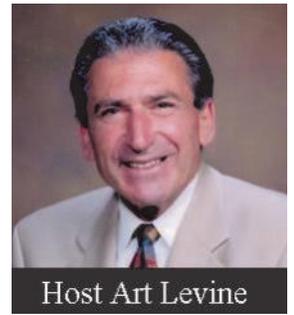


# STRAIGHT TALK *MAGAZINE*

***Community & Television Show News***

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Host Art Levine

**Volume 9 Number 5**

**September/October 2014**

## Long Beach Marathon

This year approximately 25,000 runners and cyclists are expected to participate in the **Long Beach International City Bank Marathon** on **Sunday, October 12**.

Celebrating its **30th Anniversary** this year, the Long Beach International City Bank Marathon has morphed into an **international race** with three full days of fun filled activities. It even includes a likely field of 15 remaining "Legacy Runners" who have run in every Long Beach Marathon since 1982.



neighborhoods and popular locations like Belmont Shore, Marine Stadium and California State University, Long Beach.

**Sunday's activities** will include the full marathon, half marathon, Bike Tour and the 5K.

In addition, 2,000 children are expected to take part in the Aquarium of the Pacific Kids Fun Run on **Saturday, October 11**. An estimated 50,000 people will attend the two-day **Health and Fitness Expo**, with an additional 50,000 expected to attend the **Finish Line Festival** on Sunday.

Runners and cyclists will traverse a myriad of iconic landmarks like the Queensway Bridge, the Queen Mary, Light-house Park and Rainbow Harbor, along with residential

For more information, please visit [www.runlongbeach.com](http://www.runlongbeach.com).

## Congressman Lowenthal on Straight Talk



**Alan Lowenthal**  
U.S. Congressman, 47th C.D.

Joining us for the first show of our 23rd Anniversary Season will be U.S. Congressman Alan Lowenthal. The Congressman represents the newly-created 47th Congressional District, which includes portions of

Long Beach, Signal Hill, Lakewood, Cypress, Los Alamitos, Rossmoor, Garden Grove, Westminster, Stanton and Buena Park.

The interview will give the Congressman an opportunity to provide an update from Washington D.C, including both domestic issues and foreign policy. Congressman Lowenthal serves as a member of the House Foreign Affairs Committee and the Natural Resources Committee. He is a former State Senator, State Assemblyman, and Long Beach City Councilman.

While a State Assembly member, and as a founding member of

the Assembly's Bipartisan Caucus, he paved the way for creation of California's first ever independent Citizens Redistricting Commission, which took the power of redistricting out of the hands of politicians and gave it back to the people.

*Congressman Lowenthal will be our guest on the Straight Talk Show airing the weeks of September 13 and September 20.*

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## Leadership Matters

As the fall elections approach, I would like to address this column to those who historically choose not to vote, who feel that their vote doesn't really matter, or who feel that the whole system is corrupt and they simply don't want any part of it.

Sadly, only 21% of the registered voters in LB voted in the primary election last June. That means **nearly 4 out of 5** registered voters voluntarily forfeited a sacred right of citizenship, a right enshrined in our Constitution - the right to participate in the selection of our own leaders and government. A right that millions of brave Americans over the past two centuries have fought and died for and are still fighting to preserve. A right that immigrants who legally come to our country often appreciate more than we do, many having left countries where autocratic rule existed, and the right to vote and other freedoms did not.

I have been a Professor of Ethics and Legal Studies for nearly 40 years at CSULB, and have developed a little principle affectionately called "Levine's Law" - *If you don't vote you morally lose the right to complain.* And since we all like to complain about and criticize how things are run, it serves us well if we at least take the time to vote.

California permits voting by mail, so you don't even have to go to the polling place. Simply request an absentee ballot and vote in the comfort of your own home.

The November elections will soon be here. Leadership does matter! Whom we choose as our Governor and other state-wide elected officials, state legislators and Congressional representatives will profoundly affect us. It is important that YOU participate in this process and help shape our future.

The way our society expresses its choices is through the ballot box and elections. There is plenty to complain about and criticize in how the system operates - - the inordinate influence of special interest money, gerrymandered districts, negative campaigning and the like. But for all its faults, it is still one of the best, if not the best system in the world and worthy of our support and participation.

If you don't like how the system is operating, you can choose to become active and help try to fix it. Leaving it to "others" is a myth. YOU are the others.

— Art Levine, Publisher

## Thought of the Month

*Leadership is the art of getting someone else to do something you want done because he wants to do it.*

— Dwight D. Eisenhower



www.musical.org



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# ICT Announces 30th Anniversary Season

International City Theatre has announced its **30th Anniversary** in 2015 with a season of five plays celebrating famous people, fiery stories and fun adventures. ICT is Long Beach's resident professional theater company at the **Long Beach Performing Arts Center**.

ICT will pay homage to two icons of the American musical, kicking off the season in February with *End of the Rainbow*, Peter Quilter's tour de force musical drama about Judy Garland, and finishing the year in October with the Los Angeles premiere of *Sondheim on Sondheim*, the James Lapine conceived musical revue that offers an inside glimpse into the artistic process of Broadway's foremost composer/lyricist.

The three other plays include the West Coast premiere of *Abigail/1702*, in which Roberto Aguirre-Sacasa picks up the tale of Arthur Miller's child-villain Abigail Williams ten years after *The Crucible*; a production of August Wilson's modern American classic *Fences*, which premiered at Yale Rep in 1985; and the Los Angeles premiere of David Ives' inspired and hilarious adaptation of Jean-François Regnard's 18th century French classic, *The Heir Apparent*.

"What I love about these five plays is the combination of more recognizable subject matter and name playwrights that should appeal to audiences, while at the same time they have substance with thoughtful and provocative material that is new to Los Angeles," says ICT artistic director **caryn desai**. "We are proud to be able to present a West Coast premiere and two Los Angeles premieres as part of this special Anniversary season."

## ICT 2015 Schedule:

### End of the Rainbow Feb. 20– March 15

- It's 1968, and Judy Garland, at 46, appears to be on the way to a full recovery following a lifetime of abuse, addictions and attempted suicides. *End of the Rainbow* is a powerful, and at times hilarious, exploration of the final days of this lonely and exploited star.

### Abigail/1702 May 1– May 24

- Whatever happened to Abigail Williams? Find Abigail living under an assumed name in a village far from Salem, trying to start afresh. But now her past is about to catch up with her.

### The Heir Apparent June 19 –July 12

- Meet young Eraste. He has it all: good looks, a beautiful fiancée and a *huge* inheritance from an ancient uncle. There's just one little problem: the uncle won't die and has bequeathed his entire fortune to a distant relative.

### Fences Aug. 21– Sept. 3

- Troy Maxson shut out of the big leagues by prejudice, the former Negro League home-run king is now a garbage collector with little future. He tries to do right by his family, but when his youngest son Cory shows promise on the high school football team, Troy must come to terms with his past disappointments or risk tearing his family apart.

### Sondheim on Sondheim Oct. 16– Nov. 8

- Conceived by frequent Sondheim collaborator **James Lapine**, this intimate evening combines exclusive interview footage offering an inside look at Sondheim's personal life and artistic process with sparkling-new arrangements of over two dozen Sondheim tunes ranging from the celebrated to the obscure.

The 2015 season marks the fifth under the leadership of caryn desai, who took over the reins from founder **Shasin Desai** in 2011. For tickets or more information, call **(562) 436-4610** or visit [internationalcitytheatre.org](http://internationalcitytheatre.org).



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# Texas Mayor on Straight Talk



**Daniel Guerrero**  
**Mayor**  
**City of San Marcos**

Daniel Guerrero, Mayor of the City of San Marcos, Texas will join us as a guest on Straight Talk. San Marcos is the fastest growing city in America and has the lowest unemployment rate (3%) of any city in the country. We hope to learn some lessons which might be useful to us here in California.

A native of San Marcos, Mayor Guerrero is a graduate of San Marcos High School and has an undergraduate degree in Mass Communications from Texas State University - San Marcos. He earned a masters degree in Organizational Leadership and Ethics from St. Edward's University and has multiple certifications from Austin Community College.

In addition to his service to the City Council, Guerrero serves as the chairperson for the San Marcos/Hays County EMS Board, Hays Central Appraisal District Board, Citizens Utility Advisory Board, City Council Finance/Audit Committee and the Making the Grade San Marcos CISD Marketing Committee.

Mayor Guerrero also serves as a member of the Capital Area Metropolitan Planning Organization (CAMPO), Capital Area Council of Governments (CAPCOG), Hays County Public Utility Authority, Core Four Committee, Comprehensive Master Plan Steering Committee, San Marcos Economic Development Council and the Greater San Marcos Partnership.

He is also the past chairperson for the San Marcos Census Complete County Committee, past secretary for the San Marcos Chamber of Commerce Education Committee and past secretary for the Minority Tourism Development Board.

Beyond the Mayor's leadership and civic activities, Mayor Guerrero is the Executive Director for the San Marcos Education Foundation, a non-profit organization which supports the teachers and students of the San Marcos CISD through fundraising and performance recognition initiatives.

Mayor Guerrero is an avid sports fan, live music enthusiast and physical fitness advocate. He enjoys following San Antonio Spurs basketball and Dallas Cowboys football, is a regular at live music venues to watch his favorite bands of Blue October and Grupo Fantasma, and enjoys spending time with his three rescue dogs (Summer, Millie and Pepper).

*Mayor Guerrero will be our guest on the Straight Talk Show airing the weeks of October 18 and October 15.*

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# Native Harmonies at Ernest Borgnine Theater

In celebration of Native American Heritage Month, Raindance, in collaboration with the Whirlwind Studio, is hosting *Native Harmonies*, a major Native American Music concert on **Saturday, November 15, 2014**. The event will be held at the Ernest Borgnine Theater, 855 Elm Avenue.

The show will headline two-time *Grammy Award* winner and *Native American Lifetime Achievement Award* winner **Rita Coolidge** and two-time *Native American Music Award* winner **Shelley Morningsong** with her husband **Fabian Fontenelle**. Also, Native Blues artist **Tracy Lee Nelson**, World Champion Hoop Dancer **Lowery Begay**, and the best traditional Native American dancers from all over the country.

*Native Harmonies* is produced by **Xavier and Gabrielle Canale**, owners of **Raindance**, a Native American and Western gift shop in Long Beach's Shoreline Village. Xavier and Gabrielle have been featuring Native American performers at their store and at the Boardwalk Theater in Shoreline Village for the past couple of years.

"We started noticing a genuine appreciation for the talent and beauty of Native American performers by the public," shared Xavier Canale. "We wanted to give them a broader stage and audience for which to perform."

*Native Harmonies* will be emceed by its Artistic Director **Mac Lopez**, owner of the **Whirlwind Studio**. Lopez, among his many talents, is one of the best Native American flautists and flute makers in the U.S and is also a renowned Native American music event producer, having produced and directed seven such shows for the Kumeyaay-Ipai Interpretive center in Poway.

*Native Harmonies* will also feature a red carpet/photo op event with famous Native American actor and community leader **Saginaw Grant** and many of his celebrity friends and colleagues. Grant is best known from his appearance in Johnny Depp's "The Lone Ranger" as Chief Big Bear.

The event features Native American food from Chef **Paul Buchanan** of **Primal Alchemy**, along with the live musical performances. Tickets are \$25 to \$50. VIP tickets are available for \$115 and include a **VIP Reception** with some of the performers and Native American Celebrity guests. The dining room opens at **4pm** for food and drink and displays of Native American Art and Crafts. Performances begin at **6pm** and will run through 10pm.

To purchase tickets or for more information, visit [www.nativeharmonies.brownpapertickets.com](http://www.nativeharmonies.brownpapertickets.com)



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## Port Matters

by

**Robert Garcia, Doug Drummond & Jon W. Slingerup**

**O**ur top priority for the city of Long Beach is economic growth, and the economic engine of this city is the Port of Long Beach.

With new leadership in the Mayor's Office, the City Council, the city's Harbor Commission and at the port, it is a new day not only in the city but also at the port.

We have an incredible opportunity to not only strengthen the relationship between the city and its Harbor Department, but to increase global competitiveness, create local jobs, and build a model of both economic and environmental sustainability.

We are committed to being the world's greenest port. The \$1.3 billion Middle Harbor project, currently under construction, stands as a model of environmental responsibility.

On completion it will be able to move twice as much trade, by itself more than all but the top four U.S. ports, while cutting emissions in half. In fact, it will be the world's greenest container cargo terminal, utilizing more electric-powered cargo-moving equipment than any other comparable facility.

The Port of Long Beach is investing more than \$4 billion this decade to increase both sustainability and revenue, including investments in a demonstration electric truck highway and four more shore power berths.

The projects include the \$1.3 billion Gerald Desmond Bridge replacement, which will create an iconic, safer bridge allowing for the passage of bigger, greener ships to bring more cargo, and generate more revenue. The port has also awarded more than \$17 billion in mitigation grants to improve air quality in our community, with air filters in schools and senior centers, neighborhood health programs and tree-planting to reduce greenhouse gases.

The port utilizes shore power to reduce emissions from ships at berth, and by 2020, 80 percent of the container ships docking in Long Beach will be required to use this technology or a comparable alternative, such as a pilot "clean air barge" now undergoing testing. Our Clean

Trucks program has reduced truck emissions by more than 90 percent, with overall diesel emissions at the Port down 81 percent from all cargo-handling sources. We are committed to continuing to implement innovative technologies to protect air quality in the region.

The bridge project has moved into the construction phase. While clearing the path for the new bridge, the discovery of more-than-expected abandoned oil sites provided an opportunity to upgrade the oil extraction process significantly, increasing revenue to the city's Tidelands Fund for beach and marina projects.

The port will continue its culture of top-notch customer service and strong relationships with industry, community, environmental advocates and partner agencies.

The new leadership is excited, especially with the opportunity to renew this spirit of partnership between the city, our port employees, and the men and women who labor on the docks. They are an indispensable part of the port's growth and success. We know that we share a vision of the port as the backbone of our city's economy.

The port is also committed to funding and supporting education programs aimed at developing tomorrow's leaders for our industry, and enhancing communications with port neighbors through outreach programs, events and sponsorships.

The new leadership at the Port of Long Beach is committed to working with the city to the benefit of Long Beach residents and businesses.

And the city is committed to supporting our most important economic engine, and to maintaining and enhancing the greenest port in the world.

We are looking forward with excitement and optimism to what promises to be the city's and the port's best years.

*Robert Garcia is the Mayor of Long Beach. Doug Drummond is President of the Long Beach Board of Harbor Commissioners and Jon W. Slingerup is the Chief Executive Officer of the Port of Long Beach.*

# CCEJ Human Relations Awards

The California Conference for Equality and Justice (CCEJ), will host the Gene Lentzner Human Relations Awards on **Thursday, October 23**, at Keesal, Young & Logan.

The Reception, with hosted hors d'oeuvres and cocktails, will start at 5:30 pm followed by the Program at 6:30 pm. Tickets are \$75.

The Gene Lentzner Human Relations Award will be given to the following individuals for their exceptional contributions to improving human relations in Long Beach:

**Arnel Calvario**  
Occupational Therapist  
LBUSD

**Lian Cheun**  
Executive Director  
Khmer Girls in Action

**Anitra Dempsey**  
Executive Director  
Citizen Police Complaint Department  
City of Long Beach

In its 26th year, these awards are given in the name of **Gene Lentzner** because of his extraordinary, life-long commitment to bringing diverse people together to improve human relations in the greater Long Beach area.



Gene Lentzner

The California Conference for Equality and Justice is a human relations organization dedicated to confronting bias, bigotry and racism through education, conflict resolution and advocacy.

The event will be held at the beautiful offices of Keesal, Young, & Logan at 400 Oceangate, Suite 1400. Free on-site parking is available in the building garage.

For tickets or more information, please visit [www.cacej.org](http://www.cacej.org) or call (562) 435-8184.



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The new expanded patio at the **Boathouse on the Bay** was the perfect place to gather, meet friends and await the July 3rd *Big Bang on the Bay* event, featuring sky divers, aerial fly overs and a spectacular fireworks display.



*Big Bang on the Bay* organizer and Boathouse General Manager **John Morris** with Long Beach Chief of Police **Jim McDonnell**.



Part of the happy crowd enjoying the *Big Bang on the Bay* event. Pictured (l. to r.) **Kathy McDonnell**, **Alex and Linda Bellehumeur**, **Jim McDonnell** and **Diane Levine**.



Fifth District Councilmember-elect **Stacy Mungo** with Straight Talk host **Art Levine** at the Boathouse on the Bay for the July 3rd Celebration.



The *Dublin Pirate* musical group entertains young and old alike at the popular **Pirate Invasion**, part of Long Beach's wonderful *100 Days of Summer*.



Even a mermaid showed up for the **Pirate Invasion** event at the Belmont Shore Veterans Pier.

# Around Town



The Long Beach Municipal Band led by conductor **Larry Curtis** entertains a huge crowd at their concert at Marine Stadium.



Four members of the Municipal Band form a great Jazz Quartet for some hot Dixieland music.



The picturesque Marine Stadium venue allows boaters and landlubbers alike to enjoy the concert.



**John and Michelle Molina** at a one in a million chance meeting at *Angelo's Restaurant* in Providence, Rhode Island with **Art and Diane Levine**.



LA County District Attorney **Jackie Lacey** and Deputy District Attorney **Tony Cho** surround **Carrie Beltran**, one of the recipients of the *Courageous Citizen Awards* presented at the weekly meeting of the Rotary Club of Long Beach aboard the Queen Mary.



LA County District Attorney **Jackie Lacey** and Rotary Club of Long Beach President **Brian Russell** (c.) are surrounded by recipients of the *Courageous Citizen Awards* and the Deputy District Attorneys who introduced each of them.

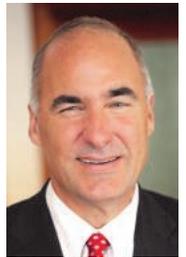


# Last Season's Guests

See how many of these community leaders you can name



Go to Show Archives at [straighttalktv.com](http://straighttalktv.com) for a complete list and to watch any of the interviews on demand



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# Photo Focus: Mayoral Inauguration



Newly sworn-in Mayor **Robert Garcia** addresses several thousand guests at the Inaugural Ceremony at the Terrace Theater. City Prosecutor **Doug Haubert** (pictured) is seated on stage, as were all the other City-wide elected officials and newly-elected and/or returning Councilmembers.



The **Yuujou Daiko** Drummers greeted guests as they entered the Arena Foyer for the party following the Inaugural Ceremony.



The **Inaugural Celebration**, a big party free to all residents of the City, followed the Inauguration Ceremony in the Pacific Ballroom at the Arena.



Former CSULB President **Bob Maxson** and former Long Beach Mayor **Beverly O'Neill** greet Mayor **Robert Garcia** at the **Education Forum** convened by the Mayor at CSULB. Mayor Garcia was a student at CSULB and served for a year as A.S. President while Dr. Maxson was president of the University.



**Mayor Garcia** is interviewed by a Channel 7 reporter prior to the Education Forum Luncheon.



New CSULB President **Jane Close Conoley** welcomes the more than 200 guests at the Education Forum.

# Sponsor & Community News

## Grand Prix Association of Long Beach

The Grand Prix Association of Long Beach, has been retained by the new all-electric **FIA Formula E Championship** to facilitate the operation of its inaugural Long Beach ePrix, set to take place on **Saturday, April 4, 2015**.



The **Long Beach ePrix**, Round Six of the world's first fully-electric racing series will feature 20 electric race cars piloted by top-class drivers on a portion of the traditional Grand Prix circuit on the downtown streets of Long Beach. The Formula E race circuit will incorporate seven turns and be 1.6 miles long, utilizing the same iconic start/finish line as the Grand Prix.

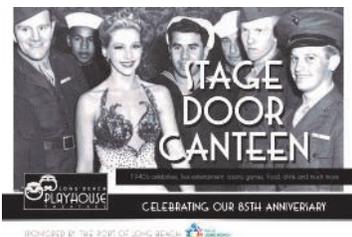
Admission to the Long Beach ePrix grandstands will be **free** to fans, with a focus on attracting school and university students from the area to appeal to a new generation of motor-sport fans and promote the electric vehicle industry. For more information on Formula E, visit [www.fiaformulae.com](http://www.fiaformulae.com).

## Long Beach Petroleum Club

Our newest Sponsor is the Long Beach Petroleum Club. The Club is a historically charming venue offering a feeling of style and elegance from days gone by. It was frequented by many celebrities in entertainment and sports in the 50's and 60's, and was known as the place where the "in crowd" gathered. Among those who performed on the stage in the Grand Ballroom were Etta James, the Ink Spots, the Mills Brothers and Buddy Epstein. For further information about the Club and membership opportunities, call **(562) 427-7966**.

## Long Beach Playhouse

The Playhouse will celebrate its 85th Anniversary with a *Stage Door Canteen* on **Saturday, September 13** at the Playhouse. The gala will include 1940's celebrities, live entertainment, casino games, food and drink and much more. Tickets are \$100, which includes drink coupons and \$500 in "Canteen Cash" for casino games and other amusements. For tickets, visit [lbplayhouse.org](http://lbplayhouse.org).



## Naples Rib Company

Naples Rib Company, a family owned and operated community-focused restaurant, announced that it has been named a winner of *OpenTable Diners' Choice Awards* for **Top BBQ Restaurants in America**. The list of winners is derived from more than five million reviews submitted by OpenTable diners for more than **19,000 restaurants** in all 50 states and the District of Colombia.



The Ursini Family

Based on feedback collected from OpenTable diners between July 1, 2013 and June 30, 2014, the **30 award-winning restaurants** received the highest scores.

"We are very pleased by this acknowledgment from OpenTable diners," said **Dave Ursini** owner of Naples Rib Company. "We are proud to know that these diners thoroughly enjoyed their overall experience at Naples Rib Company and gave us such high marks. We acknowledge that there are many barbecue restaurants in Southern California and are proud to be recognized in this fashion."

## Umberto International Clothier

Umberto International Clothier has generously donated the men's fashion for the *A Few Good Men Gala* on **Wednesday, October 29** at 5:30pm at the Pacific Ballroom in the Long Beach Arena. Distinguished gentlemen from throughout the community will strut their stuff down a runway for a men's fashion show benefiting the **Long Beach Ronald McDonald House**. The Class of 2014 Honorees are **Jim Gray, Skip Keesal, Don Knabe, Gene Lentzner, John C. Molina, J.D., Kent W. Peterson, Kevin L. Peterson, Justin Rudd, Tom Shadden, Ken Walker and Dr. Mike Walter**. For more information or to reserve your place at this unique event, call **(562) 285-4307**.





**Guest Column**  
**by**  
**Jane Close Conoley, Ph.D.**  
**President, Cal State Long Beach**

**F**or the past 40 years critics have decried the state of our pre-K – 12 public school system. Many reforms have been instituted, but the pressures on the K-12 arena have continued to grow: volatile state funding, increased childhood poverty, many parents with low educational attainment, large numbers of English learners who must be mentored to bi-literacy to support academic progress, and increasing class sizes. Teachers must also help students meet new and challenging learning standards, no matter their readiness. Further, the option that some youngsters could finish 8th grade or 12th grade and access good jobs has all but disappeared. Our knowledge economy demands a much better educated workforce than at anytime in history.

Just after World War II most nations saw the U.S. as having been successful in the war effort because we had such well-prepared high school graduates. We had more people finishing secondary education than almost any other nation in the world. Certainly the post-war economic prosperity was fueled by the vast number of GIs who made use of the GI Bill and returned to finish college degrees.

Now very credible research shows us that increasing levels of education are correlated with, to name just a few, higher incomes (of course!) but also better physical and mental health, and fewer negative brushes with the law. We also now have years of good research illustrating that good preschool education is an investment that pays for itself several times over because children who experience good early care require less educational remediation, finish high school at great numbers and complete college with greater success than those students who have not had preschool.

Recently, increasing numbers of pundits have turned their attacks on colleges and universities, suggesting that a college degree has little value. With almost no data to support the argument, a furor over public and private universities' quality has ensued. Why? In an era of record-breaking applications from domestic and international students, why have critics of post secondary education appeared?

California used to be the national leader in educational outcomes. Our state's position as a world economy is based on the education capital made possible by a cutting-edge master plan that guaranteed every qualified Californian an almost free and excellent education. This plan created our success; however, in the past two decades, individuals, business, and industry have backed away from their responsibility to fund the plan (outsourcing, tax evasions, and privatization of education) and then lamented decreasing quality. It is very expensive to educate with excellence, but the outcomes build a sustainable, safe, and democratic future for all.

A focus on the common good of a state and a nation suggests we all must sacrifice a bit. Like every other service or commodity, education has become more expensive to deliver. Some economies are possible and must be pursued. We must become more responsive to new technologies, but always remember (paraphrasing Yeats) that authentic education is not filling an empty brain with facts, but lighting fires of creativity, curiosity, and risk taking in others who will invent our new and better futures.

**Straight Talk Magazine**

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# Sponsor Spotlight: Performance Plus- “Locally World Famous”



When a new customer enters the massive showroom of Performance Plus Tire, their first expression is usually something along the lines of “Wow”.

In addition to tires and wheels, Performance Plus is a **suspension and service expert**, providing complete undercarriage support as well as basic automotive services.

Most automotive centers would not be described as “inviting”, but at Performance Plus customers wait for their vehicles in **50’s style diner booths** where they can watch TV, enjoy free Wi-Fi or admire the custom rims adorning the walls.



Hank and his team believe strongly in **giving back** to the local community. They support a variety of charitable activities, including their own Annual Thanksgiving Food Drive, now in its 17th year.

For over 40 years, local resident and owner **Hank Feldman** has earned the reputation for **outstanding customer service**, operating his family-owned Superstore under the premise “*If we don’t take care of our customers someone else will.*”

Let Performance Plus take care of you automotive needs, and you will learn why they are called “Locally World Famous”!

Performance Plus stocks over **5,000 tires** in every brand you could want, and is also one of the **largest custom wheel retailers** in the country.

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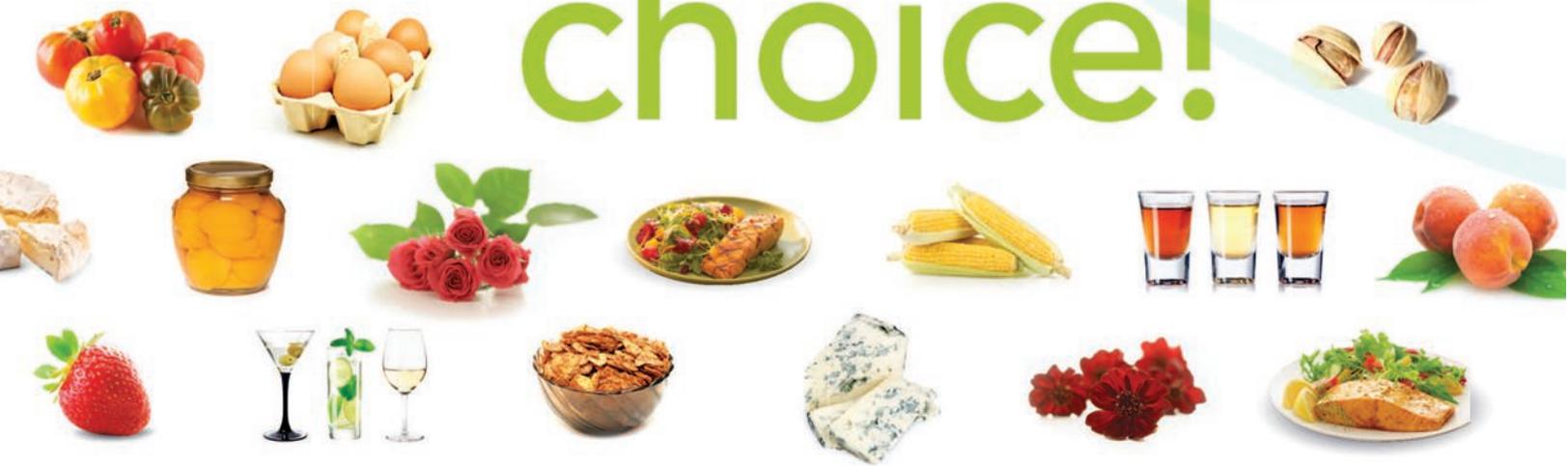
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- Travel Agency**  
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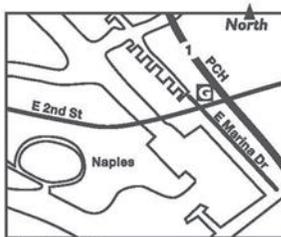
# Gelson's celebrates choice!



In a place with so many food shopping options, what makes Gelson's stand out is our respect for you. For the diversity of your ever-changing menu moods. We recognize that choice is a paramount virtue for a market. Needs change. Inspiration is fickle. Which is why Gelson's features the finest products in the world across the store, down every aisle.

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*What are you celebrating today? We want to make sure it's just perfect.*



MAP NOT TO SCALE

**Gelson's Long Beach**  
6255 East 2nd Street (at PCH)  
(562) 430-6042

Open Daily 7am-10pm

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