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Public Affairs Highlights and Initiatives May 2013

Government Affairs:

1. Met with CoreBrand, the Airport's branding company, as they presented their summary of findings and insights from the stakeholder interviews.
2. Director, Mario Rodriguez, and Public Affairs Officer, Kerry Gerot, attended the ACI/AE Legislative Conference. They also met with the FAA's Deputy Associate Administrator for Airports, Catherine Lange, to give an update on completed and future projects.

Communications & Presentations:

3. Created LGB Marketing Analysis presentation for meetings with airlines.
4. On our Social Media sites, we currently have more than 7,000 "Likes" on Facebook, (an average weekly reach of 200,000 people) and more than 3,000 followers on Twitter. On Yelp, the Airport is holding at a rating of 4 stars. LGB has a rating on TripAdvisor of 4 ½ stars.

Community Outreach:

5. Participated in Long Beach Grand Prix with booth at Lifestyle Expo, April 19-21. Handed out promo items to attendees when they "Liked" us on Facebook.
6. Published and distributed First Quarter LGB newsletter.
7. Continued participation in CVB's bimonthly Team Long Beach networking events.
8. LGB conducted 14 history tours to school and community organizations including one for a man celebrating his 90th birthday and another for a group training guide dogs for the blind.

Media & Publicity:

9. Ruhl, Ashleigh (2013, April 25) Gazettes, Long Beach Airport Ducks Sequester's Impact http://www.gazettes.com/news/business/long-beach-airport-ducks-sequester-s-impact/article_3d918100-ad0a-11e2-a1c0-001a4bcf887a.html

10. Moore, Jim (2013, April 25) AviationPros.com, Long Beach Reconfiguration Studied <http://www.aviationpros.com/news/10928231/long-beach-reconfiguration-studied>
11. (2013, April 23) Latinos Post, LAX Flights News Update: Congressional Sequestration Will Lead to Delays <http://www.latinospost.com/articles/17280/20130423/lax-flights-news-update-congressional-sequestration-will-lead-delays.htm>
12. Bennett, Sarah, (2013, April 16) Long Beach Post, Best Dessert Spot: Sweet Jill's Bakery <http://www.lbpost.com/lbfoodreview/2000002133-best-dessert-spot-sweet-jill-s-bakery>
13. Ruiz, Jason (2013, April 15) Long Beach Post, Replica IndyCar Brings Grand Prix Spirit to Long Beach Airport's Palm Court <http://www.lbpost.com/life/2000002114-replica-indycar-bring-grand-prix-spirit-to-long-beach-airport-s-palm-court>
*The IndyCar story was also aired on local broadcast stations: KABC, KNBC, KCBS and KCAL.
14. Hetrick, Greg (2013, April 1) Security Today, Out With the Old, In With the New <http://security-today.com/articles/2013/04/01/out-with-the-old-in-with-the-new.aspx?admgarea=ht.airport>
15. Bradley, Eric (2013, March 27) Press Telegram, B-17 "Memphis Belle" vintage aircraft flies into Long Beach for anniversary http://www.presstelegram.com/news/ci_22869358/b-17-flies-into-long-beach?IADID=Search-www.presstelegram.com-www.presstelegram.com
16. Helped to promote a book signing hosted by The Paradies Shops in the concourse. Colonel Dick Toliver, a protégé of the Tuskegee Airmen, was at LGB signing and selling his book an Uncaged Eagle – True Freedom.

Advertising and Print Materials:

17. Converted our new "garden" billboard to ads, which were placed in TRAVELHOST of Long Beach & South Bay magazine, the LBLGP souvenir guide and Destinations magazine.
18. Placed our local economic impact ad in the March/April issue of Palacio de Long Beach magazine as well as the Long Beach Parks, Recreation & Marine Summer 2013 Family Entertainment Guide.
19. Continued working with Long Beach Transit on a customer handout focusing on routes from the Airport to destinations most frequently requested from travelers.
20. Worked with the Noise Department to update the Airport Pilot Guide, which now will include information pertaining to the helicopter pilot.

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Long Beach Airport Ducks Sequester's Impact

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Posted: Thursday, April 25, 2013 4:00 am

By Ashleigh Ruhl
Editor | 0 comments

Despite warnings that travelers could face major delays because of federal spending cuts that went into effect this week, there has been no impact at Long Beach Airport.

"Long Beach is not among the airports where we expect to see serious delays on a daily basis," Ian Gregor, public affairs manager for the Federal Aviation Administration Pacific Division, wrote in an email.

The federal spending cuts, known as the sequester, have meant that the FAA has had to trim \$637 million from its \$16 billion budget. To come up with those savings, air traffic controllers are being furloughed one day per pay period (or one day every two weeks) — in general, that means 10% of controllers at any facility will be on furlough every day.

FAA officials released a statement Monday warning travelers to expect to see a wide range of delays depending on staffing and weather related issues since the controllers now will need to space planes farther apart to manage traffic safely with fewer people on staff.

"The FAA is working with the airlines throughout the day to try and minimize delays for travelers," according to the statement. "We encourage all travelers to check their flight status and also to visit fly.faa.gov for the latest airport delay information."

Long Beach Airport Director Mario Rodriguez said on Monday that "things were getting ugly" as staff reductions began to delay some flights at major hub airports. Still, he said Long Beach Airport has not felt any impact so far.

"Major hub airports are going to feel a strong effect where the reductions are occurring, and there will be a secondary effect at smaller airports like ours," he said. "We still haven't seen the full effect... There have been no delays here so far, but everything is inter-connected and we are all going to feel this to some degree."

Rodriguez said he felt the federally mandated cost-savings should be found elsewhere, not by furloughing air traffic controllers.

"There is a philosophical question to this: Is your airline transportation system a luxury or a necessity?" he asked. "If you believe it is a luxury, then cut away. If you believe it is a necessity — like I do — that ties to everything we do as a part of our transportation system... You don't cut a necessity."

Rodriguez compared furloughing air traffic controllers to closing a lane of a highway as a way to save money. He said reducing the capacity of this American transportation system, which transports about 750 million travelers each year in addition to cargo, could negatively impact an integral part of the nation's economy.



—Gazette photo by Carla Grievé

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"Part of what makes this country strong is our ability to move people and cargo across the country within hours," he said. "This is not the right thing to do, and this is not the right time to do it."

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States News Service
Source: States News Service
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Officials study Long Beach Airport configuration

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The following information was released by the Aircraft Owners and Pilots Association:

By Jim Moore

A portion of the FAA airport diagram, with hot spots at Long Beach Airport illustrated.

Long Beach Airport, owned and operated by the city of Long Beach, Calif., has five runways (each of them bidirectional), a host of flight schools and FBOs, and more than 250,000 operations a year including general aviation and commercial flights. All that activity on a layout that includes six runway intersections and a complex network of taxiways has propelled Long Beach near the top of the FAA list of airports with the highest number of incursions and surface incidents in the country involving a mix of commercial, general aviation, and corporate flights. The FAA airport diagram details seven hot spots on the field, areas where complex intersections have repeatedly led to trouble even for airline operators.

With a \$136 million terminal overhaul (including preservation of the historic original) now complete, attention is being focused on improving the movement areas in a cost-effective manner, making use of existing runways and taxiways where possible. Consultants hired by the city have developed four design options to mitigate the current safety issues, and the city has made a concerted and consistent effort to include operators including local FBOs and flight schools, airlines, and AOPA in the decision-making process. AOPA Vice President of Airport Advocacy Bill Dunn was invited to attend a recent meeting organized by the airport staff and consultants to brief the association on progress to date, and the options under consideration.

One of the four main alternative designseach involving the consolidation of existing runways and taxiways or other strategies to reduce the number and complexity of intersections will be chosen in the coming months.

Dunn told the airport and consultant that while AOPA understands that safety is the driving force in this long-term project, the association seeks assurance that the final design will not negatively impact its constituents ability to operate at Long Beach Airport.

Generally speaking, closing runways simply isnt in AOPAs DNA, Dunn said.

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LAX Flights - News Update: Congressional Sequestration Will Lead To Delays

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First Posted: Apr 23, 2013 07:57 AM EDT

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The iconic Theme Building of Los Angeles International Airport is shown in this 1961 architectural rendering released to Reuters on April 23, 2013. Los Angeles is often seen as a sprawling, smoggy concrete metropolis or a kitschy Hollywood movie set but that image is getting a shiny new makeover in an exhibition that highlights the city's often overlooked contributions to modern architecture. "Overdrive: L.A. Constructs the Future, 1930-1990," takes stock of the city's booming post-World War Two growth, shining a light on buildings that often go unnoticed by the 13 million people living in a metropolitan area about the size of Belgium. T (Photo: REUTERS)

The congressional sequester that nearly shut down the government a little over a month ago is now starting to rear its ugly head. Officials at Los Angeles International Airport (LAX) are having



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to deal with a cut in funds for the Federal Aviation Administration (FAA) that many believe will inevitably lead too longer delay times for flights across the country.

LAX itself will not be directly effected, as the FAA is focusing the majority of its budget cuts on furloughs of staff and the shut down of control towers at mid to lower level airports across the country. Some Southern California airports that will be affected by the cuts will include those in Santa Monica, Fullerton, Riverside, and Oxnard.

"Imagine construction on 1-10," said Mario Rodriguez, director of Long Beach Airport. "The highways in the air will go from six lanes to four lanes."

He believes it will become a basic economic principle of supply and demand. The same amount of demand for air flights will collide with a decline in, and more concentrated location of, the supply of flights throughout the nation. Rodriguez continues:

"There's only so much air traffic a controller can manage, either landing or taking off or en route," he said. "The FAA will reduce the capacity of the system based on safety for obvious reasons and based upon personnel they have available."

He's not the only one who believes these furloughs will weigh heavily on bigger airports such as LAX.

"The furloughs, implemented in response to budget cuts mandated by sequestration, could cause significant delays and inconvenience for passengers that use LAX, as well as the broader community that we're dedicated to serve," said Los Angeles World Airports spokeswoman Nancy Castles.

Not to worry, however, as the FAA has seen this possibility coming down the pipeline for quite some time. The sequestration was known to be a legitimate possibility for quite some time and the FAA was high on the list of possible budget cuts. Preparations have been discussed for awhile and are currently being enacted for a smooth transition.

"FAA employee furloughs, including air traffic controller furloughs, began Sunday," an agency official said. "The FAA will be working with the airlines and using a comprehensive set of air traffic management tools to minimize the delay impacts of lower staffing as we move into the busy summer travel season."

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By Sarah Bennett | Tuesday, 16 April 2013 13:27

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Over the course of two weeks, more than 100,000 of you came to our Facebook page and voted for your favorite people, places and things in this city. And now that winners have been officially announced via our latest print edition (you can pick up a copy at any of the 500 locations listed here), we will be rolling out all 30 winners online--one a day for the next month.



Photo by Sarah Bennett

Best Dessert Spot Sweet Jill's Bakery

Walking into Sweet Jill's on Second Street is like walking into a sugar-laced dream world where chocolate frosting covers the top of every brownie and pastries are pulled apart to reveal cinnamon-apple centers. Nearly 20 feet of display cases (her old location a few blocks down harbored slightly less) only adds to the temptation, showing off Jill Kinney Pharis' cookies, cakes and—her claim to fame—the old-fashioned cinnamon roll, which is topped with homemade icing that seeps into the perfectly gooey center. With a satellite location in Seal Beach and a branded concession in the new Long Beach Airport concourse's food court (where Jill makes her cinnamon rolls fresh every day), Sweet Jill's confections have become a Long Beach institution.

Sweet Jill's Bakery is located at 5001 E. 2nd St., (562) 438-4945, sweetjillsbakery.com

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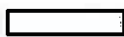
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Replica Indycar Brings Grand Prix Spirit to Long Beach Airport's Palm Court

By Jason Ruiz | Monday, 15 April 2013 09:05



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The replica car greets visitors in the Palm court. Photos by Jason Ruiz.

Long Beach Airport is revving up for the 39th installment of the Grand Prix of Long Beach by rolling a replica Dallara DW12 Indy Car into its recently renovated concourse.

The open-wheeled racer was transported to the airport from Downtown on a flatbed truck, and after passing a security inspection, was rolled past unsuspecting travelers on Saturday before it reached its resting place in the Palm Court, just past the Transportation Security Administration security stop. Public affairs officer Kerry Gerot, who worked with Grand Prix organizers to get the car to the airport, said that having the car on display is mutually beneficial for both race organizers and the airport.

"We just opened a new concourse four months ago and I thought, 'Why not put the two together?'" Gerot said. "We'd love to have an Indy Car in the concourse in order to welcome all the Grand Prix visitors and tourists that come into town for this fabulous event."

The car will be on display at the concourse until Tuesday before it will be picked up by the Grand Prix Association so it can visit local schools leading up to the race. There, drivers will be present to help explain details of the race and how the cars work. Until then, travelers flying in and out of Long Beach will get to view a shiny replica of what will be zipping along Shoreline Ave. this weekend. Jim Michaelian, President and CEO of the Grand Prix Association said the presence of the show car will be powerful.



The car getting delivered on a flatbed truck.

"I think its going to send an immediate statement to all who view it, whether it be the young or the old, that there's an event happening in town," Michaelian said. "If we didn't have something that indicated that there was a big event going on, you lose a little bit of the spirit here and this is really what this is all about. What better statement than to have a car like this on display?"

The display is something that both parties had been interested in for a few years but wasn't made possible until the airport upgraded their facilities, providing a safe place to display their car. Both the airport and race organizers agree that this is less about promoting the race and more about promoting the growth and improvements of the city as a whole.

"Just watching the reaction of people as they're walking by and looking and watching their reaction to the fact there's a full-on replica racecar sitting in the airport at Long Beach is indicative of the

interest level," Michaelian said. "It's more of a statement of what this city and the airport and the grand prix and its citizenry are trying to achieve by hosting an event like this rather than trying to sell a few more tickets."

Read more:

- [How the Grand Prix Association Turns Downtown Streets into a Raceway](#)
- [Celebrities Invade Grand Prix to Race for the Kids](#)
- [Formula DRIFT Plans Inaugural Night Races At 2013 Grand Prix](#)

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Out With the Old, In With the New

Securing Long Beach Airport

By Greg Hetrick Apr 01, 2013



Located just 18 miles southeast of Los Angeles International Airport lies a hidden gem for Southern California air travelers. Long Beach Airport (LGB), which serves more than 3.2 million passengers annually, has one of the strictest noise-abatement ordinances in the nation for its neighboring residential communities.

Forty-one daily commercial flights and 25 commuter flights provide a steady pace without the overwhelming crowds of the dominant airports to LGB's north and south. JetBlue Airways has established the airport as its West Coast hub, while US Airways, Alaska Airlines and Delta Air Lines also provide carrier service. Air cargo carriers such as UPS and FedEx transport 57,000 tons of goods through LGB annually. The airport also is home to the production of the Boeing C-17 military transport jet, and maintenance facilities for Boeing and Gulfstream Aerospace.

Touted as one of the busiest general aviation airports in the world, LGB offers a large number of flights that include charter and private aviation, flight schools, law enforcement helicopters, advertising blimps and tow planes

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Landmark Gets Updates

Owned by the city of Long Beach since 1923, Long Beach Airport has also been known as Daugherty Field, named after the famous

barnstormer, Earl S. Daugherty. LGB has one main terminal, notable for its circa 1941 streamline modern architecture. Today, it is a historical landmark with the original tower and two, small, outdoor baggage claims still in use. A newer, modern control tower overlooks the west side of the field. Due to the airport's age and limited size, its passenger concourse area has recently been renovated.

A new \$45 million terminal modernization project began at LGB in late 2010. A modern, inviting and comfortable passenger concourse of new eating and shopping destinations, including an outdoor garden, has been built. The 36,000-squarefoot eco-friendly facility, with rows of palm trees and native plants, is in an open courtyard between the north and south concourse. It is a welcome change to the cramped, temporary trailers that travelers once had to deal with.

In addition to TSA security procedures for passenger traffic, LGB's infrastructure and administrative facilities require complete access control. Commercial Controls of Valencia, Calif., was tasked with being the airport's electrical contractor, specifically for access control and security. For the access control product manufacturer, Commercial Controls selected PCSC.

"It was an easy decision to choose PCSC," said Doug Scripture of Commercial Controls. "We're replacing an outdated system that existed prior to the renovation."

PCSC's line of IQ Series access control panels are used throughout the facility to manage doors, passenger gates, elevators and more. HID Global keypads, along with small dome cameras, are some of the visible hardware seen by the public throughout the terminal's concourse.

The system is securely integrated by PCSC's enterprise-level access control software, LiNC-PLUS.

"We're proud to have our products installed in our own backyard," said Dan Smith, PCSC's western regional sales manager. "PCSC's corporate offices in Torrance, Calif., are just several minutes north of the airport. We're able to stay in close contact with the integrator and the end-user to ensure the system's products meet and exceed everyone's expectations. Security and access control of an airport's facility is a multifaceted situation. It is complex and should always be adapting to the needs and requirements."

The end-user of PCSC's access control software is managed by Long Beach Airport's safety and security operations.

"I don't take securing the airport lightly," said John Blood, chief of security and airport safety. "Security is a high priority here at LGB, and passenger security and safety is taken very seriously."

About the Author

Greg Hetrick is the marketing manager at PCSC.

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B-17 'Memphis Belle' vintage aircraft flies into Long Beach for anniversary

By Eric Bradley, Staff Writer Daily Breeze
Posted:

PressTelegram.com

Gallery: B-17 "Memphis Belle" flies over Long Beach

LONG BEACH -- Laurence Stevens was a 19-year-old B-17 tail gunner, dozing off above Brux, Czechoslovakia, in 1944 when a jolt snapped him alert.

Dozens of white parachute canopies were blossoming in the freezing stratosphere as B-17s began plummeting toward the ground.

Above him, combat box formations of B-17 "Flying Fortresses" - named for their bristling defensive .50-caliber machine guns - were being swarmed by Luftwaffe fighters.

"When I pressed my face against the Plexiglas I saw German planes swirling around the higher groups," said Stevens, now 88. "It looked like a beehive of activity. "

An enemy fighter, belching smoke and flames, dropped past Stevens' crew position close enough to see the pilot before the aircraft continued a long descent into the earth.

"It looked like a movie," Stevens said. "It didn't look real. "

Though those desperate times belong to a passing generation, Southern California residents can get a visceral connection to the airmen of the Eighth Air Force on Saturday at the Long Beach Daugherty Field Airport by touring or even flying in the Liberty Foundation's B-17 "Memphis Belle," used in the 1990 movie with the same name.

The bomber is making its first West Coast tour in honor of the 70th anniversary of its namesake plane's crew completing their 25th and final mission in May 1943.

Stevens, a Temple City resident and 35-mission veteran, stepped back into his past on Monday when he climbed back on board for a B-17 flight. Until another flight earlier this year, Stevens had not been on a B-17 since the war.

Conditions were definitely different for this flight compared to then.

Instead of cruising above 25,000 feet in temperatures around 50 degrees below zero for as many as 11 hours, Stevens' flight was only a leg around Long Beach its port. The temperature was a milk-warm 70 degrees.

The venerable B-17 carried its passengers - sightseers and one former airman - with gusto, leaping off the Daugherty Field runway, the droning engines breaking into a teeth-rattling, penetrating roar as the pilots throttled up for takeoff.

After 30 minutes, Stevens was backing carefully out of a door behind the B-17's waist gunner position.

"Not as easy as I used to do that," he said with a chuckle.

During World War II, 12,731 B-17s were built. Only 12 survive today, according to Liberty Foundation lead pilot Ray Fowler of Carrollton, Ga.

He said the rarity of the workhorse bomber of the battle against Nazi Germany, along with the reality of operating costs that reach \$1,400 for fuel alone, makes it more important than ever for people to come out and support the memory of the men who helped liberate Europe almost 70 years ago.

"We tell everyone the history of what they did," Fowler said. "The only way we survive is off donations and the goodwill of the public so we can see this aircraft fly and not parked as a museum piece. "

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