde. She was on her way to SoCal rock royalty.

Working at KLOS and now The Sound, two of the biggest radio stations in LA, has given Rita an unbelievable career. When asked about highlights in her career, she put it this way. **"I've met all of my heroes. Every single person I've looked up to who is still alive, I've met."**

Rita's career at KLOS ranged from her being a full-time fill-in—meaning she had to be on call 24/7 when she first started out—to becoming program director for 10 years, directly overseeing and influencing the station's music programs as well as overseeing the Mark and Brian Morning Show.

Her current position at 100.3 The Sound is the late-night slot from 7pm-midnight. She's held the slot since May 1st 2011, and says she's never quite seen something like the unique radio station of The Sound. "The listener involvement and adoration for this station is unprecedented."

She loves keeping in touch (via Facebook) with listeners during the show and making sure they are happy with the selection. Rita's signature program on The Sound is her album side at 11 pm. Each night she chooses an album on vinyl to play from front to back. Her album choices are time-sensitive, relevant, and treasured.

When Rita was offered her first full-time fill-in job at KLOS, she moved to Long Beach to shorten the commute to LA while remaining close to her mom in Anaheim.

It's a move she hasn't regretted. She absolutely loves Long Beach, where Fingerprints and Bagatelle Records are her favorite places for buying vinyl's, and Centinela Feed and Pet Supplies near the Traffic Circle is one of many favorite shops here on the East Side.

As for music, her favorite band is U2—she saw 9 of their first 11 concerts this summer alone—and of course Springsteen. Rita recalls Eric Clapton and The Grateful Dead as among two of her other favorite live concerts.

She made a vow years ago as KLOS program director to always pay for her own concert tickets instead of using connections to get them for free. That way she can just enjoy live music without owing anything to anyone. "There is something special about the live music experience," she explains passionately. "Sometimes you see something live that just makes sense to you in an unrecorded spontaneous way.



Rita with Bono

Rita with Bruce

To me that is the best way to connect with a band."

Rita feels unbelievably blessed in her chosen career. She makes money doing something she loves, playing the records on which she grew up and working with artists she idolized.

On the radio she has become a seasoned veteran and is a total pro. Her voice, transitions, and song selection have shaped and influenced much of how we listen to music over the last few decades. However, Rita assures us all that she's still that same transistor radio-loving chick from North Carolina. What she perhaps didn't realize back then, was how much the radio would one day love her back. ■

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Taking us Back to a Simpler Time...



Long Beach Municipal Band

By Jonathan Murrietta

The year was 1909. The U.S. issued its first Lincoln penny; Orville Wright tested the first U.S. Army airplane; actress Mary Pickford made her motion picture screen debut; Jim Thorpe began his baseball career; and the Long Beach Municipal Band played its first concert. Back then, the band was called the Long Beach Marine Band. John Philip Sousa, the iconic American military band conductor, was the era's Elvis Presley. National and community pride were high.

"It was a simpler time," says Larry Curtis, the current conductor. Holding up his cell phone, Curtis remarks, "You didn't have these things back then; a concert in the park was the entertainment."

This summer, the Long Beach Municipal Band embarked on its 106th year. It has survived history's tests, including the Long Beach earthquake of 1933 and the Great Depression. All through World War II, the band played for the troops when ships came to dock at the Long Beach Port. Performing 600 times a year, the Long Beach Municipal Band became tops on the West Coast. It even had its own radio station that broadcast their concerts nationwide.

In 1978, California passed Proposition 13, which reduced property tax rates but cut city funding. Abruptly, the Long Beach Municipal Band had to reduce its performances from 600 to 60. Though limited to a summer season, the band couldn't be stopped from sharing music with its community. Grants and public support kept them afloat.

The band now performs 20 concerts—four nights a week for five weeks. In the first week of its 2015 season, beginning June 30 at Whaley Park, the "Let Freedom Ring" concert served to gear patrons up for the Fourth of July with rousing, classic patriotic tunes. In a salute to the Armed Forces, "At Dawn We Slept" was the highlight of the evening, a moving piece commemorating the bombing of Pearl Harbor.

Other highlights for summer 2015 include "Around the World in 80 Minutes," a concert showcasing arrangements from 10 countries. "A Star is Born" will feature popular melodies from classic movie and music icons such as Judy Garland, Elvis Presley, Ray Charles, Frank Sinatra and Barbara Streisand. The final week this summer will be dedicated to movie soundtracks, including famous scores from "Star Wars," "ET," and others.

As it happens, many of the professionals playing in the 40-piece band are the same musicians hired to play for the studio orchestras that produced those classic Hollywood scores. "We have some of the very best players in the world," Curtis says.

Band strengths include the ability to play virtually any kind of music—jazz, Dixieland, rock, and orchestral. Their summer series is a chance to showcase that talent, giving the studio musicians an opportunity to perform live for family and friends.

continue to page 32

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The Long Beach Municipal Band plays a concert at Whaley Park for the neighborhood crowd



Municipal Band (continued)

“You have to come to one of these concerts to just simply feel that energy come from the band—people sit on the ground, they have a picnic, and it’s a real family thing,” Curtis says. At a time when cell phones keep people occupied seemingly every second of the day, extending work schedules into home hours, a concert in the park is the perfect local getaway.

Growing up in Dallas Texas, Curtis played the drums for entertainment. He went to East Texas State University and sang in the choir, while also playing violin in the orchestra. Afterwards, Curtis moved to Colorado where he received his master’s degree and was soon teaching music. Then came the opportunity to teach music and conduct band at Pasadena High School.

It wasn’t long before Long Beach State recruited Curtis for the position of director of bands. During 25 years there, Curtis helped shape and mold many talented college musicians. His players could compete with any college music program in the world, and traveled to Europe, Japan and Australia to perform.

Curtis’ former students have gone on to lead successful careers in music. Now professionals, many come back to play with the Long Beach Municipal Band, where Curtis began conducting in 1993 after his retirement from Long Beach State. He estimates about a third of the group are alumni.

“I had been training student musicians all my life, and now getting in front of them as professionals is truly gratifying,” Curtis says. Curtis has since conducted the Los Angeles Philharmonic at the Hollywood Bowl and is a percussionist in his own right. He says he will be conducting the Long Beach Municipal Band as long as he can. “I am in good health, and they say conductors usually live a long and happy life.”

Curtis still has goals for the Long Beach Municipal Band. He would like to perform more concerts for the greater Long Beach community, have the opportunity to host a Christmas concert, and assemble a Latin themed concert at the Museum of Latin American Art (MOLAA). But it all comes down to the funding.

Website: www.facebook.com/LongBeachMunicipalBand **Genre:** Big band, pop, jazz, blues

Influences: John Phillip Sousa, Herbert L. Clarke

Upcoming Shows: Thurs. July 23rd & July 30th @ Marine Stadium – 6:30 pm

Fri. July 24th & July 31st @ El Dorado Park West – 6:30 pm

Conductor Larry Curtis leads a patriotic-inspired 4th of July set of music



“The musicians are doing their part, and the audience is doing its part. Now the city needs to do their part to let us bring this whole community into one,” Curtis says.

The Long Beach Municipal Band may no longer perform

600 times a year, but there’s hope that the band will continue to put on many more concert seasons. That hope remains vibrant at the community part concerts - where families are brought together, neighbors begin to develop a bond, and the power of music brings people back to a simpler time. ■



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Indie Rock Veterans... Cold War Kids

By Evan Gorzeman

Cold War Kids has consistently released solid soulful rock since 2006. The Long Beach area band first hit it big with the album *Robbers & Cowards*. Propelled by lead singer Nathan Willett's incredible voice and wavering piano, the album contains hit songs such as "Hang Me Out To Dry."

When asked what it was like to find such big success on their first album, Willett responded, "We were actually abroad, touring in Europe, Australia, and Japan. So it was weird. When 'Hang Me Out To Dry' was getting all sorts of play on MTV, our friends were calling and telling us how big it was. We kind of came back [to the US] with it already a hit." Cold War Kids hasn't wavered from this original success, however. Willett and the band just keep honing their craft.

Having formed the band while attending Biola University, Willett recalls the band's early days. "Long Beach definitely played a part. We moved to Long Beach and found a studio in San Pedro. I look back [to those days] as being the most fun time for the band."

Cold War Kids recorded what would become *Robbers & Cowards*, as well as their next four albums at that small



San Pedro studio. "I'll always remember that time very fondly," says Willett. "Life in Long Beach was cheap enough for all of us who had just finished college, but there was still a lot of good stuff happening. I remember the first time we played Alex's Bar. We used to do really small folk tours all around Long Beach."

Cold War Kids has always played with energy. Throughout their discography the music drips with visceral energy as Willett's vocals stress a rawness and nervousness. Willett speaks a lot about love and loss, heartbreak, and the things that hurt to think about. "We came into stuff very naturally [as a band]. With the instruments we chose and the way we perform, it just happened very naturally."

Willett cites legendary lyricists such as Leonard Cohen and Patti Smith as major influences, and, indeed his lyrics paint very vivid pictures. Cold War Kids blends the personal and upfront stories of the classic singer-songwriters

with a much more grandiose, at times, even punk style of music. "You have to give them just enough," Willett says about telling stories. "You don't want to be too heavy-handed in the story you tell. Just a little nugget of the story in the song and it'll be great."

Willett has continued to do just that. The band's latest record, *Hold My Home*, has a more mature sound than anything Cold War Kids previously put out. Singles such as "All This Could Be Yours" and "First" take Cold War Kids full circle. *Hold My Home* draws from the same inspiration as the first records, but acknowledges a different path and everything that has happened in between the past and the present.

Cold War Kids' *Hold My Home* was released via Downtown Records in October of 2014. In early May 2015, their single "First," was picked by Los Angeles alternative radio station 98.7, as its "Best Music Discovery Ever... This Week." This is the Cold War Kids' highest charting single to date. ■

Website: www.coldwarkids.com **Genre:** Indie Rock

Influences: The Shins, Vampire Weekend, Grouplove, Local Native, Delta Spirit

Upcoming Shows: Aug. 7th, 8th - Outside Lands Festival, San Francisco
Aug. 15th Annenberg Space For Photography, Los Angeles, CA

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By Ryin Amador

If you ever imbibe at The Auld Dubliner at 71 Pine in downtown Long Beach, more than likely you will get to enjoy the Irish American band, The Whooligans. Comprised of Ed Bell, Matt Brislawn, Matt Clatterbuck, Mark Clatterbuck, and Dana Hass, the band was first established in 1999 at Limerick's Pub (currently known as K.C. Branaghan's) in Naples Island. The five men are passionate about music, specifically the Irish American folk music that they play in various Irish pubs throughout the Long Beach area.

Their unique and entertaining style is heavily influenced by Irish bands such as The Dubliners, The Clancy Brothers, The Pogues, Flogging Molly, and Dropkick Murphy's. Not only have popular Irish bands influenced the flare

and energy of The Whooligans, but each member brings his own style and unique personality to the stage. For instance, Ed Bell is an actor who has transferred his big-screen abilities to an on-stage presence that creates a terrific atmosphere for fans and casual pub drinkers alike.

The Whooligans entertain their pub crowds with fast-paced drinking songs, electrifying traditional folk songs, and heart-throbbing sing-alongs. They have enraptured more hooligans to their following by playing at E. J. Malloy's on Broadway and Nadine's Irish Mist in Seal Beach, as well as at other Irish pubs in the Southern California region. When you attend a Whooligans' concert there isn't a dry glass in the room. Everyone is dancing, singing, and enjoying each other's company

to a refreshing pint of Guinness.

The Whooligans' motto is Wakes, Weddings, Whatever! They believe in the camaraderie and passion of Irish American Folk music and spreading it to others throughout Long Beach and surrounding Southern California areas. Whether or not you regularly listen to Irish Folk and Bluegrass music or have no idea what Hoolie (Hooligan) or Craic (good times) means, you are sure to have a great time when The Whooligans start jamming.

A subset of the musicians consisting of Ed Bell on vocals, Matt Clatterbuck on guitar and vocals, and Matt Brislawn on mandolin and fiddle, often plays as The Whooligans Trio. Every Second Saturday, you can catch the Trio in concert at The Red Leprechaun, located

Website: www.thewhooligans.com **Genre:** Irish American Pub Music

Influences: The Dubliners, The Clancy Brothers, The Pogues, Flogging Molly

Upcoming Shows: Aug. 1st, 15th, 10pm @ The Auld Dubliner, Long Beach •
Aug. 20th, Sept. 12th @ The Red Leprechaun, Long Beach

at 4000 Anaheim in the heart of East Long Beach on the corner of Termino. On the Third Thursday of the month, when The Red Leprechaun hosts its Whootenanny, all musicians are allowed to join in the fun and play folk songs together. This community jam session led by the Trio illustrates the best part of Irish Folk music, where everyone participates and helps to hone each other's instrumental skills in a family-friendly environment.

The Whooligans have infused Irish American folk music into the hearts and souls of the Long Beach community and will continue to do so, until as Ed Bell puts it, "We physically can no longer play." The band truly enjoys the passion and energy of the crowds each time they play a show. So head to your nearest Irish pub, grab a cold glass of beer, and enjoy a night of energetic melodies with The Whooligans. ■



Matt Brislawn, Matt Clatterbuck, and Ed Bell
jam at EJ Malloy's on Broadway

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Still Bringing the G Funk... Warren G

By Ryin Amador

Long Beach has produced many talented artists, among them Warren Griffin III, otherwise known as Warren G. Warren has become an icon and legend in the rap industry.

During his adolescent years he hung out with future rap artists such as Nate Dogg, Snoop Dogg, and his brother Andre, better known as Dr. Dre. When he was younger, his parents used to play jazz and soul that inspired him to join the music industry and eventually influenced some of the music he produced later in life.

A big influence in his life was older brother Dre. He remembers hanging out with Dre and listening to his music when he was younger. "I wanted to create music like my older brother and going to the studio or shows with him strengthened my passion," stated Warren.

In order to get exposure outside of Long Beach, Warren G, Nate Dogg, and Snoop Dogg created the group 213, based on the then zip code of Long Beach. Warren remembers grinding with his best friends, trying to make it in one of the toughest industries. "Each of us really wanted to make it and because we were friends it made it easier to help each other reach our dream." Their break came when



Warren at his recording studio in Orange working on his new EP

Warren's brother Dre helped them get a session at his recording studio and the rest is history.

Warren would later sign with Def Jam Records and go on to create hit singles and produce world-renowned collaborations with artists such as Mista Grimm, Tupac, and The Dove Shack. In 1994, Warren recorded the widely popular, critically acclaimed hit "Regulate" with his good friend Nate Dogg.

When asked whether he knew that two decades later his song would still receive so much fanfare, he humbly replies, "No, honestly I just want to create good music. That's my sole focus is to create good music and hopefully people like it. I'm appreciative that people have liked that song so much over the years."

Not everything has been rosy in Warren's career. In 2011, he lost his best friend Nate Dogg to health complications. When asked about Nate Dogg's impact on his life, Warren replies, "It was huge. We did everything together. We grew up together and made it together. He still influences the music I produce today." When Warren talks about Nate Dogg, you can truly understand the deep appreciation and respect he has for his late friend. He acknowledges that it is hard for him but feels close to his late friend whenever he's in the studio.

Currently, Warren is working on an extended play EP inspired by funk and R&B. He wants to infuse funk with rap on his new album and show the world how well these genres mesh, hoping to breed a new sound onto

Website: www.warreng.com **Genre:** West Coast rap

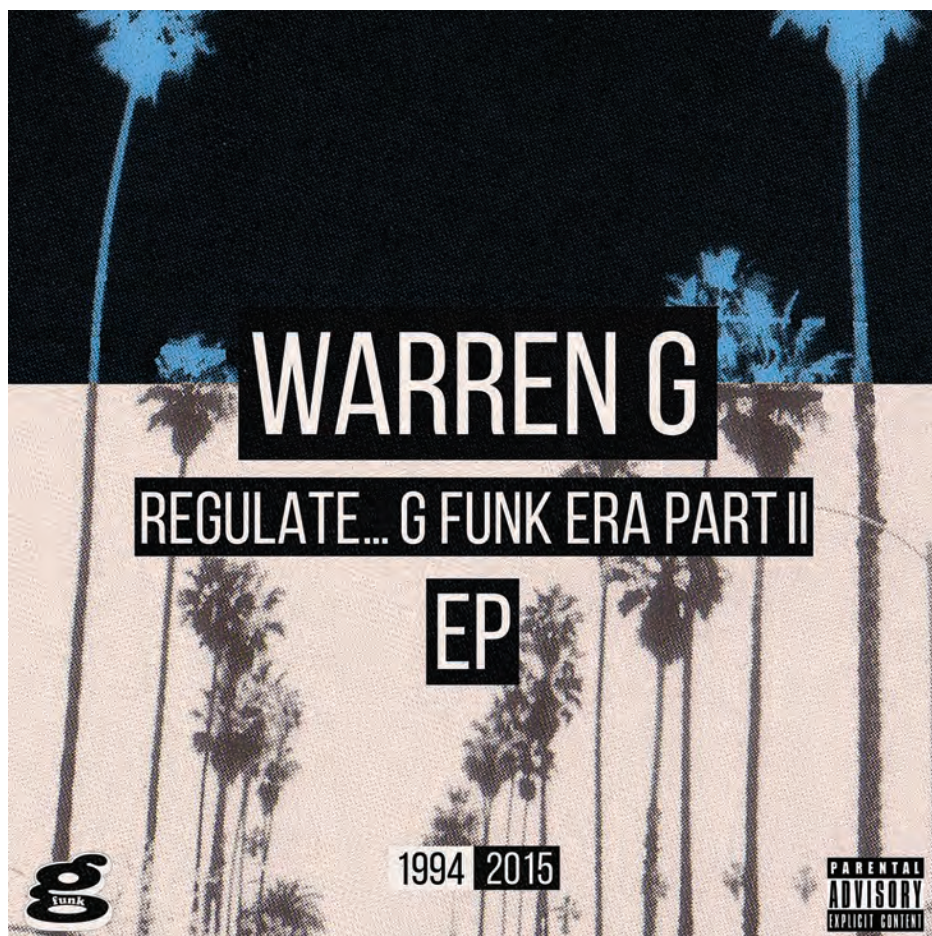
Related Artists: Dr. Dre, Snoop Dogg, Nate Dogg

Upcoming Shows: July 18th, 3 PM @ Irvine Meadows Amphitheatre, Irvine, CA
August 13th @ The El Rey Theatre, Los Angeles, CA

the rap scene. When he's not working tireless hours in the studio, perfecting his craft, he likes to visit his favorite locations in Long Beach such as VIP, Fish Market, and Soul Food.

Warren is truly appreciative of the city that he grew up in. That was evident in 2005 when Long Beach Mayor O'Neill created "Warren G Week," because of the time he donated back to the community. Warren has paved the way and inspired rappers throughout the country and especially in Long Beach.

When asked why he believes Long Beach has been able to produce such talented artists, he chuckles and replies, "I don't know. It must be something in the water." But it's not hard to see the effect Warren has had on inspiring the new generation of rappers. He has been a true pioneer in the rap industry and his contributions and unique style will always be remembered. ■



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Remembering a Community Legend...

Jenni Rivera

By Andrea Sampson

This month, a local park was dedicated to Long Beach legend Jenni Rivera.

Best known for her regional Mexican music—a genre dominated by male performers—Rivera faced many obstacles throughout her short life. But she was a fighter, and her songs about relationships, domestic violence, motherhood, and life resonated with fans.

Rivera was born and raised in Long Beach. Her parents were undocumented immigrants from Mexico who raised their family in a tight-knit, Spanish-speaking household with traditional Mexican values and lots of music. Her father, a musician and record label

owner, introduced Rivera to all types of traditional Mexican music.

Rivera attended Long Beach Polytechnic High School, where she received straight-A grades before becoming pregnant at 15 with the first of her five children. Despite the struggle, being a teen mom didn't stop her from pursuing her dreams. Rivera continued her education and went on to receive her degree in business from California State University, Long Beach.

Rivera worked in real estate after college, but after surviving an abusive first marriage, struggled to provide for her three children. In 1995, she decided to change career paths and pursue music. She signed with Capitol/EMI's Latin division, and later that year released the album "Chacalosa," which sold over a million copies. "[Rivera] was an inspiration worldwide; she connected with fans," said Rep. Janice Hahn at

the recent park dedication. "We could feel her pain and relate to her struggles. And even if your struggles were not identical to Jenni's, you were inspired by her, because she was not a victim—she was a survivor."

Rivera continued making music. She produced 15 gold, 15 platinum, and 5 double-platinum records, including "Jenni" in 2008, which shot to No. 1 on the Billboard charts. During her career, she sold out major arenas, such as the Staples Center and the Nokia Theatre, and won countless awards, including 22 Billboard Latin Music Awards, 11 Billboard Mexican Music Awards, and two Oye! Awards (Mexico's equivalent to the Grammys).

Rivera's career went beyond music when she launched her reality television show, "I Love Jenni." She continued working in television as a judge on Mexico's version of "The Voice," and

Website: www.jenniriveramusic.com **Genre:** Mexican banda/ Latin Pop

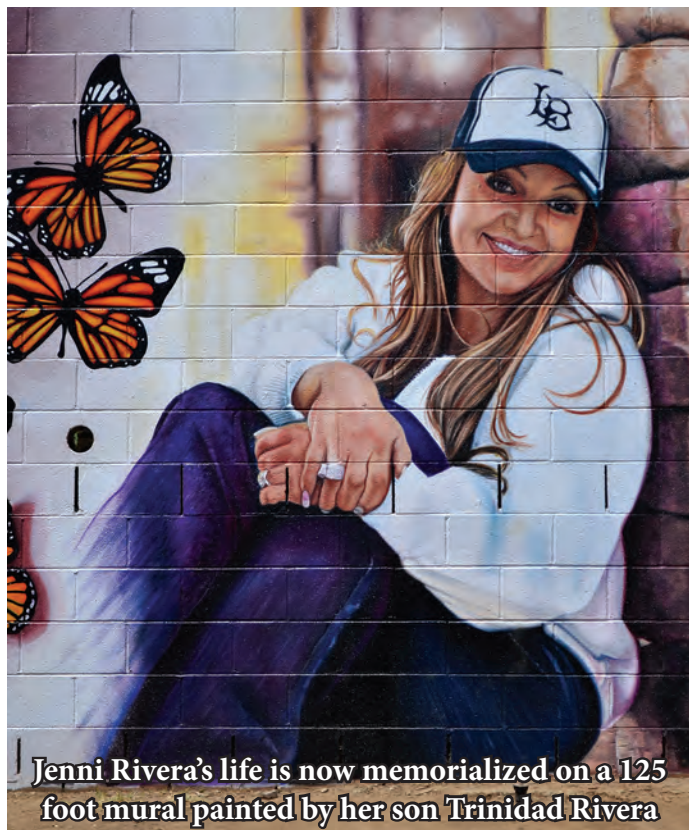
Related Artists: Selena, Banda Los Recoditos, Diana Reyes **Tragic Ending:** Jenni Rivera was killed in December 2012 when the chartered airplane transporting her between tour venues in Mexico crashed near Iturbe, Nuevo Leon. She was 43 years old.

signed a deal with ABC to star in her own sitcom. She also wrote an autobiography titled *Unbreakable: My Story, My Way*.

The struggles Rivera faced inspired both her music and her life. Known in the Long Beach community for philanthropy, her foundation—The Jenni Rivera Love Foundation—helps single mothers suffering from poverty, addiction, and abuse. Rivera was named spokesperson for the National Coalition Against Battered Women and Domestic Violence in 2010, and the Los Angeles City Council declared Aug. 6 “Jenni Rivera Day” to honor her philanthropic work.

On Dec. 9, 2012, Rivera was killed in a plane crash in Nueva León, Mexico, shortly after performing to a sold-out crowd. At 43 years old, Rivera was at the height of her career and was the highest-earning Banda singer of all time, having sold more than 20 million records worldwide.

On what would have been her 46th birthday, several hundred fans joined Jenni’s family and Mayor Robert Garcia in Long Beach to celebrate the grand opening of the Jenni Rivera Memorial Park at 2001 Walnut Ave. Mayor Garcia said it best, “She believed in the city and the city believed in her.” ■



Jenni Rivera's life is now memorialized on a 125 foot mural painted by her son Trinidad Rivera

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KROQ's Lightning Strikes Long Beach...

Jay Tilles

By Jennifer Newton

If you've listened to Southern California radio in the last 25 years you probably know of Long Beach resident Jay "Lightning" Tilles. Perhaps you've heard his voice on KROQ's Kevin & Bean Show (he makes a weekly appearance and used to produce the show).

Maybe you've been shopping around Bixby Knolls when you ran across Long Beach Clothing Co.'s storefront (he co-owns that). Or you may have sat next to him at the Federal Bar on Pine during a DJ competition (he likes to scout local artists in his free time). Possibly you brushed shoulders with him in the stands at one of numerous local auto races (he's an avid car guy).

Odds are you've run across Lightning in Long Beach—you probably just didn't realize it. Lightning is the man behind the curtain (or mic) of more

projects and businesses than many realize. One might say he's the unofficial Long Beach promoter. After all, he's been called the "West Coast Pride Guy." The excitement he exudes for our great city is contagious.

"I love the pride of Long Beach. I love the geographies and the heritage, Sublime and Snoop Dogg singing about Long Beach. Everyone is so full of pride," said Lightning. "You just don't have that same experience in LA. Long Beach feels like one cohesive city no matter where you sit."

Lightning rose to local fame as producer of the Kevin & Bean Show at the "world famous" KROQ radio station. Starting as a college intern, he caught the eye of – and good-natured torment from – co-host Bean. When asked to get something, Tilles responded to the request at his own speed - not realizing that "now" really meant "at this very moment!" When Bean began referring to him as Lightning the name stuck.

In 2008, Lightning moved from executive producing the Kevin & Bean Show to help form the digital division of CBS Radio Los Angeles. He also runs the KROQ website, does weekend on-air shifts at the radio station, and voices hundreds of commercials.

Throughout his 24 years with KROQ and CBS, Lightning has worked with countless famous musicians, met hundreds of actors and actresses, and traveled the world. But he'll tell you that getting to know local Long Beach residents is more rewarding than talking to any celebrity.

"I've always been a person who wants to meet the people we broadcast to; and living in Long Beach is perfect for that. There's a connection in Long Beach, and so much going on here. We have such a diverse music scene—hip hop, punk, rock. I try to get out in the city as much as I can; and I'm always looking for anything I can bring back [to KROQ]."

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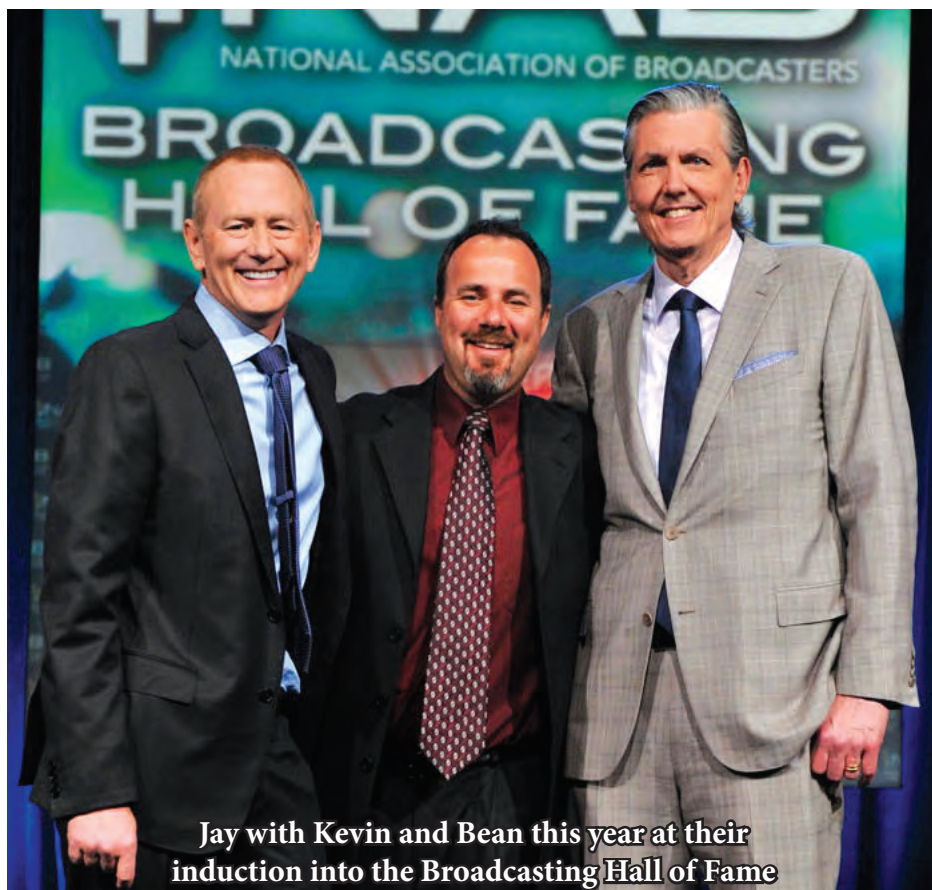
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Jay with Kevin and Bean this year at their induction into the Broadcasting Hall of Fame

Jay Tilles (continued)

Lightning grew up in Orange, and his employment at KROQ led him to the San Fernando Valley. But his wife—a multiple generation Long Beach native—steered him down to Long Beach. It was through her love of the city that Lightning's devotion quickly took hold. And his observation of local residents' unflappable civic pride led him to his next venture, Long Beach Clothing Co.

"I was at the Yard House one afternoon sitting across from a guy with an obviously homemade Long Beach t-shirt and a light bulb went on—I

wanted to open a store that sold Long Beach and West Coast apparel, exclusively," said Lightning. "Apparel designed by local artists, manufactured on the West Coast and created for the people of Long Beach."

And with that inspired moment, Long Beach Clothing Company was born. Opening at The Pike in early 2004, the shop became an instant hit with locals and tourists alike. Famed tattoo artist Mr. Cartoon and graffiti artist Nateo are among the long list of those who have contributed designs for the apparel, while celebrities like Snoop Dogg, Cypress Hill and Sublime began wearing items on stage and screen.

In 2010 Lightning partnered with long-time friend and Long Beach native Shawn Moore to move the shop to Bixby Knolls. Moore has since taken over the day-to-day operations and recently opened a second location just a few doors from VIP Records.

From the first, shop employees would take pictures of customers with tattoos representing the city and keep them in an old-school photo album next to the cash register. "The customers we bond with on a day-to-day basis eat, sleep and breathe Long Beach," explained Lightning. "They are the ones who would be willing to get a tattoo of Long Beach." And with that realization another unique aspect of Long Beach Clothing Co. was born. Lightning thought the least that the store could do was extend a lifetime discount to those who permanently inked Long Beach pride onto their skin.

What began as a "goof" became a bona fide business strategy. Today, Long Beach Clothing Co.'s online tattoo collection includes over 3,500 photos, leading the store to host its very own LB tattoo giveaway on First Fridays in 2012. To enter, contestants had to say on video why Long Beach was so important to them. The result? Some very heartfelt answers and 25 locals who went home with new Long Beach ink. Moore and Lightning are now considering turning the Long Beach ink photo collection into a coffee table book.

"I love this city," said Lightning. "And if I won the lottery tomorrow, I wouldn't buy a big house in the Hollywood Hills. I would buy a bigger house in Long Beach!" ■

Website: www.facebook.com/jaytilles **Current Gig:** KROQ Producer and on-air personality; proprietor of Long Beach Clothing.

Favorite Bands: Twenty One Pilots, The Weeknd, Dillon Francis, Charli XCX, Cold War Kids

Etc: Former producer of Kevin and Bean - still makes weekly appearances on the show.

He also runs the KROQ website, does weekend on-air shifts, and voices commercials.

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Music for Ages 1 to 100...

Jelly of the Month Club

By Andrea Sampson

Something magical happened when a group of musicians from some of the most legendary local bands got together—music for the next generation was created.

Todd Forman, also known as Dr. Todd—yes, he's a real doctor—went back to his roots in 2010 when he reunited with a little band known as Sublime. In his college days, Todd played horns for the world famous band while attending Harvard University, but when faced with the choice between medical school and music, he chose school. However in 2010, when offered the opportunity to tour with Sublime in Rome, he took it.

During that tour, Dr. Todd and Bud Gaugh, the drummer for Sublime and Long Beach Dub Allstars, talked about the possibility of creating a band for kids. After the tour, Dr. Todd started jamming with musicians like Bert Susanka, lead singer for The Ziggens,

and Mic Dangerously (Michael De La Torre) from Zen Robbi, and the project began to take shape.

Dr. Todd, Bud Gaugh, Mic Dangerously, Bert Susanka, and the “unbelievable” Mr. Crumb (Chris Caplan) came together to form Jelly of the Month Club. More recently, Marshall Goodman, another Sublime alum, has joined in on the fun as the band's new drummer.

Dr. Todd says the universal theme of the music is “fun for ages 1-100.” The upbeat tempos are inspired by a variety of genres, including surf rock, ska, reggae, punk, jazz, swing, and blues. “The music is stuff that kids will dig,” Mr. Crumb said. “And their parents will too.” Jelly of the Month Club isn't about one specific genre—it's about writing music for families.

“Our music is an early introduction to these genres with an energy the kids can connect with,” said Mic. “We don't

play down to the kids, instead we offer music that everyone will enjoy.”

In the past couple of months, the Jelly of the Month Club has played at least seven school carnivals, sometimes more than one a day. Education and bringing music to schools is something the band is passionate about.

Mr. Crumb and Dr. Todd both grew up in Long Beach and attended Wilson High School—they were both members of the marching band and drum corps. “The drum corps doesn't even exist anymore,” said Dr. Todd, who also has a master's degree in education. “We are working with others to help expand and revitalize our music education programs in the Long Beach schools.”

Being a part of the community is important to the band. They have played for classrooms and hospital rooms full of kids, fundraisers to benefit inner-city music programs, and a couple of city-

wide parades. "We love the diversity that Long Beach offers and our music is a reflection of that," said Mr. Crumb. "Long Beach has a rich history of music, and we are lucky to be a part of it."

The future is looking bright for Jelly of the Month Club! The first CD has been released, a second is in the works, and their music is played on YouTube, Spotify, even XM radio.

They are having a ton of fun playing at venues like DiPiazza's, Schooner at Sunset, and the House of Blues, where kids fill the dance floors and spontaneously start the conga line. More shows are planned for the fall, and



there are rumors about the possibility of a radio or television show.

Jelly of the Month wants you to laugh, dance, have fun, and enjoy great music. ■

Website: www.jellyofthemonthelubband.com **Genre:** **Childrens/ Family Music**
Influences: **Sublime, Zen Robbi, The Ziggens, Mr. Crumb, Aquabats, They Might Be Giants, The Imagination Movers, Happy Tank**
Upcoming Shows: **September 12th Venice Beach Music Festival - Windward Plaza Park**

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Bringing Back the '80s... All Night Long

Knyght Ryder

By Jonathan Murrietta

It's a big party on the dance floor every Friday night at the Gaslamp. The 80s tribute band known as Knyght Ryder is entertaining music lovers with classics such as Tommy Tutone's 867-5309, a.k.a. "Jenny," and Prince's "Kiss," among other throwback hits.

Knyght Ryder, named after the 80s television show starring David Hasselhoff, performs Michael Jackson's "Pretty Young Thing" to an enthused crowd. Lead singer Matt Carmichael bursts with energy singing the familiar song. Meanwhile, Travis Goertz rips on electric guitar, with Ed Kampwirth grooving on the bass guitar. Kevin Welsh lights up the scene on keyboard, and Rick Campos rounds out the band, powerfully playing the drums.

Hanging in the green room before Friday's show at the Gaslamp bar and restaurant, Knyght Ryder agrees that learning new material is always great.

"Matt does a good impression of Dr. Dre and Eminem," Travis says.

"We have a rule that if it's one of our birthdays, that person gets to choose any song they want, and the rest of the band has to learn to play the song... it doesn't matter what decade or style—so that's always fun," Matt replies.

Knyght Ryder certainly finds enough excitement performing every Friday night at the Gaslamp to a receptive



Knyght Ryder rocks the crowd at Gaslamp on a typical Friday night

crowd of 80s music fans. The band even has had groupies throughout the years who come to watch.

"They go through phases," Travis says. "There's some pockets who'll come every Friday for years and then they'll age out," he says laughing with the band.

Knyght Ryder has had success in and out of Long Beach for more than 10 years now. While the Gaslamp has become the band's home, Knyght Ryder has played at Radio City Music Hall, Wang Theatre in Boston, and the Long Beach Terrace Theatre. Knyght Ryder has spanned the continent playing events in Cabo San Lucas, New Orleans, and performed to a packed house of more than 13,000 people at a stop on George Lopez's comedy tour in Fresno, California.

"I got nervous when we were playing Fresno because that was like 13,000 people and I started the [music] set with "Jump" by Van Halen, which has that huge keyboard intro," says Kevin.

Perhaps most attractive about Knyght Ryder is that band members are friends first, who love to tease. When asked about the band's future goals, Travis says, "I just want to play with a different drummer."

Rick quickly responds. "I guess that's what over 10 years of playing with the same people will do to you." The band bursts out laughing.

This past May, Knyght Ryder played for the grand opening of the new beach pedestrian path, now separate from the Long Beach bike path just south of Ocean. The band will also play a summer concert series throughout Southern California.

But the best place to catch the band is on Friday night, 80s night, at the Gaslamp on Pacific Coast Highway. There, classic 80s music videos play on the monitors before Knyght Ryder's performance. That's when people start to put down the drinks, grab that last bite of Buffalo wings, and start grooving to the live music on the dance floor.

On the night LB908 visited, there was a little bit of everything for the 80s music lover. From rap, to rock, to R&B, all of the songs have one thing in common—they're retro. But Knyght Ryder makes the music come alive anew for club goers, who have a good time shouting out the iconic lyrics on the Gaslamp dance floor.

"We'll be performing here for hopefully eternity," Travis says. ■



Matt Carmichael, Kevin Welsh, Ed Kampwirth, Travis Goertz, and Rick Campos after playing at the wedding of Chris and Devon Gialketsis. The couple started dating at Knyght Ryder Shows!

Website: www.knyghtryder.com Genre: 1980s/1990s Tribute Band

Influences: Journey, Guns N' Roses, Michael Jackson, Dr. Dre, Bon Jovi, Rick Springfield, Eminem, Miscellaneous New Wave and Rap

Upcoming Shows: Every Friday 9:30pm is '80s Night at the Gaslamp

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Audio Girl to the Rescue... Sylvia Aimerito

By John Grossi

If children can grow up idolizing super heroes like Spiderman and Wonder Woman, why not AudioGirl?

Sylvia Aimerito's voiceover business - which she runs out of a studio in East Long Beach - is called AudioGirl Productions. And based on a brief overview of her career, it's quite clear that she has achieved leaps and bounds with her voice.... much like Spiderman achieved with his webs.

Sylvia Aimerito's first career, as a radio disk jockey (DJ), spanned 10 Los Angeles based stations and 37 years. After "retiring" from the radio biz last year in 2014, Sylvia refocused her energy on her voiceover career and the production company she has run since 1997 from her 90808 studio. You've likely heard some of her work on commercials for Stater Brothers, Dial Soap, Nissan, General Motors, Toyota, Johnson & Johnson, Infiniti, and Western Federal Credit Union, to name a few.

With her smooth voice and passion for music, Sylvia was destined to become "AudioGirl" even as a young girl growing up in Lakewood. Among her earliest influences and still some of her most cherished records were her dad's "Persuasive Percussions" albums, which she asked him to play for her every single night before bedtime.

As a kid, Sylvia's favorite radio station was Boss Radio 93 KHJ. They played Top 40 artists like The Beatles, Beach



Sylvia during her 11 year stint at K-Earth 101

Boys, Supremes, The Monkees, Temptations, and the Rolling Stones. Sylvia never really thought back then that she would one day be able to work at the very station she so enjoyed.

After leaving Long Beach State, Sylvia's first plan was to land a role on television. Figuring that radio could be a stepping-stone to the big screen, she attended a KISS broadcasting workshop, which was held in Los Angeles at the old Playboy Bunny Building! Upon receiving her broadcasting license and sending out demo tapes, Sylvia was immediately offered jobs at radio stations in West Virginia and Arizona. Luckily, her dad convinced her to stay in LA, the entertainment capital of the world.

With great good fortune, Sylvia eventually landed a job right here in Long Beach, at local radio station KNAC on Pine Ave. KNAC was young, hip, and very much a listener's station. Officially, the Rock 'n Rhythm KNAC genre

was to play 2nd British Invasion music. But what was so cool for Sylvia is that they also played current local music like The Plimsouls, and were responsible for breaking out a lot of bands - bands like Oingo Boingo and the Police, just coming up. Sylvia played and got to interview groups like X, The King-Bees, the Go-Go's, and local band The Bangles.

Sylvia says that of all the stations she's worked at, thinking back on her first job at KNAC still brings a smile to her face. That's where she fell in love with radio.

"The whole thing was amazing. I was creating the image of music for those listeners. Radio is live, personal, and immediate. As DJ's at KNAC, we were allowed to shape the mood of our music to fit the live feeling of the day. I'm driving the bus and the students (listeners) in the back are telling me what they want to hear."

Sylvia worked for 6 years as a mid-day DJ on KNAC and eventually became music director at the station. After leaving in the early 80's, she then worked at a number of radio stations in Los Angeles, trying out different formats, even doing news, traffic, and weather for a time on KHJ and KFI.

In 1987, she landed a gig on KBIG as co-host of 'The Bill and Sylvia Morning Show. The change of pace was an absolute blast – Sylvia now had a production team, producers, even an entertainment specialist. She and her co-host played 'the hits' and talked about topical subjects while always keeping things spontaneous, fresh, and fun.

In 1997, her position at KBIG ended as her personal business began. Then with AudioGirl Productions well under way, Sylvia took a position at one of the most famous radio stations in the country, K-Earth (KRTH) 101.1.

"K-Earth was awesome—it's such a historic LA radio station. I love 1960's music because it runs the gamut of musical genres. At K-Earth we got to play all of that high energy and fun music listeners really loved."

Sylvia DJ'd Saturdays and Sundays at K-Earth for a couple

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Sylvia as celebrity driver at the Long Beach Grand Prix

Sylvia Aimerito (continued)

of years. However while still running AudioGirl Productions, working 7 days a week became too much. She ended up cutting back her DJ schedule to a Saturday afternoon air shift. Sylvia worked at K-Earth from 2003-2014.

Sylvia has met countless famous people and incredible musicians. Interviews with Tina Turner, Donna Summer, and Pierce Brosnan are among highlights of her radio career. She was also a driver in the Long Beach Pro/Celebrity Grand Prix Race in 1994, which she says was 'thrilling!'



Sylvia Aimerito in front of the old Long Beach KNAC buggie

The radio-voice that so many of us recognize from K-Earth weekends, mornings on KBIG, Rock 'n Rhythm KNAC, or the local Stater Brother commercials has lived in 90808 since the 80's. She is the first one to tell you how great the neighborhood is. "I love the trees, the parks, the family-friendly vibe, and everything is close by. It's a wonderful place to call home."

Like the seasoned veteran of the radio she is, Sylvia gives shout-outs to Heidi—her stylist at Jacob's Salon, Johnny at Printing World, and St. Cornelius Church where she also runs AudioGirl

Ministries. Sylvia says there were many times when she would be driving to work and just feel so blessed for such an extraordinary career. If you've ever heard her voice, you know it is one that will not be soon forgotten.

As for her city, though we may not be the planet Krypton home of famed hero Superman, Sylvia should know that Long Beach is quite proud of our own locally-famed "AudioGirl!" To learn more about AudioGirl Productions, or to hear some of Sylvia's classic Rock 'n Rhythm KNAC shows, visit AudioGirlProductions.com. ■

Website: <http://audiogirlproductions.com> **Current Gig:** AudioGirl Productions
Music currently on iPod: John Denver, Edie Gorme, (young) Elvis Presley, Temptations, Alison Krauss, Paul Simon, Steve Martin & Edie Brickell, Neil Peart, One Republic
Etc: Previously an on-air personality on KNAC, KBIG, and KRTH, Sylvia now works behind the scenes on commercials for clients such as Stater Brothers, Dial Soap, etc.

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- John Grossi (Publisher)

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Surfing the Punk Scene... Tijuana Panthers

By John Grossi

I stood on the outskirts of a large crowd on Pine Avenue this summer watching Tijuana Panthers play a sold out show. Bobbing my head to the catchy melodies of songs like “Red Headed Girl” and the talented three-part harmonies of “Creature” and “Boardwalk,” I noticed the contrasting environment going on at the heart of the downtown Long Beach crowd.

Faithful fans, many teenagers, participated in a high-energy mosh pit, swaying in large currents back and forth, taking turns crowd surfing, and having the time of their lives. These middle and high school fans were no doubt focused more on Tijuana Panther’s punk roots than on their perfectly blended harmonies.

That’s the beauty of what you get when mixing the punk influences of bands like Violent Femmes, X, TSOL, and Dead Milkmen with the softer rock of Beach Boys, Buddy Holly, and early doo-wop bands.

Surf-punk is one way to describe the Tijuana Panthers’ genre but bassist and singer Dan Michicoff perhaps put it best. “We play music that kids can blast in their rooms when they’re mad at their parents, but their parents actually like it too.”



Dan, Phil, and Chad in downtown Long Beach

The band hears that a lot. Parents often tell them they are the only band that their kids listen to that the parents also enjoy. The group takes that as a huge compliment.

Phil Shaheen, drummer and singer, is part of the large Shaheen clan in East Long Beach. He went to Kettering, Hill, and Wilson before graduating from Long Beach State. Phil’s dad has had a large influence on his son’s music career, having been in a number of local bands himself. Tijuana Panthers’ early practice space was in the Shaheen garage off of Studebaker. Phil and his wife just bought a home in East Long Beach this summer, where Phil plans to land a teaching position at a local high school – having taught for years in Canyon Country.

Chad Wachtel, guitarist and singer, attended Cubberley, Newcomb, Millikan, and Long Beach State. Chad and his wife own a home in 90808, and you may know Chad’s mom as co-owner of Aunt Fanny’s in Parkview Village. Chad’s day job is as a custom furniture builder at Deeble Designs—owned by Pete Deeble—Chad’s old high school buddy and a Wilson High math teacher.

Dan Michicoff is a self-proclaimed graduate of Fantastic Café and Long Beach State. Originally from Cypress, Dan is a bit younger than the other two and was the last to join the band in 2006. Dan jokes he should be credited for changing the trajectory of the band for the better. “What’s the term for the opposite of Yoko-ing?” he asks.

Website: www.tijuanapanthers.com **Genre:** Fusion of surf, garage rock, and punk
Influences: Violent Femmes, David Bowie, Beach Boys, Dead Milkmen, T.S.O.L.,
 Le Shock, X, Jonathan Richman, Buddy Holly
Upcoming Shows: Currently touring in Europe

The Tijuana Panthers' growth and fame has been steady. "We were never a hyped up blog band," says Phil. Their music has outlasted fads and trends in the surf punk world. Having started out playing local spots like the Lava Lounge and DiPiazza's, the Tijuana Panthers have now toured all across the United States and Europe. Highlights have included playing big shows like Coachella in 2012, selling out the Glass House, and earlier this year playing a huge show in Las Vegas with the Alabama Shakes.

Part of the Tijuana Panthers' legitimacy comes from their longevity. Phil thinks that there have been other great bands out of Long Beach that have broken up because of inter-band problems. "We have great chemistry and we all get along," says Chad.

Because both Phil and Chad work full-time jobs, the Tijuana Panthers is not a band that can tour 7 months out of the year. They go on their major tours during summer time (they are currently in Europe) and try to play as many local and/or weekend shows as possible during the school year.

So whether you're mad at your parents, or you are the parents and your kids are mad at you, try blasting a little Tijuana Panthers. The mix of harmony and punk might be the perfect medicine! ■

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Making Music and Healing Hearts...

Long Beach Community Band



By Jonathan Murrietta

Fourth of July is special for the Shoreline Symphonic Winds, a.k.a. the Long Beach Community Band. That's when they play a barbecue concert at the VA Hospital on 7th Street. After setting up a portable stage, the Band entertains veterans with a program of patriotic music favorites.

"We bring the concert to them," says conductor Greg Flores. "Whenever we perform for those recuperating at the VA Hospital, it's a tear jerking and emotional event." That Fourth of July event, as well as an annual Veterans Day concert, allows the Shoreline Symphonic Winds a chance to give back to those in the community most deserving of a spirited thanks—not just for their courage in battle, but for inspiring the band's genesis.

In 1947, James E. Son founded the Long Beach Community Band, now one of the oldest volunteer musical groups in Southern California. Son, a musical talent who played saxophone in the iconic John Philip Sousa Band, later conducted the Long Beach Municipal Band. He then saw the need to start a volunteer musical ensemble for returning World War II veterans.

"There were so many musicians

coming back from the war, and a lot of schools in Long Beach always had strong music programs. So all these musicians were around in the city, but had no place to play. That's why Son started the group," Flores says.

Now in its 68th year, the Long Beach Community Band is thriving. The wind ensemble continues to bring quality musical experiences to the local public year round, and practices at Wardlow Park Recreation Center on Thursday nights from 7:00 to 9:30 pm. "I'll always make an announcement at every concert we play: If you play an instrument and live in Long Beach, come over to the park starting at seven," Flores says. "[The Band] is still growing. If you have a pulse, you can come in and play."

Flores says the band is setting higher standards for itself. For many musicians, it can be hard to "dust off the horn" after several decades, but Flores says new members "just need the right atmosphere to have that opportunity to blossom."

This summer, the Shoreline Symphonic Winds once again performs classic movie themes at its outdoor park summer concert series. Audiences can expect scores including themes from "The Godfather" and Ennio Mor-

ricone's iconic "The Good, the Bad and the Ugly," as well as pieces from "Star Wars" and Disney's "Frozen."

"Whenever we play music from 'Frozen,' the kids start singing to the music; it's so cute," Flores says. "Hopefully everybody in the audience will catch a tune or two with which they are familiar, one they've heard before. The summer concert series is definitely for the whole family."

Another of their family friendly concerts is the Halloween "Spooktacular" held in October at the Gerald Daniel Recital Hall next to the Carpenter Center at Long Beach State. Kids can come in costume, and get into the concert of scary Halloween music for free. There's a costume contest during intermission, and whoever wins gets to guest conduct the band.

"We'll have the winning kid get up there on stage, hand them the conducting stick, and the band will start playing under the kid's direction," Flores says. "So we're doing cool stuff like that."

Amy Cramer, the band's board president, is thankful that the 501(c)3 non-profit band can continue to put on great events. The band's sponsors are the AES Corporation, Arts Council for Long Beach, Employees Commu-

nity Fund of Boeing California, Long Beach Parks and Recreation, and Los Angeles County Arts Commission. All are critical in keeping the band afloat financially.

“Without them we wouldn’t be able to survive, because even though we’re a non-profit, it still costs money to go to the parks and perform,” Cramer says.

Cramer, an aquatics director for the city of Santa Monica, also plays clarinet. “Many of us in the band, like me, were in band in school when we were young. Now that we have full time careers, music is not our number one thing, but it’s something that we love and enjoy, so the Community Band

allows us to continue with music,” Cramer says.

Jerry Byrd, who plays euphonium (a brass instrument similar to the trombone), says playing in the band keeps him young. “When you’re playing a musical instrument, think what you have to do. To play one note of music, how many decisions are you making? When to play, how loud, what kind of release, what kind of tone.”

At almost 80, another band member—Manny Flores—plays clarinet for the Shoreline Symphonic Winds. He played 2 years in the United States 7th Army Symphonic Band, but hadn’t picked up his clarinet for 40 years until

he got the opportunity with Long Beach Community Band. Flores finds playing in the band especially gratifying when the band performs for the veterans. “You’re doing something for people who actually gave their body, their legs and arms, for this country,” Flores says. “It’s a privilege to pay back some of that with music.”

Another veteran, trombonist Harold Cannon, fought with the Marines in Vietnam. Cannon enjoys playing patriotic songs from the different military services at the VA Hospital concerts and hopes to provide a little healing to those broken by war. “Music solves a lot of problems,” he says. ■

Website: www.shorelinewinds.org **Genre:** Many styles ranging from classical and American Band repertoire to show tunes, movie soundtracks, jazz and pop

Influences: Whatever the community wants to hear!

Upcoming Shows: Fri. July 24 Houghton Park - 7:00 pm • Mon. Aug. 10 Pan American Park - 7:00 pm • Fri. Aug. 21 Stearns Champion Park - 7:00 pm

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The Alexander Family

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From meals for the hungry to shoes for the bare-footed, many of our suppliers provide for the needy – all over the world – with the proceeds from sales. Isn't that something you'd like to be a part of? Come see what all the fuss is about. And while you're here, save a little green.



4105 Bellflower Boulevard, Unit B 90808 • 562 421 9838

COUPON
20% OFF
ANY SINGLE ITEM
Valid until July 31

The best way to support this magazine

✂ is to support our advertisers!

20% OFF entire check

806 The Crooked Duck
See our advertisement on page 53

20% OFF entire check.
Offer does not apply to happy hour prices/menu.
3pm-7pm Tues-Thurs ONLY!
One coupon per table.
Expires 10/1/15



1 FREE WEEKLY ACTIVITY
(teatime, storytime, or happy hour)

806 Dream Come True
See our advertisement on page 49

With this coupon only.
Not valid with any other offer.
One coupon per person.
Offer expires 9/30/15.



2 FOR 1 PUBLIC SKATING SESSION

806 The RINKS- Lakewood-Ice
See our advertisement on page 33

Good for one free public skate session and skate rental at The Rinks- Lakewood Ice with paid admission of equal or greater value.
This coupon has no cash value.
Offer expires 9/30/15.



2 Medium Pizzas, 1 Topping \$21.99

806 Straw Hat Pizza
See our advertisement on page 5

Web Code MP1899
With this coupon only.
Not valid with any other offer.
Tax not included.
One coupon per person.
Offer expires 9/30/15.



Receive up to \$1000 in FREE upgrades

806 Granite Transformations
See our advertisement on page 55

Only valid on initial consultation.
Minimum purchase required. Cannot be combined with any other offer.
Call showroom for details.
Call for FREE consultation by 8/31/15



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

806 Lazy Acres Market
See our advertisement on page 47

Not valid with any other offer,
one coupon per customer.
No cash back.
Expires September 1, 2015.



Save up to \$500 on Free leather upgrade

806 House To Home
See our advertisement on page 23

For a limited time enjoy a free upgrade from fabric to leather, or from one grade of leather to a superior grade.
With purchase of Stressless chair or sofa.
See sales associate for complete details
Offer expires 8/24/15.



50% OFF ONE CHILDRENS CLOTHING ITEM

806 Cinnamon Stik
See our advertisement on page 34

Bring this coupon in to receive 50% off one child's clothing item with this coupon only.
Not valid with any other discount.
One coupon per purchase.
Offer expires 9/30/15

10641 Los Alamitos Blvd. Los Alamitos, CA 90720



1 FREE MONTH + FREE UNIFORM

806 US Taekwondo Academy
See our advertisement on page 16

One month FREE classes at US Taekwondo.
Includes FREE uniform.
New members only.
One coupon per person.
Offer expires 9/30/15



20% OFF ANY SINGLE ITEM

806 Miyamo
See our advertisement on page 61

With this coupon only.
Not valid with any other offer, discount, coupon or price special.
Offer expires 7/31/15.





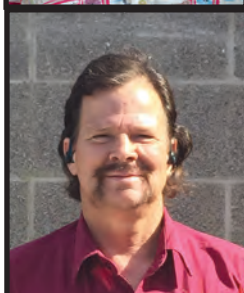
Thank you Family Floors- They were very attentive, showed us a million different samples, and took care of us. We took samples home. They do professional work, quality work and in a timely manner. Very affordable!

Family Floors- See our advertisement on page 5



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 67



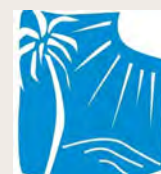
Thank you Don Gath Insurance Agency - The Gath's have been taking care of my company and me since 2008. They are a great family that takes care of all of my insurance needs. They always keep everything up to date.

Don Gath Insurance- See our advertisement on page 59 **Don Gath Insurance Agency**



Thank you Dr. Bill Walton, DDS - Dr. Walton is a compassionate dental artist, who brightened my smile!

Dr. Bill Walton, DDS - See our advertisement on page 6



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 55



Thank you Mary-Kaye Antonelli - For giving us great service as our family's needs have changed throughout the years. She recommended that we sign up for AARP and we can not thank her enough. It has really helped us out recently.

Mary-Kaye Antonelli- See our advertisement on page 57



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 and Spotlight on page 18

COUPONS!! CUT OUT AND SAVE.

SUPPORT SMALL BUSINESS IN THE 908'!

908 **BUY 1 SANDWICH GET 1 FREE**
BUY 3 CUPCAKES GET 3 FREE
Miss Priss Cupcakes
 See our advertisement on page 57

With this coupon only.
 Not valid with any other offer.
 One coupon per person.
 Offer expires 9/30/15.



908 **\$10 OFF SMOG CHECK**
Bellflower Smog #3
 See our advertisement on page 65

With this coupon only.
 Not valid on re-test.
 Cannot be combined with any other offer. Tax not included.
 One coupon per person.
 Offer expires 9/30/15.



908 **Buy 3 Chlorine get 1 FREE**
East Long Beach Pool and Spa
 See our advertisement on page 2

Offer only valid with this coupon.
 Limit 4 cases per household.
 While supplies last.
 Deposit and taxes not included.
 Offer expires 8/31/15.



908 **Buy 1 Get 1 FREE any pizza**
Cirivellos
 See our advertisement on page 51

Buy 1 pizza get 1 FREE.
 With this coupon only.
 Not valid with any other offer.
 Dine-in Only.
 Expires 8/31/15



908 **20% OFF ANY SINGLE ITEM**
Flags with a Flair
 See our advertisement on page 35

With this coupon only.
 Not valid with any other offer, discount, coupon or price special.
 Offer expires 7/31/15.



908 **\$2 Watch Battery**
J&L Jewelry
 See our advertisement on page 43

With this coupon only.
 One watch battery per person.
 Not valid with any other discount.
 One coupon per person.
 Offer expires 9/30/15.



908 **10% OFF MEN'S NEW BALANCE**
20% OFF ALL OTHER MEN'S SHOES
Tenni-Moc's Shoe Store
 See our advertisement on page 53

In-stock products only.
 With this coupon only.
 Not valid with any other offer.
 One coupon per person.
 Offer expires 8/21/15.



908 **\$5 OFF ORDER OF \$25 OR MORE**
Naples Rib Company
 See our advertisement on page 25

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 8/31/15.



908 **\$2 OFF ANY X-LARGE PIZZA**
Deli News Pizza
 See our advertisement on page 31

With this coupon only.
 Not valid with any other offer, discount, coupon or price special.
 One per dine-in or take-out order.
 Offer expires 9/30/15.



908 **20% OFF any item**
Soccer City
 See our advertisement on page 12

20% off any item.
 With this coupon only.
 Not valid with any other offer.
 One coupon per person.
 Offer expires 9/30/15.



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

20% OFF ANY SINGLE ITEM

906 The Denim Bar
See our advertisement on page 34

With this coupon only.
Not valid with any other offer,
discount, coupon or price special.
Offer expires 7/31/15.



\$5 OFF ORDER OF \$25 OR MORE

906 El Burrito Grill
See our advertisement on page 43

With this coupon only.
Not valid with any other offer,
discount, coupon or price special.
One per table or Take-out order.
Offer expires 10/31/15.



100% Car Inspection Only \$34.95

906 Free Lance Motors
See our advertisement on page 11

With this coupon only.
Includes oil and filter change!
\$34.95+tax and crv. Most models apply
Synthetic oil additional charge
Not valid with any other offer.
Offer expires 9/30/15.



See Coupon on page 9

906 SportClips
See our advertisement on page 9
For a FREE HAIRCUT



Bellflower Smog #3




Test Only STAR certified smog station.
Quick service (20 min on average) plenty of
free parking. No appointment necessary. We
test all types of vehicles, cars, box trucks,
diesels, motorhomes and pick-ups.

**\$10
off coupon on
page 48!**

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8:00 AM to 5:30 PM Monday through Friday
8:00 AM to 4:00 PM Saturday. Closed Sundays

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Real Testimonials for our Advertisers!



Thank you Michele K I knew the sale of our home would be a difficult task but Michele K made it look easy. She did an amazing job and I am happy to recommend her to all.

Michele K Home Selling Team- See advertisement on back cover



BETTER LIVING IN
LONG BEACH.COM
MICHELE K HOME SELLING TEAM



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 41



THE DAVILA GROUP
YOUR MORTGAGE PLANNING EXPERTS



Thank you Davis Zellmer for being very professional. You really listened to what we needed and went the extra mile!

Davis Zellmer- See our advertisement on page 31

Davis R. Zellmer
Attorney at Law



Thank you Victoria Sciarra - For over five years now I have benefited from the meditations both in classes and using the meditation techniques outside of classes in my daily life. Victoria's voice is soothing and her class is absolutely wonderful. I would recommend her class to anyone.

Victoria Sciarra- See our advertisement on page 20

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



Thank you Bolt Computer Training - Susan has always helped me whenever I have had a computer/technical problem. I have been using Susan for years now and she is always there when I need her help.

Bolt Computer Training- See our advertisement on page 29



COMPUTER
TRAINING



Thank you Julia Huntsman Working with Julia was an amazing experience. She is very knowledgeable about Long Beach and its history, which was very helpful with the finding and purchase of our home.

Julia Huntsman - See our advertisement on page 20

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Coverings Today!**



Shutters, Shades,
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Lakewood
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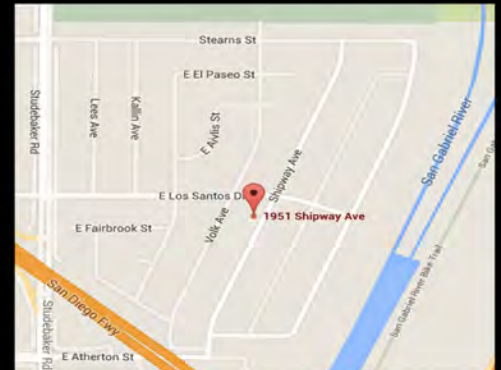
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is a nice place to live
in East Long Beach!

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Offered at \$589,000



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