

Long Beach 908 Magazine

**With Over 70 Small Businesses,
Parkview Village is a Shopping
Center Defined by its Local
Owners and the Needs of East
Long Beach**



Long Beach 908 Magazine

local business, local teams, local people

Inside: A brief history of East Long Beach from the rancho days. Also, ways to beat the heat, fictional Long Beach, and a new restaurant in town.

4 Community Photos

6 A Brief History of East Long Beach Life on the Rancho

13 Beating the Heat with Ice Cream Naples Rib Co.

14 The Mop-up Writer Wesla Kerr

A major goal of our magazine is to help display East Long Beach's great local businesses to the residents who have the opportunity to support and benefit from them. This issue we come across Parkview Village- almost a full service mall- within 15 minutes of most of us and comprised solely of small businesses.

We took the chance to sit down with a handful of the owners, learning what they do and why they chose to start a business in this unique location. Again and again we see a genuine, hard-working attitude from the business owners who live and start their businesses in Long Beach, desiring to help the residents of this city in any way possible.

Our other feature article focuses on the history of our area from native American times to the turn of the 20th century. Interestingly, from Natives to Spaniards to New Englanders and Midwesterners, there seemed to be a natural draw to this area, especially the perch at Palo Verde and Anaheim, now known as Bixby Hill.

Special thanks to staff writers Halle Kohn, Jonathan Murrietta, Andrea Sampson, and Adonis Voulgaris, and staff photographers Nick LaRoque and Amanda Gallagher. Enjoy the issue and contact us with any questions or comments.

John Grossi
Editor/ Publisher

16 Respecting Ingredients and Customers

MarketPlace Grill Cafe

18 Beating the Heat with Swim Lessons Los Altos YMCA

20 The Mom and Pop Mall Parkview Village

28 Community Photos

Cover Photo:
by Nick LaRoque
Parkview Village



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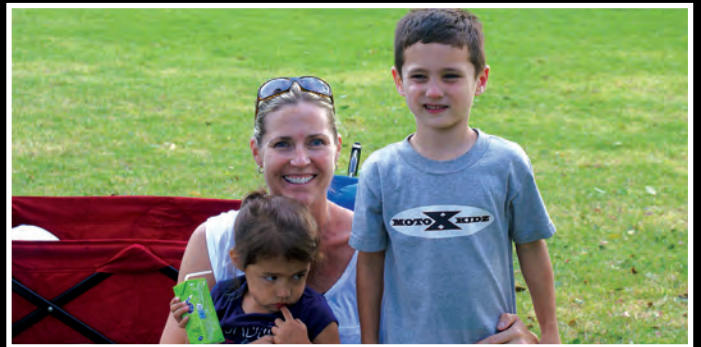
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...A Brief History of East Long Beach

Life on the Rancho

By Andrea Sampson



It's hard to imagine East Long Beach without its busy college campuses, the rows and rows of family homes, and a Target or Starbucks around every corner. But long before this modern day landscape emerged, the area was filled with dusty roads, meandering cattle, and herds of sheep; it was life on the rancho.

On a hill overlooking Long Beach, just outside the eastern edge of CSULB, sits a hidden gem that takes visitors back in time. Rancho Los Alamitos, located in a gated community at the intersection of Palo Verde and Anaheim, offers a glimpse into the past. Here one can learn the story of how Long Beach and the entire Los Angeles basin were formed.

The original natives to this area were not the Bixby's or Stearns', nor even the Nieto family, who were part of the Spanish Crown. No, the original Long Beach residents were the Native American Gabrielino-Tongva people, whose tribe

lived in the sacred village of Povuu'ngna, located on the hilltop where Rancho Los Alamitos now stands. Like Long Beach residents of today, the Tongva people recognized the specialness of this land. Drawn to the hilltop location by its flowing, fresh water springs and cooling ocean breezes, the Tongva built the Povuu'ngna village as a sacred "gathering place." Up on Bixby hill, natives from all over Southern California would gather for festivities and prayer to their God. Evidence of their life still remains. When children visit the Rancho, docents show them shells in the ground where the Tongva tribe dumped their waste. It is a visual reminder of the people who lived here first.

In 1769, the Spanish king sent his people to explore Southern California. This was an area they had claimed nearly 200 years before but never inhabited. The Spanish began building missions to which they sent the Native Americans to live. In 1790, the Spanish Crown gave 300,000 acres to



3



4



5



6

José Manuel Perez Nieto for his service during the Gaspar de Portolá expedition. This land is now known as the Los Angeles basin. Just six years later, Nieto's land was reduced to 167,000 acres after a dispute with Mission San Gabriel. The land was given to the Mission in what is still considered the largest award given by Spain or Mexico in California.

Over the next 40 years, the Nieto family called the remaining land home. After Nieto senior's death, his siblings and children inherited the land, and the 167,000 acres was divided into five ranchos, including Rancho Los Alamitos and Rancho Los Cerritos, which covered all of present day Long Beach.

Rancho Los Alamitos, meaning Ranch of the Little Cottonwoods, took its name from the tree found in abundance on the ranch, which signaled the presence of fresh water, a valuable resource in the desert southwest. However in 1833, Nieto's oldest son, Juan José, sold the 28,500-acre rancho to Governor José Figueroa for a mere \$500! Upon his death just two short years later, the rancho became a part of Figueroa's estate.

The next owner of Rancho Los Alamitos was Abel Stearns who lends his name to the nearly four-mile stretch of road in the heart of today's East Long Beach. Stearns was a Yank who arrived in California in 1829 with a mind for business.

1.) Front of the main house at Rancho Los Alamitos 2.) Lithograph of Bixby Ranch circa 1887 3.) John Bixby
4.) Susan Bixby 5.) Fred Bixby 6.) Florence Bixby

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He married Arcadia Bandini, the daughter of a wealthy family, became a Mexican citizen, and started buying land. He became one of the wealthiest landowners in Southern California. In 1842, Stearns purchased Rancho Los Alamitos, with its adobe structures and livestock, for \$6,000. He expanded the ranch, enlarging structures and adding a porch, and continued to grow the cattle business. Though his primary residence was in Los Angeles, Stearns and Arcadia used the Rancho as a vacation home. When the heat in Los Angeles was too much to bear, the couple would come to the hill in East Long Beach and enjoy the ocean breezes. The rancho property stretched from the coast along Los Coyotes Diagonal up to Carson Street, and down into Orange County.

The Rancho offered opportunities for people from all over the world. In the Rossmoor area, a group of Belgian tenant farmers successfully grew sugar beets, while just below today's 7th Street, Japanese farmers cultivated a variety of vegetables.

Stearns was highly successful, but when a severe drought hit in 1863, his wealth plummeted. Stearns lost between 40,000 and 50,000 cattle and was nearly bankrupt. Rancho Los Alamitos, at the time approximately 26,000 acres, went into foreclosure.

To the north of Rancho Los Alamitos, in what is now known as Bixby Knolls, another portion of Nieto's original land was owned and ranched by the Flint and Bixby families. At Rancho Los Cerritos, the Bixby family raised sheep, and the work was plentiful. John Bixby, who arrived in California in 1871, was one of many cousins who migrated from

Maine to help at the Rancho. He began work as a carpenter and stock manager for his cousin Jotham at Rancho Los Cerritos, slowly acquiring livestock of his own. While at Los Cerritos, John met and fell in love with Susan Hathaway, Jotham's sister-in-law. The two were soon married and welcomed their first child in 1875. After several more years learning the business at Rancho Los Cerritos, John and Susan decided to sublease a portion of land at Rancho Los Alamitos, and moved their small family to the hilltop adobe.

In 1881, John Bixby, his cousin Jotham, and their banker friend I.W. Hellman formed a partnership that bought Rancho Los Alamitos for \$125,000. This is when the modern-day Long Beach began to take shape.

John Bixby was a light-hearted man who deeply loved his wife, but he also had a nose for business. He embarked on several improvements to the Rancho, including the addition of a water tower, sheep shearing structures, and the big red barn. Where Hill Middle school stands today, a profitable dairy farm was built. The partners also began development on 5,000 of the 26,000 acres, which they called Alamitos Landing. The development parceled smaller lots closer to the ocean, and larger farm lots farther out. Similar to today's real estate market, the properties close to the beach sold quickly, while the larger lots were not as popular.

At age 39, John Bixby died unexpectedly due to complications from appendicitis. Rancho Los Alamitos was divided into thirds. Banker Hellman took title to the southernmost portion, now a section of Seal Beach that includes the Heron Pointe housing development. The Hellman family still owns a section of the original rancho located at Pacific Coast Highway and First Street. Jotham Bixby received the section connected to Rancho Los Cerritos, and John's wife Susan inherited the middle section, which included the hill once known as the sacred village of Povuu'ngna along with the rest of what we now call East Long Beach and Los Alamitos.



Susan, heartbroken after John's death, left the rancho and moved with her two children to Berkeley, where son Fred attended boarding school. However, Susan never stopped improving her 7,200 acres, and visited with Fred and Susanna often, keeping a close eye on the property to which her family slowly made their way back. After Fred graduated from UC Berkeley in 1898, he returned to Rancho Los Alamitos with his new bride Florence. There he helped his mother with management of the property that had always held a special place in his heart.



In 1906, Susan passed away at the hilltop adobe; and the land was split again, Fred and Susanna each inheriting 3,000 acres. Susanna took ownership of the southern section, which included what is now Los Alamitos and the Joint Forces Base, while Fred retained the East Long Beach section of property, which encompassed the present-day CSULB campus, Signal Hill, and Bixby Hill.

The late 1800s and early 1900s brought an influx of people to the Long Beach area. Pre-shadowing the diversity one

1.) Big Red Barn at Rancho 2.) Auction held at Bixby Ranch circa 1939 3.) Cottonwood tree at "Rancho of the Little Cottonwoods" 4.) Fred and Florence Bixby family

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finds here today, the Rancho offered opportunities for people from all over the world. In the Rossmoor area, a group of Belgian tenant farmers successfully grew sugar beets, while just below today's 7th Street, Japanese farmers cultivated a variety of vegetables. The most striking change to the landscape, however, came after the 1921 discovery of oil in Signal Hill. The oil derricks seemed to multiply overnight, and for the Bixby family, money was no longer a problem.

A walk into the preserved rancho house at the top of Bixby hill is a step back into the lives of all its previous landowners. Particularly on display are the lives of Fred and Florence Bixby, the last true rancho family who, while living a privileged and wealthy life, worked long, hard days to maintain and transform thousands of acres of barren desert into the oasis we recognize as East Long Beach. Inside the large home, you will see custom-built furniture, music and billiards rooms, and a library holding thousands of classic books in the era that predated television. The kitchen

divides the family dining room on one side from the eating quarters for ranch hands on the other. Soak in the ambience of what made Bixby Ranch a home to Fred and Florence. Fred spent long days traveling over his land, perhaps making a day trip to Lakewood to check up on vaqueros; a gallop to Rossmoor to ensure his beet farmers were satisfied; or a jaunt down to Alamitos Landing to check on his tenants. Wherever he roamed, his day would always end back at the hilltop rancho.

By all accounts based on the written records and diaries of many people who worked for or with Fred and Florence Bixby in the early 1900's, the couple was beloved for their honesty, graciousness, and straightforward nature. Citizens in the young city of Long Beach liked living in a place where the honest Bixby's steered the helm. The Rancho house shows how Fred and Florence honored the past during their stay, and their respect for ancestors and all its previous landowners. Even so, they transitioned gracefully when the time came for Rancho living to take a back seat to city life and suburbia.

East Long Beach continued to grow and change. The city annexed portions of the Rancho to build hospitals and



parks. A large portion of land, now called Los Altos, was sold to Lloyd Whaley who developed the quaint family neighborhoods that many East Long Beach residents call home. The long dirt road up the hilltop was eventually paved into Anaheim Road, and the city took shape.

Opportunity, diversity and community are the foundations upon which East Long Beach was built, and continues to grow. From the time the Tongva recognized its special and sacred qualities until today, the residents of East Long Beach

continue to reap the unique benefits of small town living within this big city. ■

Rancho Los Alamitos is open to the public from 1-5 p.m., Wednesday through Sunday, and docent led tours are offered every half-hour. For more information, please visit www.rancholosalamitos.com

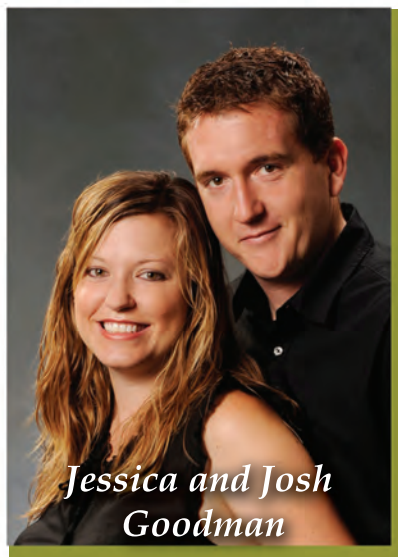
Photographs courtesy of Rancho Los Alamitos Historic Ranch and Gardens

- 1.) Billiards table originally bought by Fred Bixby for YMCA 2.) Dining room inside house 3.) Rancho Gas Pumps
4.) Library room inside house 5.) Lerno Family, Los Alamitos tenant farmers 6.) Inside Rancho barnyard



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I don't know about the rest of you, but when scorching hot summers like this one roll around, my primary method of combatting the heat is usually to strip down to my boxers. The only problem is that I also love to go out and enjoy the great areas and businesses of Long Beach. Ergo, I am always open and excited to new ways to keep cool and refreshed whilst remaining clothed and in public.

All of that to introduce the newest addition to Naples Rib Company's take-out window. The local rib-joint legend is now serving frozen bananas and Naples Ice Cream Bars in the heart of beach-town! These two summer favorites are dipped in chocolate and can be covered with one or more of the following toppings: crushed Oreo cookies, rainbow or chocolate sprinkles, or crushed peanuts. Yum! Anyone looking to take a stroll down one of Long Beach's great shopping venues—2nd Street in Belmont Shore, would be wise to start their promenade with one of these cool treats from Naples Ribs' window facing the main drag.

Using a simple old-school recipe, the items are refreshing and delicious. The homemade hot chocolate syrup hardens when it touches the frozen ice cream or banana - but not before one of Naples Ribs' servers gets a chance to dip the gooey syrup bar into a barrage of toppings. The end result is a not-too-big, but perfectly mouth-watering frozen snack, served inside a cup, which makes it easy to enjoy while window-shopping.

So my plea is that you don't let the threat of a heat wave discourage you from venturing out to Belmont Shore or Naples, because - lo and behold - the perfect antidote awaits you. The frozen banana or ice cream bar not only will cool but rejuvenate you, inviting belief that you are once again a kid—out of school and free until September. The window



is open all day, and late into the long summer nights. Owner Dave Ursini encourages passersby, Ribs' diners, Naples Car Wash patrons, and the rest of Long Beach to give the affordable treat a try. You won't regret it! ■

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...The Golden Years Along the Golden Coast

Wesla Kerr: The Mop-up Writer

By Jonathan Murrietta



Mark Twain wrote, “Age is an issue of mind over matter. If you don’t mind, it doesn’t matter.” This philosophy is embraced by Wesla Kerr, who turns 90 in September. The long-time Long Beach resident has lived in the same house for 50 years! And because the community is such a part of who she is, she based her self-published “Mop-up” mystery trilogy in fictional town Costa Dorada (the Golden Coast), a multi-cultural locale that mirrors Long Beach.

Matty Lopez McGuire, the series’ protagonist, is a widow in her 40’s who cleans house for several neighboring households near the ocean. In *Cul-De-Sac: Mop-Up for Murder*, Matty discovers the dead body of her first employer - and investment advisor - while on a hike below his cliff-side home. The plot develops, and after the feisty housekeeper is wrongly accused of murder, she sets out to investigate with the help of police detective Ramon Nava. The fast-paced series continues with sequels *Cul-De-Sac: Mop-Up for Malice* and *Cul-De-Sac: The Final Mop-Up*. In these novels, Matty involves herself in more harrowing adventures including human trafficking, and a fight to defend her long-absent son.

Author Kerr discovered her interest in writing at age 11. Her early adulthood was filled with adventure, as she travelled the world with her late husband, a petroleum geologist - including a stint where she started a school in Brazil. Upon return to the States, Wesla studied at UCLA before the couple settled in Long Beach, where she received a Masters of Education degree at CSULB. Wesla for many years taught English as an instructor at junior colleges throughout Southern California, naming Long Beach City College as her favorite campus. She also found time to attend writing classes and workshops, contributing travel articles and short stories to local magazines and newspapers. In what remained of her spare time, Mrs. Kerr wrote creatively, though never considered publishing fiction.



“I didn’t think about trying to publish my novels until a few decades ago, and then I learned how hard it was. I studied the market and decided the romance genre should be easy to write and publish. Hah! After many attempts to recount passionate adventures in exotic places, my manuscripts—along with the rejection slips I received from publishers and agents—completely filled the drawers in my old-fashioned file cabinet. So when a teacher whom I respected told me I wasn’t a romance writer – and to try a mainstream novel - I listened.”

That is when Wesla realized that her stories involved a bit of mystery, giving her the insight to take a new direction. She concentrated on imagining fresh stories requiring research that could be accomplished locally. An unpublished novel, *Oil and Water*, took her to the shipyards and oil tankers in the Port of Long Beach. Driving in a dainty little car overwhelmed by the monstrous trucks entering the harbor area, she will never forget the gallantry of her embarrassed son Brian, who stuck up for her among the burly port workers. With age, Kerr realized the need for a less strenuous way to complete research, and envisioned a more familiar-type character and place. Thus were born Matty Lopez McGuire

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and her "Golden Coast" home. Wesla delved deep into the world of criminal investigation—she took a civilian police academy course and learned all about detective work. Her research included sitting in on police interrogations, participating in a police ride-along, even learning how to shoot a gun! She also took several classes with the Criminal Justice Department at CSULB.

Finally, with the support and help of her children, she used AuthorHouse to publish her first book, and CreateSpace, a subsidiary of Amazon, for the next two installments. Promo and outreach included book signings at Borders, sales at church auctions, and of course, donating copies to her beloved Long Beach City College. The Mop-Up mysteries are available for purchase at Amazon.com; and on loan at local libraries.

Though long-since retired from teaching, Wesla remains active in the Long Beach scene. She enjoys volunteering at the Japanese Garden and attends classes at the Osher Lifelong Learning Institute (OLLI), both on the CSULB campus. She epitomizes the adoring grandmother who loves to brag about children and grandchildren. And of course she continues to write. Her current endeavors include *If Only*, a novel about a woman determined to re-learn driving after suffering a stroke; and her memoirs. With respect to the Cul-De-Sac trilogy, Wesla says she will always have a special place in her heart for her beloved Matty, who finally made her a published author. "Some people see me in Matty or vice versa. I suppose this is inevitable. But I think Matty is a lot more resourceful and courageous than I have ever been. She's my good friend." For more information about Wesla and her novels, visit her website at weslakerr.com. ■



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From the Mushroom Swiss Burger to the Ciabatta Chicken or Philly Cheese Steak Panini, all served with natural potato fries and Greek Salad seasoned with extra virgin olive oil, the restaurant offers about 20 different burgers, sandwiches and paninis. Or maybe you'd prefer one of their renowned pastas, such as the Chicken Alfredo or the Greek Shrimp Saganaki. For a place centered on respecting its ingredients and creating healthy food, it's natural that the salad and wrap choices meet the same high quality standards – try the Lemon Dill Tuna or Oriental Salad, or maybe a Ribeye Steak Wrap.

The savory dinner plates include Shrimp Risotto and the 16 oz. Ribeye Steak, customer favorites that can be paired with house wines as pictured above. All of the inviting entrees make for an exquisite night out – and without emptying one's pocketbook! Breakfast includes all of the classic dishes, but with a MarketPlace twist, using healthy and natural ingredients. The breakfast menu also includes enticing addi-



tions such as oatmeal, crepes, and Greek yogurt parfait. The coffee is old-style European, not overly strong but robust, inviting one to linger and enjoy.

So what is The MarketPlace? The East Long Beach location near the traffic circle is an expansion of the booming, highly popular Downey restaurant. Childhood friends Peter Pelónis and George Efstathiou have worked at both locations to create an extension of their family life and culture, bringing to life their tenet that a common-sense respect for food and customer is intrinsic to the success of any restaurant.

A fundamental influence at their restaurants is their shared Greek culture, which starts with the olive oil. They refuse to use anything less than high-quality, extra virgin olive oil imported from Greece; because as they put it, "There is no point!" They would not eat any lesser olive oil, therefore they would not serve it.

Customers want to come back because they can feel the positive effects of the healthy food prep on their bodies. Every meal comes with two choices from salad, fresh fruit, naturally cooked potato fries, or onion rings. Because of



MarketPlace's limited usage of salt and the absence of a microwave oven in their kitchen, food is prepared naturally and it just feels right. For Peter and George, it once again just doesn't make sense to use shortcuts or unhealthy additives in their cookery — that is not why they got into the restaurant business.

The seasoning that MarketPlace dishes may lack in salt is more than made up for in the delectable natural flavoring from fresh squeezed local fruit juices, Greek oregano, and sheep feta cheese. Believe me; you can taste it in the food. These dishes really make your mouth water!

Other steps are taken by the owners to make sure that every aspect of the food and business are perfectly conditioned. They don't buy anything pre-packaged, know exactly where their meat comes from, and buy only locally-grown vegetables and dairy products. The more you talk with Peter and George, the better you realize the pair's unconditional passion for their customers' restaurant experience.

It goes back to family and community for them. The restaurateurs want people to stop in multiple times a week — whether to pick up fresh and healthy food to go, or to sit and enjoy each other's company. The dining hall is open but well-sectioned into eating areas, an ordering counter, and bar. Other than a couple of TV sets where bar patrons can stay tuned to sporting events, the café grill is designed as a place where families and couples can sit and enjoy each other, with delicious food and no distractions.

The entrepreneurs' fond memories of friends and family sitting together and enjoying each other's company over a meal or a glass of wine, away from the bustle of work and technology is an environment they try to create. The MarketPlace's sense of community has extended into giving back to schools and churches; and the owners intend to start similar programs here in Long Beach. They love catering for local teams and events, and often give freely to causes where they see a return in community spirit.

"We are all in this together," they explain. Peter and George bring that same concept into their restaurants... then, of course, they douse it in high quality, Greek extra virgin olive oil! ■

...A Century of Simplifying Swim Lessons Los Altos YMCA Aquatics



Summertime in Long Beach is synonymous with pools and the beach. The Los Altos YMCA has taught more locals how to swim over the past century than any other place in Long Beach. Given the outstanding swimming accomplishments that so many locals have achieved, the Los Altos YMCA has recently revamped its aquatic programs so that they can continue to transform local children into safe swimmers and the Olympic athletes of tomorrow. The programs offer everything from beginning lessons to swim team competition.

The YMCA of Greater Long Beach founded in 1884, has established six community branches: Downtown, Fairfield, Los Cerritos, Early Childhood Education, Weingart-Lake-wood, and Los Altos. The YMCA of Greater Long Beach also owns a large campground in Big Bear called Camp Oakes.

Like most YMCAs, the YMCA of Greater Long Beach offers everything from swim lessons to summer day camp to gymnastics for youngsters. The Y is always evolving to meet the needs of the local community. The Y's swim program is the perfect example of that flexibility. For quite a long time

now, ever since Long Beach began to produce so many successful Olympic and collegiate athletes, and as water sports grew in popularity, the Y has offered more variety and abundance in swim lesson for kids and adults of all ages. The Los Altos YMCA in particular has perfected its craft in providing high quality aquatic programs to our community.

In 2011, the newly appointed Aquatics Director CJ Brewer revamped the swim program to return to its past significance, hiring experienced and local instructors, adding additional training requirements, and increasing the number of swim lessons available to kids of all ages. In accordance with listening to the needs of the community, CJ has also implemented new "Discovery" level swim classes for children with autism, which prepares them to be comfortable in the water and progress on to mainstream classes.

"At the Y, participants will not only learn how to swim, they will also learn how to be good people," stated CJ Brewer. The Y takes an intimate approach to their swim lessons. They do not adopt the win-at-all-costs attitude that so many sports programs these days preach, rather the Y focuses on developing a healthy spirit, mind, and body, through swim-



ming. Participants learn to set small goals and benchmarks, and then work hard to reach them.

This intimate, relationship-based approach is demonstrated by the personalities of Los Altos YMCA swim instructors. They are caring, energetic, and choose to teach swim at the Y because they feel a pull to give back to the community. Take Emily Gull. Emily grew up in Long Beach, learned to swim at the Los Altos YMCA, and went on to set a record in the 50 meter Butterfly at Poly High School. She returned to the Los Altos YMCA to give back to the program that taught her so well as a child.

Another example is Claire Martin who chose to work at the Y teaching swim lessons for the past 3 years, while balancing the commitment of being an NCAA Division-I Student-Athlete on the Long Beach State Water Polo team. For Claire the job offers an opportunity to give back to the swimming community in the positive way. Every instructor must exhibit and project the four core values of the YMCA: Honesty, caring, respect, and responsibility. Four values that the instructors once learned when they took lessons at the Y in their youth.

Swim lessons run all day during the summertime and then adjust to fit school schedules throughout the school year. For those who need one-to-one help, private swim lessons are available. Besides CJ Brewer's expansion of the swim lesson program, he has also developed a youth swim team for those in need of exposure to a more competitive environment. The Los Altos YMCA Swim Team races against other local YMCA's. As with the lessons, the Y's swim team



Emily Gull, CJ Brewer, and Claire Martin

takes an intimate approach and does not focus on winning and losing, but rather on achievement of personal goals and benchmarks.

For more information on how the Los Altos YMCA can teach your kid how to swim and learn life-long training habits, contact Aquatics Director CJ Brewer. Like his swim instructors, CJ grew up swimming at the YMCA. He has worked at the Los Altos YMCA since he was 15, and upon graduating from college has focused his career on something that was important to him. His email is cj.brewer@lbymca.org. Aquatic Program dates and times can be viewed at www.lbymca.org/losaltos. ■

the YMCA FOR YOUTH DEVELOPMENT®
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FOR SOCIAL RESPONSIBILITY

COLOR FOR A CAUSE 5K RUN 08.04.13

**Benefiting the YMCA's
Cambodia Project**

On Sunday August 4th, 2013 The Weingart-Lakewood YMCA will hold its first Color for a Cause 5K and 1 Mile Family Fun "Paint Run" at Heartwell Park. This event will raise funds to support the Cambodia YMCA's Street Children's Project.

www.lbymca.org/CauseRun

...The Old-Fashioned Mom and Pop Mall

Parkview Village

By John Grossi



Hidden in plain sight, as drivers speed to work or play along two major streets in Long Beach, the picturesque Parkview Village stands and serves its loyal patrons. The shopping center, established as a neighborhood asset in the 1930's, reached a heyday in the '50s, when its movie theatre, bank, post office, and Thrifty's mart were flourishing attractions for 908' denizens. Having gone through its share of booms and dooms during the ensuing decades, the historic center at Bellflower and Carson is once again undergoing a Renaissance. Today the Village is filled with unique shops staffed by local owners, and exudes the charming personality of a truly local destination.

It's the old, small town atmosphere that makes you feel warm inside when you spend an afternoon at the Village. Maybe you first show up for an appointment with one of its doctors or professional agents – many of whom have chosen Parkview Village as the ideal place to locate their offices. Or maybe you venture to a certain retail store due to a friend's referral. Whatever brings the first-time or repeat visitor to Parkview Village, there is something about its easy, laid-back, and friendly feel that invites patrons to walk around and check out the rest of its shops and businesses.

One thing that really stands out for me is the genuine friendliness of Village people. Their leisurely way of greeting each treasured customer is markedly different than the fast-paced, rush-you-out milieu often present at mall stores and in other high traffic areas. People in Parkview Village are always

smiling, and willing to take the time to say hello. More often than not when you walk into a shop, you are welcomed by its owner(s). It lifts one's spirits to meet the men and women whose visions inspired each shop, and to realize how much they care about making your shopping experience memorable. Equally impressive is witnessing how well these owners know their loyal customers, and their warm regard for neighboring Village stores.

Parkview's pleasant, small town feel derives from just this idea that everyone knows and/or wants to get to know each other. What makes this remarkable is the common mindset despite such variability between its businesses – offering everything from high-end boutiques and five-star restaurants, to real estate agents, dentists, hair salons, a Laundromat, and shoe stores. Each owner shares the desire to make Parkview Village the best and most convenient, one-stop shopping experience for Long Beach and Lakewood residents. Though the owners are as diverse as the shops, their collective attitude is the same; "Come join us, we've been expecting you!"

Of the more than 70 individual businesses now occupying the complex at Bellflower and Carson, we have profiled approximately 20 in the next few pages. We hope that these profiles will give you a taste for the genuinely local businesses available just a few minutes away, and give you the motivation to get out there to check out all Parkview Village has to offer. It could be the perfect summer afternoon!

Parkview Village is located at the intersection of Carson St. and Bellflower Blvd

Legacy Running Co



For the avid runner, the selection of running shoes and the specialized knowledge at Legacy Running Co is everything one could ask for. For the average walker like me (and you?), Legacy Running Co is three steps up from the usual shoe-buying experience. When you walk in, you will likely talk to General Manager Thom Lacie, who has the equipment and knowledge to analyze each customer's walking style, background, history of injury, arch size, and foot impression before recommending the perfect, "custom-fit" pair of shoes to try. Having previously operated his own store, Thom has specialized in the sale of running shoes for over 15 years. When brothers Jason and Travis Bruton, long-time family friends, opened Legacy Running Co at Parkview Village, Thom brought over his more than 30 years of experience and loyal customers. Jason, Travis, Thom, and the rest of the staff give back to local running causes, high schools, and others interested in building a running legacy.

Kidz Head 2 Toe



Over the past couple years, Christina Lincicum, along with her sister Ariel and mother, Teresa, have built up the largest kids' consignment store in Long Beach. Walk into Kidz Head 2 Toe and join the other parents and grandparents browsing rack upon rack of high quality, mint-condition, name-brand clothing priced at about 75% off face value. The family never tires of seeing the smiling and thankful customers who appreciate all the work they do, finding and sorting through the best items for such a low price. After all, that's why Christina started the business in the first place! As a parent, Christina wanted to buy only high quality clothing for her children but costs began to add up as the kids were constantly out-growing clothing. For a hardworking business mind, the way to solve the problem was opening up a shop in Parkview Village. It appears she got it right, just last year Kidz Head 2 Toe was named "Best Children's Consignment Store" in the Greater Los Angeles area by Red Tricycle Magazine.

Shear Rhythm



Have you ever had to choose between two things you love? Two hobbies? Two pieces of art? Two career paths? Theresa Garcia, owner of Shear Rhythm dance studio/ hair salon, chose not to choose (she is now in her fourth year of owning her business). She found the perfect three-story building in the Village, overlooking Heartwell Park. She uses the top two floors—the 2nd for dance, the third for hair. As far as dance goes, Theresa specializes in Latin Ballroom and Salsa, but she also has 10 teachers who teach classes ranging from Jazz, to Zumba, even a kids Yoga class. The theme is exercise and dance! Upstairs there are 5 hair dressers available for appointment between 9 am and 8 pm. About 40% of the clients take advantage of both aspects of the business, while another portion may get their hair done while their kids enjoy a dance/exercise class. If only it was a four-story building, who knows what Theresa would add!

Miyamo



Even before you know its story, walking into the Miyamo boutique is a fascinating endeavor. The walls are decked with inspirational signs and quotes. A collection of unique home furnishings and fashionable clothing are on display. Blouses and dresses are complimented with designer jeans at 25 to 60% off from their sister store, the Denim Bar, in Los Al. In time, you realize that nearly every item in the store is for "Purchase with a Purpose." This motto means that by sale of the merchandise, Miyamo is able to give back - to the global community, environment, or somewhere right here in Long Beach. Some of the better-known aligned organizations include Toms Shoes, 31 bits, and the Feed Foundation. What makes Miyamo special is the fact that you can spend 30 minutes inside the store, reading the inspirational signs, hearing the stories behind the merchandise—and it can bring you to laughter or tears. Don't feel bad! At Miyamo, it happens all the time.

Vapes of Wrath



James Demetra, who once sold electric guitars at his space in Parkview Village, noticed something about the rock scene. His friends and customers shared his difficulty in kicking the smoking habit. Learning to enjoy “Vaping” himself, James decided a couple of months ago to provide the Long Beach area with a place where people could both purchase and hang out to enjoy e-cigarettes. Among smokers who want to quit, the social camaraderie is often the most difficult aspect to relinquish. James saw an opportunity for his store not only to sell the smokeless cigarette alternative, but to become a hangout where “Vape” enthusiasts could enjoy each other’s company. The store is lined with couches, a TV, a video game center, and local art displays. Selections include flavors with varying quantities of nicotine to match any person’s desire; and all “Vape” juices are made in So-Cal. James and his store-manager Blake can’t wait to see you, show you their selection, and take you on in a game of Nintendo 64!

Jim Seilsopour, State Farm



Jim Seilsopour has been insuring East Long Beach since 1999. For a long time his office stood at the corner of Palo Verde and Spring, until he moved into the Village a few years back. For Jim the move to Parkview Village was an easy choice. It signifies his continuing support for the Long Beach and Lakewood community—he sponsors countless youth sports and school programs in the area, and for him Parkview Village is the apex of community in the East Long Beach/ Lakewood neighborhoods. The reason Jim focuses on the East Long Beach community so heavily, is the same reason he has been here so long. He strives to work with long-term multi-generational clients. He meets with his customers whenever they like, gets to know them, and bundles all their insurance together in a way to fit their long-term needs. He sees himself as a part of the Village for a long time, helping you and your kids stay insured for everything they do.

Lucky Shane Hair Lounge



Long time local hairdressers Nicole and Tressie followed their friend Renee to Parkview Village when she opened up Lucky Shane Hair Lounge six years ago, named for her son Shane. They all bought into the idea of a little big salon; big on experience, little on egos. What Renee and her fellow stylists have created is a space that is friendly, laid back, and a classic slice of East Long Beach. Patrons know each other, know their stylist, and feel comfortable talking about everything and anything while they get the perfect hairdo. Renee credits her small business’s success to the perfect blend of the three different stylists. Nicole has expertise in technical and fine hair work. Tressie deals with thick hair, curly hair, and the unorthodox, while Renee focuses on coloring and avant garde styles. As one comfortable customer quickly offered up, “This place is quiet, friendly, and has easy parking. I’ve recommended Lucky Shane to many friends who now love it!”

El Burrito Grill



Jose Diaz, owner of El Burrito Grill, grew up learning the business from his parents and family who own El Burrito’s all over the South Bay. The training goes farther back than that however. His family village is famous all over Mexico for the special decadent way they slow cook their carnitas. Jose has certainly brought over that method to his restaurants in Long Beach (there is another El Burrito Grill on PCH at the edge of Park Estates), but he has a special way with the rest of the menu as well. El Burrito is one of those rare Mexican restaurants with the truly spiced, authentic flavors of Mexico in every dish, while still being a nice, sit-down, family eatery. Of course they have the to-go menu, but Jose and his long time employees encourage you to stop by, try one of their classic wet burritos, grab a beer, and spend some quality time with the taste of Mexico in the middle of the Village!

Village Cafe



The cozy Village Café seems to mirror everything Parkview Village is about. When you walk in, the booths and the counter may remind you of a classic small town joint from the '50's. The atmosphere is topped off by the ever-present laughter and smiles from the regulars—go there once and you feel like a regular... it's that type of place. While the atmosphere welcomes you in, the food will keep you coming back. Village Café is open from 6:30 a.m. to 3:00 p.m. for breakfast and lunch—two things they have down pat after 13 years in business. For me, it was the country skillet with sausage, potatoes, onions, bell peppers, and scrambled eggs served with cheese and homemade country gravy, that made me come back a week after my first visit to order the very same thing. However, take a look at the menu yourself. Omelettes, pancakes, burritos, sandwiches, and salads; as owner Paul explains, "We start with good stuff and don't mess it up!"

White Realty Associates



White Realty Associates was founded in 1959. Owner/ Broker Dave Dumalski is a second generation Broker. Active since 1978, he purchased the brokerage in 1999. Part of Dave's success stems from the fact that he is also a Licensed General Contractor since 1978. His combined skills give him the ability to help both homebuyers and investors make educated choices. White Realty also handles Property Management, from screening the tenants to handling evictions if needed. Their extensive list of contractor referrals makes your property maintenance stress free. In 2010 Rhonda Baskins came aboard with 15 years of Real Estate experience. Marketing is Rhonda's strong point. She has a passion for helping sellers get their property ready to market and helps buyers see the potential. When asked what makes them different Rhonda says, "Service, service, service. We never forget that we work FOR YOU!"

Complete Koncepts/Bloch Chiropractic



When Erika Figge, a former Team USA water polo athlete, and Dr. Karen Bloch, the former USA Water Polo Olympic Trainer, decided to open a chiropractic center in the Village, their motto and philosophy were simple: Treat everyone like an Olympian. Complete Koncepts and Bloch Chiropractic takes a whole body approach to health and wellness, including unconventional chiropractic designed to optimize fast and long-term recovery – which is just what an Olympic athlete requires to maintain top performance. Though Karen and Erika treat many athletes in their practice, ranging from Olympic to the High School level, they also welcome a steady clientele of non-athletes from babies to seniors. One component that sets them apart from many chiropractic offices is a hyperbaric chamber used by clients to increase their oxygen flow before or after treatment. Despite their high tech equipment and Olympic-level services, the pair likes to keep prices to a rate that the regular person can afford.

Aunt Fanny's Emporium



If you have ever enjoyed shopping or browsing, you owe it to yourself to stop into Aunt Fanny's Emporium. The variety and uniqueness of this shop is hard to pin down - lamps, ornaments, decorations, doormats, signs, jewelry—but sure to delight. If it's a noun they have it! For 14 years in Parkview Village, cousins Ellen and Lana have combined their love of vintage antiques with the knowledge of how to turn a house into a home. Even if the emporium weren't filled with gifts and furnishings designed to make you drool, I would recommend entering the shop just to speak with the pair, who know all of their customers by name. As they catch up on each other's lives, the friendly owners direct customers to any new items fitting their interests. Ellen and Lana credit their ability to work so well together to their long history – their first startup began at age 5! Back then, the business was make-believe and the customers were their favorite aunt... Fanny, and their friends, but – that's still the case!

Looking for a Service or Product?

We Probably Have it!

BUILDING 1

EL BURRITO GRILL (PAGE 22)

PANVIMARN THAI CUISINE

TULLEMOSS

BUILDING 2

MOSSE (PAGE 26)

MIYAMO (PAGE 21)

BUILDING 3

ALL STATE INSURANCE

CIRCULATION MARKETING, INC.

KIDZ HEAD 2 TOE (PAGE 21)

MAHAFFEY & MAHAFFEY TAX & BUSINESS

SHEAR RHYTHM (PAGE 21)

SUNWEST DENTAL

VILLAGE FLORIST

BUILDING 4

TRIANGLE EYE CARE

BUILDING 5

AUNT FANNY'S (PAGE 23)

GYMBOREE (PAGE 27)

PANACHE HAIR DESIGN

VILLAGE CAFE (PAGE 23)

BUILDING 6

BACK TO BASICS LEARNING (PAGE 26)

BODELL'S SHOES, INC.

DUTCH BOY CLEANERS

JILL PETERSON PHOTOGRAPHY

JON'S TANNING SALON

KENNETH DEAN & COMPANY

LAW OFFICES OF MICHELLE ORTEGA

LUCKY SHANE HAIR LOUNGE (PAGE 22)

RIVINI FOOT REFLEXOLOGY

SO CAL PROPERTY INSPECTIONS COMPANY

VETERANS HOME CARE

VICTORIA SCIARRA PSYCHOLOGY

WISTERIA HOSPICE, INC.

BUILDING 7

LEGACY RUNNING CO (PAGE 21)

KUMON MATH AND READING

PARKVIEW PET HOSPITAL

PLAYERS VINTAGE

COMPLETE KONCEPTS (PAGE 23)

FIT STOP

SUPER NAILS ONE

VAPES OF WRATH (PAGE 22)

BUILDING 8

THE STATION FOOD & GAMES

BUILDING 9

JACK'S SHOE REPAIR

MANJULA FOR YOUR EYES ONLY

MARIA'S COSTUME DESIGN

ONCE READ BOOKS

VILLAGE ROAD PHARMACY

BUILDING 10

GRACIE BARRA LBC JIU-JITSU

THE DANCE COMPANY

PARKVIEW VILLAGE LEASING OFFICE

BUILDING 11

BEACH CITIES PROPERTIES (PAGE 26)

DEBRA ALEXA VINCENT, PH.D.

EDWARD D. JONES & CO.

H2 MEDICAL SERVICES

IGAWA DESIGNS

INVESTORS EMPOWERMENT ACADEMY

LIGHTHOUSE CAPITAL GROUP

LUCY ERICKSON, ED.D.

MARY THORPE

MEDIA IMAGING COMPANY

MOTOR DEALER SERVICES

NEIGHBORS PLUS INSURANCE SERVICES (PAGE 26)

REWORK-D INTERIORS

ROCKET SCIENCE HAIR SALON

STATE FARM INSURANCE (PAGE 22)

STEPPING STONES FOR SPEECH,

LANGUAGE AND LEARNING

SUPERIOR SOLUTIONS

TITAN TECH COMPUTERS

VINDEDAHL TAX SERVICES

Parkview Village

BUILDING 12

DENTAL WELLNESS CENTER (PAGE 27)

DR. MCBRIDE FAMILY COUNSELING
DR. TROPEANO CHIROPRACTOR
JOHN TOURKOLIAS ACUPUNCTURE

BUILDING 13

UNITED STATES POST OFFICE
ROSE'S HARDWARE
PITTSBURGH PAINTS

BUILDING 14

WHITE REALTY (PAGE 23)

IRLEN INSTITUTE

BUILDING 15

YOPLACE YOGURT (PAGE 27)

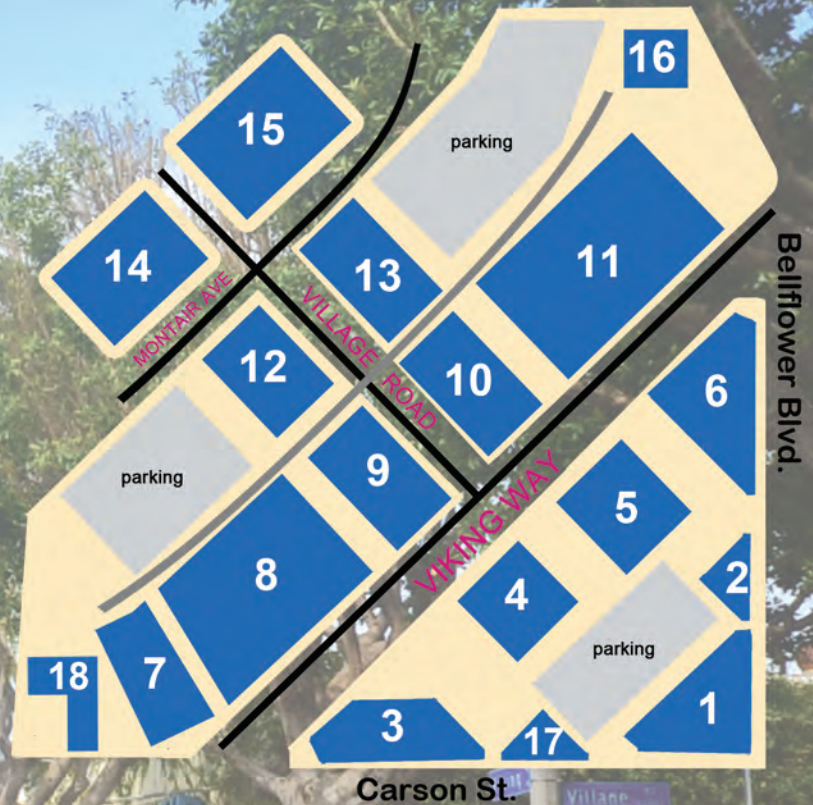
TOSS N TUMBLE LAUNDROMAT
CHRISTOPHER BASIAGO, DDS
THE LESSON LAB
PURE SKIN LOGIC

BUILDING 16

VIKING AUTO REPAIR

BUILDING 17

ECO COFFEE



Come join our street fair, the 4th Friday of every month for a stroll around Parkview Village!!

Shops are open late, live music and entertainment, and lots of fun for the whole family!

**Join us at the premiere event,
Friday, August 23rd from 5 p.m. - 8 p.m.**

**Find "Parkview Village Shops"
on Facebook for details**

Back to Basics



Owners Barbara and Stacie taught at schools in and around Long Beach for quite a few years before each saw the need, a couple years back, for a no-nonsense, practical approach to tutoring in the Lakewood and Long Beach communities. Too many services these days concentrate on quick fixes and cramming for tests and papers. These long-time educators propose, instead, that kids and parents seeking extra academic help outside of the school system should receive patient, foundation-building assistance designed to help a student succeed over the long term—not just on the next assignment. It is refreshing to walk into Back to Basics and see two ladies so committed to providing grass roots, real educational help. Barbara and Stacie will tutor kids of any age from preschool through college, offering either group lessons or individual help dependent on each child's unique needs.

Mosse



This fresh, young, seasonal, trendy, and contemporary women's boutique just opened up a year ago next to its sister store in Parkview Village facing Bellflower. The vision of the owners, Pinne and Jason, along with their staff of fashion enthusiasts, was to have a mother daughter shopping experience. Having already served the hip-mom clientele at Tullemoss for five years, Mosse is very fashion forward, and perfect for teens and young adults. The Mosse and Tullemoss family have noticed one result turn out a little different than they had expected. Though mothers and daughters are taking advantage of the closely placed boutiques, the demographics are by no means sticking to their designated store! A lot of teens are interested in the more sophisticated look of Tullemoss along with their newer Mosse clothes, and the opposite goes for mothers. Either way it's nice having two fashionable stores right down the street in East Long Beach.

Neighbors Plus Insurance



When Gene Beckenhaupt and John Wilson opened Neighbors Plus Insurance back in 2005, they put a lot of thought into what and where they wanted to be. Having worked as agents with big insurance companies, Gene and John realized the need for an independent agency that was not tied to one company, but capable of finding the best deal among the majors. As John puts it, when it comes to insurance, "One size does not fit all." Being independent not only gives Neighbors Plus the freedom to find the right policy, but to take customer service to the next level. Gene and John will do almost anything and everything to make customers happy, and that's where Parkview Village came into play. Gene saw the Village as the perfect junction between Lakewood and Long Beach, with a main street feel, yet easy parking. Neighbors Plus has a beautiful spacious office right on "main street," with easy access to all other Village stores and restaurants.

Beach Cities Properties



Jack Tanner & Dustin Edwards started Beach Cities Properties & Beach Cities Management after years of collaborative business focusing on separate ends of the real estate scene. They came to realize the overlap shared in terms of their clients' needs, i.e., blending the talents of Jack, an expert in selling and buying, with those of Dustin, who specializes in property management and investing. Upon deciding to combine forces, they created a comprehensive-business plan to cover any real estate need including an escrow division. The driving mission conceived by the two honest entrepreneurs is first, to treat clients the way they would want to be treated; and second, to develop a team of specialists who can deliver better service than a single jack-of-all-trades. That's why the Beach Cities Team of experts covers every aspect of the real estate business and operates out of Parkview Village—the perfect perch from which to service the greater Long Beach & Lakewood neighborhoods.

Gymboree Play & Music



Colors, toys, laughter, and the refreshing sight of children and parents at play. Gymboree encourages development through play and learning with their program designed to support your child's growth at his or her own individual pace. From sensory stimulation to problem-solving games, their classes use play-based activities to stretch the body & mind. Music classes will enhance your child's development and love of music through song, dance, movement games, and instruments. Art Classes will inspire your child's imagination and self-expression with a world of hands-on art activities. School skills classes encourage curiosity and build self-confidence in your preschooler through art and science exploration. Teachers also read books that explore and nurture key social and emotional skills, engage in activities that require cooperation and self-awareness, and encourage communication with peers. You are invited to an age appropriate free preview class! (562) 429-4886 www.gymboreeclasses.com.

YoPlace Yogurt Shop



Toppings! Toppings! Toppings! That's what sets YoPlace Yogurt apart from the competition. With more than 60 toppings, the options almost exceed one's imagination in this old-school frozen yogurt shop. YoPlace is lined with self-serve machines, tables and chairs, and opens in the back onto an outdoor courtyard patio that sometimes hosts local live music. When local dentist Chris Basiago and his wife Julie opened YoPlace next to Toss and Tumble Laundromat a few years back, their goal was to create the perfect family refreshment ... Try a cup of yogurt, take a walk around the rest of Parkview Village, and you'll realize why YoPlace was voted Press Telegram Readers' best Yogurt Shop. With its friendly staff, old school atmosphere, delicious, cold yogurt – and don't forget those toppings! – YoPlace hits it out of the ballpark, and is the perfect spot to grab a cool treat this summer season.

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Dental Wellness Center



Dr. Robert McBride has practiced dental wellness in Parkview Village for over 30 years; and though a mainstay in the area for multi-generations, his practice is anything but traditional. Dr. McBride and staff offer a holistic approach to one's overall health – and this means spending ample time with each patient, both to listen and teach the patient about improving his or her oral future. Dental Wellness Center not only offers the leading dentistry technology, but the know-how to use it. Specialties at the office include mercury-free fillings and mercury-safe removal; TMJ solutions through bioesthetic dentistry, and bacterial plaque evaluation through the use of phase contrast microscopes. All of Dr. McBride's treatments focus on prevention, and becoming a doctor-patient team. Health is not a commodity, it's a collaborative effort. Just ask his oldest patient about whether the mouth truly connects to the rest of the body; at 103 years old, she'll tell you this stuff really works! www.longbeachholisticdentist.com.





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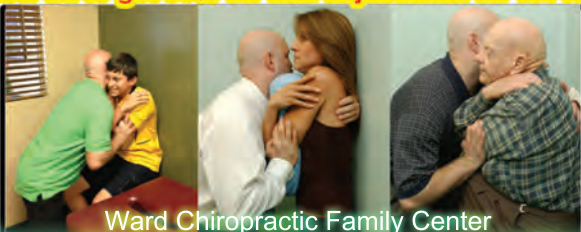
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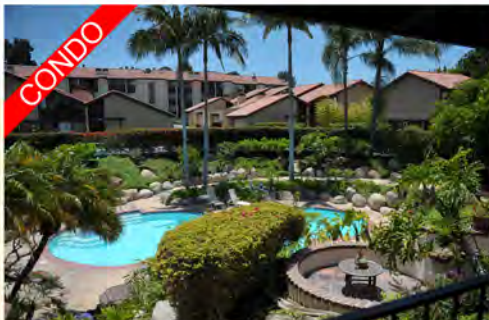
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