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Business & Education
A PARTNERSHIP FOR OUR FUTURE

2700 Temple Avenue, Suite C,
Long Beach, California 90806
213/988-1222

Sent 4/5

November 29, 1988

Mr. David Demarest
Director of Communications
Office of the President-elect
1825 Connecticut Avenue, NW
Washington D.C. 20009-5708

Dear Mr. Demarest:

Please allow me to introduce myself. I am George Economides, president of South Coast Publishing Inc. A representative of Congressman Dan Lungren's office suggested I should contact you regarding a special request for President-elect George Bush.

Last year, South Coast Publishing made a significant contribution to the educational system and business community by publishing the enclosed "Business & Education: A Partnership For Our Future." The publication received many accolades from businesspeople, educators and parents throughout the country. Most importantly, students have utilized it as a planning guide to career opportunities.

Because of the tremendous positive response to our premiere issue, we have agreed to publish a 1989 edition. Distribution is scheduled for next March.

I am most aware of Mr. Bush's strong commitment to education, therefore I respectfully request that he write a letter to the students and businesspeople to be used in the introduction of the publication.

In the 1988 edition, our governor, George Deukmejian, graciously extended his support to our efforts by writing a letter, and he has agreed to do so for the 1989 publication.

It would be most appropriate if Mr. Bush would support this effort as well. A message from the President would instill in our young people the importance of a good education to the future of our nation, and encourage businesses to take an active role in the educational system.

Project Manager Dawn Livingston will be contacting you soon to check on the status of this request. If you should have any questions, she can be reached at 213/988-1222.

Thank you very much for your consideration of this matter.

Most Cordially,

George Economides

George Economides
President
South Coast Publishing, Inc.

Dear Readers:

Let's think about the great issues of the day. Do we want to talk about America's place in the world? Then we'd better think about education. Do we want to talk about competitiveness, and how we can improve it? Again, we'd better think about education. About productivity, and how to keep it on the increase? Again, education is the answer.

Education is long-range planning at its best. It's a solution for the next century -- for problems we haven't even begun to recognize. In eleven short years, we'll stand on the threshold of a new century. It will be a new American century.

To get there, I am committed to building a better America.

A better America is going to depend above all on our most precious resource, our children. That's why I have proposed a series of initiatives to improve education -- from merit schools to expanded use of magnet schools, from alternative certification of teachers to special Presidential awards for excellence in every state.

Our educational system has been an important ingredient in this nation's success -- and in our economy's success. It has a critical role to play in ensuring the intellectual creativity, the economic opportunity and the basic freedoms of our next generation. Most importantly, it has a critical role in this nation's competitiveness.

America is well-positioned to remain productive and competitive in the world marketplace. We have the raw materials. We have the opportunity. What we need is a renewed sense of resolve -- a commitment to shape our future by preparing today the young people who will lead us in the 21st Century.

This sense of resolve is what the American Dream is all about. I believe we can trace the origin of the American Dream to a very ordinary place -- it can be found between the hours of 8:00 a.m. and 3:00 p.m. in every classroom, in every city, and in every town in America. Please know that I appreciate what you are doing to further the dream, and to help us build a better America.

Sincerely,

Business & Education
A PARTNERSHIP FOR OUR FUTURE

2700 Temple Avenue, Suite C,
Long Beach, California 90806
213/988-1222

December 14, 1988

Ms. Sara Maltby
Speech Writer
Office of Public Affairs For the President-elect
1825 Connecticut Avenue, NW
Washington D.C. 20009-5708

Dear Ms. Maltby:

We wish to thank those of you who were involved in granting our request for a letter from President-elect George Bush to be published in the introduction of the 1989 edition of Business and Education: A Partnership For Our Future.

We are most honored to have the opportunity to publish Mr. Bush's message. His words will have tremendous influence on our students to achieve their highest goals; instilling in them the belief that a good education is vital to the growth and well-being of our nation.

As I mentioned over the phone, the letter should be approximately 350 words. We will need a photo of the President-elect, if possible, a color transparency or color print. Since the magazine will be published after Mr. Bush has taken office, it would be appropriate for the letter to be written on presidential stationery, signed by Mr. Bush as President of the United States, and with the presidential seal.

Again, we are most grateful to you for taking the time and the effort to grant this request. If you have any questions, I can be reached at 213/988-1222.

We look forward to receiving the letter by mid-January.

Most Cordially,

Dawn Livingston
Special Projects Manager

DL/cm

Status of Federal Legislation

As of 6 p.m. November 22 — Bold type indicates changes since November 16

LEGISLATION	MAJOR PROVISIONS	STATUS
Animal research S 727	SENATE BILL: **Would amend the Animal Welfare Act to make it a federal crime to steal, damage, or make unauthorized use of research animals, equipment, facilities, or data.**	SENATE: **Passed November 20**
Athletics S 580	SENATE BILL: Would require colleges and universities to provide prospective recipients of athletic scholarships with information about graduation rates for athletes at the institutions.	SENATE: Approved by committee November 1
Copyrights HR 3045	HOUSE BILL: Would amend the Copyright Act to state explicitly that states and state institutions, including public colleges and universities, may be sued for copyright infringement.	HOUSE: Passed October 16 H Rep 101-282
Defense research HR 2461, S 1352	COMPROMISE BILL: Would reauthorize defense research programs for the next two years, providing an increase for basic and applied research for fiscal 1990 of less than 1 per cent. Would allow the University Research Initiative to receive up to $71-million in fiscal 1990. Would create a few exceptions to the prohibition on the Defense Department awarding research contracts without first holding competitions.	Sent to the President
Education programs S 695	SENATE BILL: Would change the eligibility requirements for receiving federal student aid by cutting from 70 per cent to 50 per cent the portion of personal income that students are expected to spend on educational expenses. For families earning less than $30,000 a year, would exclude from calculation of family assets the value of a home, farm, or small business. Would create a $20-million program to increase the endowments of historically black colleges and universities. Would create in 1991 several new programs to improve elementary and secondary schools.	SENATE: Approved by committee July 20 S Rep 101-136
Job Training Partnership Act S 543	SENATE BILL: Would change the Job Training Partnership Act so that more funds would be spent on education and training programs for those most in need of assistance, and so that the education and training would be designed to lead to a career rather than a single job. Would increase coordination between job-training programs and education programs.	SENATE: Approved by committee July 26 S Rep 101-129
National service S 1430	SENATE BILL: Would alter the College Work-Study program to increase federal contributions for community-service jobs and cut payments for other jobs. Would require that half of appropriations for the State Student Incentive Grant program in excess of $75-million be used for community-service projects. Would provide $100-million for a Youth Service Corps to pay up to $7,000 a year plus $5,200 a year in educational benefits for volunteers aged 15 to 25. Would create a $100-million demonstration project in which, in a few states, people over 17 could receive up to $7,000 a year and $8,500 a year in housing or education benefits for up to two years of community service.	SENATE: Approved by committee August 2 S Rep 101-176
Science scholarships HR 996	HOUSE BILL: Would create three new scholarship programs for undergraduate students in science, mathematics, and engineering. Would allow spending of up to $13-million in the next fiscal year, rising to $41-million by 1993.	HOUSE: Passed September 12 H Rep 101-220
Taxes HR 3299	COMPROMISE BILL: **Would extend for nine months the tax exemption on employer-provided educational benefits of up to $5,250 a year for undergraduate education. Would extend for nine months the tax credit for corporations that increase spending on research and development.**	Sent to the President
Vocational education HR 7, S 1109	BOTH BILLS: Would authorize spending for vocational-education programs at colleges and schools and make major changes in the way the money is distributed. Funds would no longer be distributed through a competitive grant process to schools and colleges and reserved for certain "special-needs" populations, such as the handicapped. Instead, money would be distributed to the institutions based on how many disadvantaged students they enrolled. HOUSE BILL: Would authorize $1.4-billion for the programs. SENATE BILL: Would authorize $1.5-billion for the programs. Specifies that at least 25 per cent, but no more than 35 per cent, of the money would go to colleges and universities.	HOUSE: Passed May 9 H Rep 101-41 SENATE: Approved by committee November 1

Bills Enacted Into Law

AGRICULTURE DEPARTMENT: **Provides $369-million to the Agriculture Department for fiscal 1990 for the Cooperative Extension Service, as well as $342-million for the Cooperative Research Service. (Public Law 101-161)***

CIVIL RIGHTS AND OTHER AGENCIES: **Provides $185-million for the Justice Department's Equal Employment Opportunity Commission for fiscal 1990, as well as $157-million for educational and cultural exchanges operated by the United States Information Agency. (Public Law 101-162)***

DEFENSE DEPARTMENT: **Provides $3.4-billion to the Defense Department for its programs of basic and applied research for fiscal 1990. Also provides $96-million for the department's University Research Initiative. (Public Law 101-165)***

ENERGY DEPARTMENT: Provides $1.1-billion for the department's general science and research activities in fiscal 1990, including $225-million to begin construction of the Superconducting Supercollider. Also provides $331-million for the department's research activities in magnetic fusion, and $596-million for its programs in basic energy sciences. (Public Law 101-101)*

HEALTH RESEARCH AND EDUCATION: **Provides $24-billion to the Education Department for fiscal 1990, including $4.7-billion for Pell Grants and $3.8-billion for guaranteed student loans. Also provides $7.7-billion to the National Institutes of Health, and $1.5-billion for research on Acquired Immune Deficiency Syndrome. (Public Law 101-166)***

NATIONAL ARCHIVES AND OTHER AGENCIES: Provides $127-million for the National Archives for fiscal 1990, including $5-million for the National Historical Publications and Records Commission. Also provides $460-million to the U.S. Postal Service for non-profit postal subsidies. (Public Law 101-136)*

NATIONAL SCIENCE FOUNDATION AND OTHER AGENCIES: Provides $2.07-billion for the National Science Foundation for fiscal 1990, including $1.7-billion for research activities and $207-million for science education. Also provides $415-million to the Department of Veterans Affairs for veterans' educational benefits, and $5.3-billion to the National Aeronautics and Space Administration for its research and development activities. (Public Law 101-144)*

* Cuts of varying sizes will be made in the budgets of all departments of the federal government because Congress and the President failed to meet the target for deficit reduction required by law. The numbers in this chart do not reflect those cuts.

New Bills in Congress

WASHINGTON

Following is a summary of bills of interest to higher education that have been introduced in Congress. Copies of bills may be obtained from Representatives (Washington 20515) or Senators (Washington 20510).

HOUSE OF REPRESENTATIVES

Biological defense research. HR 3758 would amend existing law to require institutions that conduct biological defense research to notify and provide information to local police, hospitals, and fire departments. By Representative Gekas (R-Pa.).

Education savings. HR 3709 would amend the federal tax code to allow the establishment of education savings accounts, and to provide a tax deduction for contributions to such accounts. By Representative McEwen (R-Ohio).

Environmental research. HR 3698 would authorize the Education Department to give Bowdoin College $5-million for construction of a center for research on assessment of the environment. By Representatives Brennan (D-Maine) and Snowe (R-Maine).

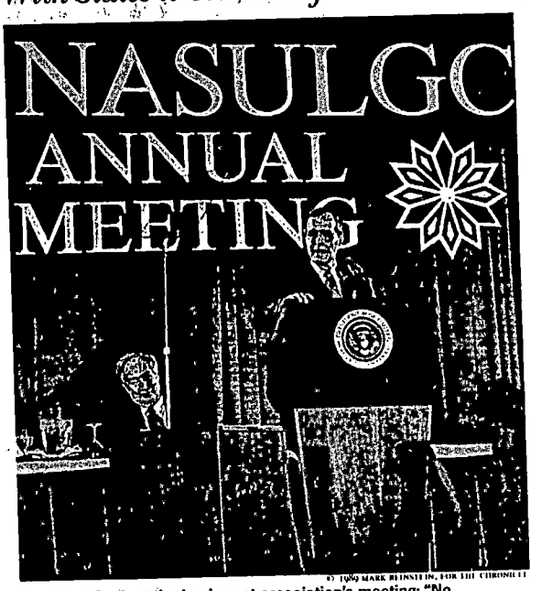
Teacher education. HR 3717 would amend the Higher Education Act of 1965 to provide up to $20-million to the National Board for Professional Teaching Standards for fiscal years 1990 through 1992. By Representative Williams (D-Mont.) and nine others.

SENATE

Environmental research. S 1909 would do the same as HR 3698, above. By Senators Mitchell (D-Maine) and Cohen (R-Maine).

Research facilities. S 1863 would amend the Public Health Service Act to provide grants for the expansion or renovation of biomedical- and behavioral-research facilities. By Senator Kennedy (D-Mass.).

President Urges Universities to Work With States to Set Goals for Schools



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President Bush at the land-grant association's meeting: "No school can afford to remain diffident when it comes to drugs."

By CHRISTOPHER MYERS

WASHINGTON

President Bush last week praised the quality of American higher education and urged university officials to work with state governments in setting national goals for the country's schools.

Reporter's Notebook

Speaking here at the annual meeting of the National Association of State Universities and Land-Grant Colleges, the President reviewed his proposed program for improving education and called on Congress to approve it.

The President's speech—only the third Presidential address in the association's 102-year history—was one of several events during the meeting that highlighted the complex relationship between the federal government and colleges.

The Administration's education plan, the Educational Excellence Act of 1989, was introduced in Congress in April but failed to reach the floor of either the House or Senate this year. It deals primarily with elementary and secondary education, but would also increase aid to historically black colleges and universities.

Mr. Bush said that elementary and secondary schools seeking to improve should take a cue from postsecondary institutions.

"Our colleges are the best in the world in part because they epitomize choice, competition, and flexibility," he said. "What's worked for you will work for them."

The President also said colleges and universities needed to fight drug use by students. "We can't give our students one message while they are in elementary and high school and another when they start college. No school can afford to remain diffident when it comes to drugs," he said.

■

With government issues becoming so important to university officials, many in higher education have wondered whether universities should create a political-action committee to reward supportive lawmakers. One session at last week's conference included a robust debate on the issue.

A Washington lawyer and lobbyist, Tom R. Jolly, said virtually every other interest group in the country had a PAC. While supporters of elementary and secondary education and for-profit trade schools benefit from their PACs, higher education suffers from its lack of one, he said.

"I believe the higher-education community is perceived by its friends in the United States Congress as lazy and cheap, and it hurts you," he said.

But Robert M. Rosenzweig, the president of the Association of American Universities, said a higher-education PAC would undermine the good relations that colleges already have with many important members of Congress.

Formation of a political-action committee "would try to make higher education something that it is not and should not be—namely, a participant in the political process," he said. "We would lose the very quality of disinterested commitment to public service that already gets us access, and, in most cases, a sympathetic hearing."

■

In a separate session, D. Allan Bromley, the President's new top adviser for science and technology, offered academic research officials some cagey advice on how to curry favor with members of Congress.

As a constituency, he warned them, researchers are "practically invisible." But there are ways to rectify that.

They could take a member of Congress to lunch, he suggested, sometime when they do not have a

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specific request in mind for their own institutions. Then they should focus the lunchtime conversation on issues of general concern to universities.

The novelty of that approach is sure to keep the lawmaker on the edge of his or her seat the entire time, waiting for that special request that never comes. After a surprise like that, he promised, "they'll remember you."

■

Academic researchers are expecting anything but friendly lunches when it comes to dealing with the Public Health Service's new Office of Scientific Integrity.

Discussions at an association session on the new office's organization and methods drew moans and groans from college officials.

The office was created to address the problem of scientific misconduct in research financed by the Public Health Service, including the National Institutes of Health.

"We are not the police," said Suzanne W. Hadley, the acting director of the Office of Scientific Integrity. "Our bread-and-butter responsibility is to advise colleges and universities as they conduct inquiries or investigations."

The office also will conduct inquiries and investigations of its own, based on cases referred to it by institutions or by "whistle blowers."

Several college officials said the office was unnecessary and would encumber research efforts.

One official, who asked not to be identified, called the new office "Orwellian" and said it created a "federal bureaucracy to bird-dog" researchers. He said scientists were "essentially self-correcting," explaining that those who publish fraudulent data were almost always discovered and discredited in the normal exchange of ideas.

The Office of Scientific Integrity was created by the Public Health Service last March in response to increased concern about misconduct in science. In addition, the service issued rules in August requiring every university that receives federal biomedical-research funds to have formal policies for dealing with allegations of misconduct.

Institutions have until January to submit to the Office of Scientific Integrity an assurance that they will comply with the rules.

Carol R. Scheman, director of federal relations for the Association of American Universities, said that the rules and the new office highlighted the need for colleges and universities to insure that they have adequate policies for dealing with allegations of misconduct.

"Institutions must recognize the legitimacy of criticism that we have not always responded adequately," she said.

That has created an image problem, Ms. Scheman said.

"Most universities will be in compliance with the regulations," she said. "Most of the time, the system will work. When it doesn't, it will hit the newspapers the minute it happens. When it does work no one will ever hear about it."

Colleen Cordes contributed to this article.

College Officials Retain Exemption from Ethics Rule

Continued from Page A21

designed to prevent "revolving door" situations in which former employees can use their knowledge and contacts to assist their new employers—chiefly in business.

The pay-and-ethics legislation was approved by both the House and Senate, and President Bush is expected to sign it into law.

When people in academe first obtained their exemption in 1979, and again this year when they argued to keep it, they said colleges should be treated differently from businesses.

Scientists or research administrators who served in government would not be able to perform their old duties on campuses after leaving government because federal agencies provide so much of university research budgets, college officials said.

'People Saw the Needs'

That, in turn, would discourage some of the most qualified people from taking positions in agencies such as the National Institutes of Health or the National Science Foundation, they added.

But when the new ethics legislation was unveiled two weeks ago, it contained language that would have curtailed the exemption for colleges. In its original version, the legislation said that former government officials who worked in higher education would be covered by the "no-contact rule" but would be allowed to apply for grants and contracts for themselves (*The Chronicle*, November 22).

College officials protested, saying that their employees needed to be able to discuss general issues of science policy with federal agencies. Congress agreed.

Sheldon E. Steinbach, general counsel for the American Council on Education, said: "People saw the needs and realized that the exemption needed to be retained."

But a Senate aide who was involved in the negotiations over the issue said that there was still strong sentiment among lawmakers to limit the exemption.

The aide said college officials had made a good case that the version proposed two weeks ago would have been damaging.

'Many Aren't Persuaded'

Facing pressure to finish up their work by Thanksgiving, lawmakers decided to drop the issue, rather than try to come up with new wording for the exemption, the aide said.

He added: "Many people still aren't persuaded that there's any justification for a blanket exemption, but in this case, the problem was that to get it right was going to take more time than we had."

—SCOTT JASCHIK

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Communicator

Published to serve elementary and middle school educators by the National Association of Elementary School Principals

Volume 13, Number 4 December 1989

Update USA

Students and teaching

"I don't know of one teacher who is encouraging his or her own children to go into teaching," David Imig, executive director of the American Association of Colleges, told the *Christian Science Monitor*.

Imig's observation is supported by a new survey that found only two of 50 students whose parents are teachers want to follow in their parents' footsteps. And other students are following suit.

A recent survey of high school sophomores in three southern states found that only 5.8 percent were interested in teaching as a career.

Reasons cited for the disinterest: daily stress, low pay, little room for advancement, lack of authority, and bad teaching conditions.

*(**Editor's note**: For a response, see the December* Here's How, *which describes ways to "improve perception of the teaching profession.")*

Corporal punishment

In an effort to protect children from "legalized child abuse," the National Parent-Teacher Association is calling for federal legislation to outlaw corporal punishment in schools.

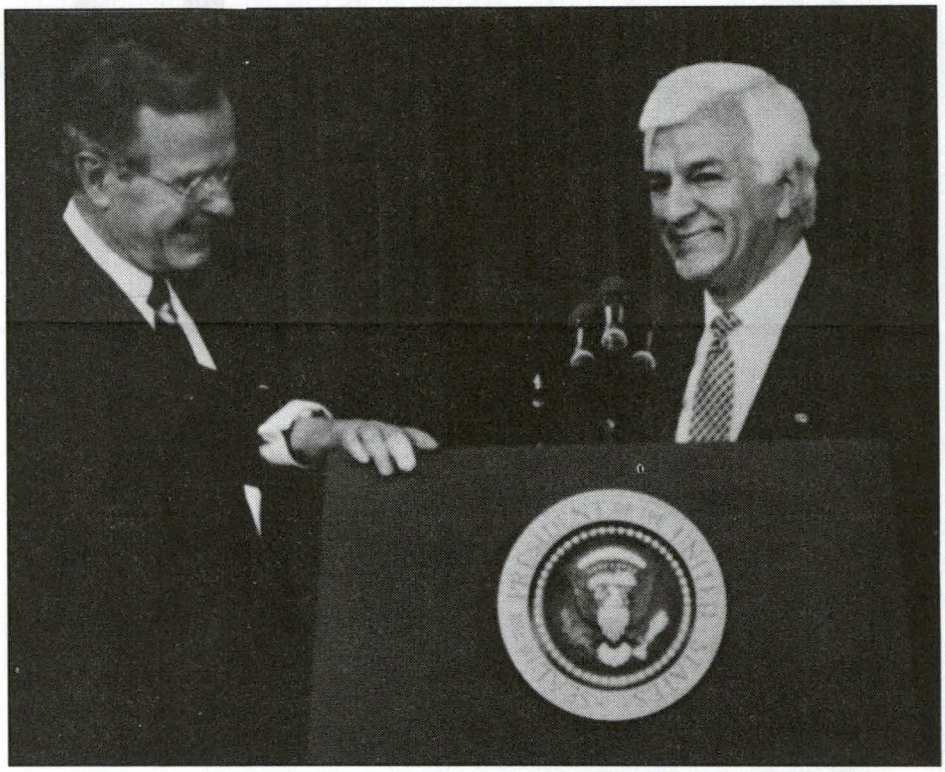
"Parents would be charged with child abuse if they injured their children in the same way educators are legally allowed to do in most states," says PTA Vice-President for Legislative Activity Arlene Zielke. Corporal punishment is against the law in only 19 states.

Statistics cited by PTA:

• There are 2 to 3 million incidents of corporal punishment each year in America's public, private, and parochial schools.

• In one to two percent of these

See **'Child abuse',** ***page 8***



NAESP Executive Director Sam Sava (right) with President George Bush during the National Distinguished Principals program. (Photo by Pat Fisher)

Bush to principals:

'There's no substitute for a strong principal'

Editor's note: *Sixty elementary and middle school principals, one from every state and the District of Columbia, from private and overseas schools as well as public schools, gathered for two days in October to receive National Distinguished Principal awards in Washington, DC. The awards are sponsored by the U.S. Department of Education, the National Association of Elementary School Principals, and Pizza Hut, Inc.*

The principals and their guests had a busy schedule: they met each other, toured the National Archives, met with Secretary of Education Lauro F. Cavazos, talked with the news media, and attended a black-tie awards banquet. But the highlight of the program was a meeting with President George Bush at the White House. Following are some of Bush's remarks:

"I expect your students are all thrilled that you're in Washington. You all have demonstrated that you have mastered a job that most people couldn't begin to cope with. Imagine being CEO of a corporation where the rank and file average age is about 8 — and half of them don't bring their lunch money. You juggle all this — everything from substitute teachers to bus schedules, and many of you still find time to get into the classroom every single day.

"And that's what puts you at the head of the class, and that's what makes your schools the most successful. Because more than any other factor, what sets a school apart is you — the principal.The simple fact is, there is no substitute — under our system of education there is no substitute for a strong principal — one who gives students and teachers a sense of direction, and one who helps develop a

See **Bush,** ***page 3***

How safe is your school?

"If schools ever were 'islands of safety' within otherwise violent neighborhoods, they certainly are no longer," says a new resource paper from the National School Safety Center.

Some recent examples of violence:

• On Jan. 17, 1989, a man carrying an AK-47 semi-automatic assault rifle killed five children and wounded 29 others and a teacher on an elementary school playground in Stockton, CA.

• On Sept. 26, 1988, a teenager killed two 8-year-olds and wounded nine others in a crowded cafeteria at Oakland Elementary School in Greenwood, SC.

• On May 16, 1986, a man and woman with a bomb held students and teachers hostage in a Cokeville, WY, elementary school. The bomb exploded, killing the woman and burning some of the hostages. The man shot a teacher, then committed suicide.

Following the first-ever School Crisis Prevention Practicum, sponsored by the NSSC and Teachers College of Columbia University, the NSSC prepared a resource paper on school violence prevention. Although complete safety can't be guaranteed, the NSSC recommends these general preventive measures to lessen the chances of violence on campus:

Principal participation: School site administrators must acquire "crime resistance savvy" and take greater responsibility for working with the school board and district to implement site security programs.

Security task force: School districts should coordinate a local school security task force that includes school officials, law enforcers, youth-service providers, parents, and students. Task forces should determine what safety measures may be needed and how to implement them and regularly review school safety and security measures.

Inter-agency cooperation: Schools must develop a comprehensive crisis management plan that incorporates resources available from other community agencies.

Commitment to communication: A school communications network should be established that links classrooms and schoolyard supervisors with the front office or security staff, as well as with local law enforcement and fire departments.

Staff preparation: School staff should be informed and regularly updated on safety plans through in-service training that includes certified and classified staff, part-time employees, and substitutes.

Community involvement: Parents and volunteers should be used to help patrol surrounding neighborhoods and supervise the campus before, during, and after school.

Limited access: Access points to school grounds should be limited and monitored during the school day. A single visitor entrance should be supervised by a receptionist or security officer. Visitors should sign in at the reception area and wear an identification pass. Delivery entrances used by vendors should be checked regularly.

Student support: Students should be taught to take responsibility for their own safety by reporting suspicious individuals or unusual activity on school grounds and by learning personal safety and conflict resolution techniques.

Teaching safety: Schools should establish a curriculum committee to focus on teaching students non-violence, pro-social skills, conflict resolution, law-related education, and good decision-making. A school security committee should be created to define and implement school safety measures.

*(**Editor's note:** School Crisis Prevention and Response is available for $3 from the National School Safety Center, 16830 Ventura Blvd., Suite 200, Encino, CA 91436.)*

Walking for health

A cardiologist prescribes this simple, two-step plan if you want to feel better and reduce your risk of heart disease: Eat cereal with skim milk for breakfast, then take a 15-minute walk.

"You don't have to turn your life upside down to do things that have a profound impact on how happy, productive, and healthy you are," cardiologist James Rippe told the *Washington Post.*

Although 77 million Americans are walking for fitness, Rippe says we have yet to see the peak of the walking craze.

One reason it's so popular: the average 150-pound person who walks for 45 minutes four times a week will burn enough calories in a year to lose 18 pounds.

Tempering tantrums

Thomas Jefferson's advice of two centuries ago on handling anger is just as valid today, write consultants Marilyn Manning and P.A. Haddock in *Sky* magazine. His words: "When angry, count to ten before you speak; if very angry, a hundred."

You can't communicate well when all you feel is rage, the consultants say. "You not only sound angry, you lose your objectivity and effectiveness." It's best to retreat from the situation and cool off: take a brisk walk, or rant at a friend who will sympathize. If you can't retreat, buy a few seconds of reprieve by dropping a pen on the floor and breathing deeply as you bend down to retrieve it.

Leadership handbook

School Leadership —Handbook for Excellence, released by the ERIC Clearinghouse on Educational Management, updates the 1981 *Handbook for Survival*, published by the clearinghouse.

The book has three sections: The Person, The Structure, and The Skills. New chapters in this edition are "Training and Selecting School Leaders," "Leading the Instructional Program," "Leading the Instructional Staff," and "Building Coalitions."

Edited by Stuart C. Smith and Philip K. Piele, the book is $15.95 plus $2.50 handling (quantity discounts available), payable to ERIC/CEM Publications. Write: ERIC Clearinghouse on Educational Management, University of Oregon, 1787 Agate St., Eugene, OR 97403-5207. (503)686-5043.

NDP Highlights

Voice from the past

Zone 9 Director Jim Liday bumped into a rugged-looking man with a bushy grey beard in the National Distinguished Principal registration area.

For a moment Liday was confused. "You don't recognize me, do you?" asked Lewis McLin, the man with the beard, NDP from Alaska.

Turns out the two were fraternity brothers more than 20 years ago at Idaho State University and hadn't seen each other in years.

"Lew, what are *you* doing here?" was Liday's response, one he regretted immediately.

Later, during a session in which each NDP addressed the group, Liday said he held his breath as McLin approached the podium. But to Liday's relief, McLin dredged up no stories from their younger days!

Northern comfort

There were more than a few "double takes" as people filed in to the opening session. Were those tiny Jim Beam liquor bottles lined up on the table? No, they were something better.

Marjorie Von Ohlsen, NDP from Vermont, had brought "A Nip of Northern Comfort" for each of the NDPs: miniature bottles of locally packaged maple syrup.

National Distinguished Husband

NAESP Executive Director Sam Sava announced during the NDP awards banquet that only 59 of this year's 60 National Distinguished Principals had made it to Washington, DC.

"Vickie Robb, from New Franklin, Missouri, stayed home because two months ago she produced twins. And if that isn't a National Distinguished Principal, I don't know what is!" Sava said. Then Sava bestowed a new award, the National Distinguished Husband award, on Mark Robb. "Without his energy, commitment, and enthusiastic cooperation, Vickie Robb's twins would not have been possible," Sava said.



NAESP President Gary Salyers presents a bronze bell to Secretary of Education Lauro F. Cavazos. Earlier, Executive Director Sam Sava had presented a similar bell to President George Bush, inviting him to be an honorary principal. (Photo by Pat Fisher)

Bush: 'Share secret of success'

continued from page 1

sense of learning; the children learn lessons in character that apply in and out of the classroom. And character is shaped by all of you.

"I know for you and your family and friends, this is a proud day. It should be. All those years of hard work and dedication paying off — and you've earned all the recognition that's going to come your way. Enjoy it — because when you get back, you know what it's going to be like.

"No, but educators from schools all over your state are going to want to know, we hope, the secret of your success. Share it with others. Each of you is a case study in what does work — and we've got to learn ... from you in order to make all our schools better.

"And what works is what matters .... And as you know ... I asked the governors from each state to meet with me at that education summit ... And we came out of that summit in a very united way — Democrat, Republican, liberal, conservative — whatever. We ... agreed that we've got to work together to raise overall performance and cut the tangle of red tape that keeps you and your teachers from doing the best possible job.

"And that does mean ... expanded flexibility on the state and local level. Greater choice — more power in the hands of parents and their children to decide which schools and what kind of education is right for them ... We aren't going to tell you what works best from Washington. That was the clearest message I got out of that conference ...

"As all of you know, our schools and our communities prosper most when they join together in common cause, when one of the lessons our children learn is community consciousness ...

"And that's why I'm also pleased to single out today my dear friend — one of the busiest men in America, Paul O'Neill — to announce his appointment to serve as chairman of the President's Education Policy Advisory Committee. This committee — the first created in my administration — includes leaders from business — and here is Paul, head of Alcoa — from business and labor, educators at every level, state and local officials, as well as representatives from the media ....

"I am confident that under his dedicated leadership, this Education Advisory Committee will provide us with an abundance of excellent advice ...

"One final point. As a nation we do need to give greater recognition to the role that principals and teachers play in our society. And that means greater rewards and it means greater respect from the community. It means greater recognition of the best in the business — and that's why I've invited you today. It's an example to others.

"You are the best, and you know what it takes to make our schools even better. And so I want to thank you for setting an example for kids to admire and especially for other educators to emulate. My congratulations to every one of you. My thanks for making a difference — making a difference for every single child who walks into your schools.

"Thank you and God bless you all. Thank you so much for coming."

Co-op

Disaster assistance

Several principals have called NAESP wondering what their schools can do to help schools in areas recently struck by the natural disasters: Hurricane Hugo in South Carolina, Puerto Rico, and the Virgin Islands, and the earthquake in the San Francisco, CA, area.

Hurricane Hugo:

Frank Matthews, **South Carolina** coordinator for the Hugo Hotline for School Relief at the state department of education, told *Communicator* that already there's been a tremendous response from across the country, with many schools adopting schools in the counties struck worst by the disaster.

Most schools have received all the food and clothing they can use, Matthews said. The greatest need now is for financial aid.

For more details on helping the South Carolina schools, call the Hugo Hotline, (803)734-8333.

Rosemarie Larreur, special assistant to the education commissioner of the **Virgin Islands**, told *Communicator* that classes in the islands didn't resume their regular schedules until the week of Oct. 23, a month after Hugo struck.

The Virgin Islands schools need supplies and textbooks, among other things, Larreur said.

For information on helping the St. Thomas/St. John area schools, call Yvonne Bowsky, (809)774-3725. To find out about helping the St. Croix schools, call Juanita Smail, (809)778-8450.

***(Editor's note:** Information on the needs of Hurricane Hugo victims in Puerto Rico was unavailable at press time. Watch your January* Communicator *for an update.)*

California quake

California schools faired well structurally during the earthquake, and the Red Cross and Salvation Army have distributed donations of necessities such as food, clothing, and toys. What children in the area could use now, according to Gayle Reynolds of the Association of California School Administrators, is donations of children's literature books (not textbooks) in both English and Spanish, to take home and read.

Don Iglesias, principal of Westlake Elementary School and regional chairman for elementary prinipals from Santa Cruz (which was hardest hit by the quake), Monterey, and San Benito counties, has volunteered to coordinate donations for those areas. Write Iglesias at: 1000 High St., Santa Cruz, CA 95060. (408)429-3878.

One other way to help children in California and across the country come to terms with the earthquake is the exchange of letters.

Gayle Reynolds said he's already set up pen pal matches between schools in Ohio and schools in the quake area, and he's prepared to make more matches. Write: Gayle Reynolds, Association of California School Administrators, 4665 Lampson Ave., Los Alamitos, CA 90720. (213)493-4431.

Even with support from across the country, Reynolds said the children are very worried, especially those left alone after school, and it will be a long time before life gets back to normal.

Non-graded placement

The staff at Cleveland (UT) Elementary School is interested in changing from a traditional grade placement system to a non-graded one. In the past they've moved students around, but now they want to try some other things.

Cleveland's principal Dan Wells would like to hear from schools that have totally non-graded programs. He also is interested in tracking, social interaction, and ways to approach parents. Write: Dan Wells, Cleveland Elementary School, PO Box 218, Cleveland, UT 84518.

More on placement

Charles Gray, principal in Fort Belvoir, VA, is interested in continuous progress in non-graded primary placement.

Write: Charles Gray, Cheney Elementary School, 1741 Meeres Road, Fort Belvoir, VA 22060.

Elementary homecoming

For the past two years, while high school alumni were celebrating homecoming, Roosevelt Elementary School in Perry, IA, held its own kind of homecoming celebration.

The staff and principal Bill Salmon invited retired elementary teachers and other employees to a breakfast on homecoming day. Of the 35 invitations sent out this fall, 27 people attended, with years in retirement ranging from 1 to 15.

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Here's Help

Women in history

The National Women's History Project is offering educators a free catalog, *Women's History Resources*.

It features posters and display kits, classroom materials, books, videos, teacher training resources, buttons, balloons, and more, all dedicated to helping children and adults understand the importance of women in U.S. and world history. The catalog also lists special kits for celebrating National Women's History Month in March 1990.

Write: National Women's History Project, 7738 Bell Road, Windsor, CA 95492 or call (707)838-6000.

Justice clearinghouse

Truancy. Vandalism. Violence. Dropouts. Illegal drugs. Many school principals deal with these problems every day.

A project by the Federal Office of Juvenile Justice and Delinquency Prevention now provides information to help school personnel better understand and deal with troubled youths in the classroom.

OJJDP established the Juvenile Justice Clearinghouse to help disseminate publications, research findings, and program evaluations of the National Criminal Justice Reference Service. Recent clearinghouse publications include *Safer Schools, Better Schools* and *Using the Law to Improve School Order and Safety*. Many titles are free.

Additionally, the clearinghouse publishes a bimonthly conference calendar of upcoming training opportunities.

For information or to be added to the mailing list, call: (800)638-8736, or (301)251-5500.

Teen 'Facts'

Three new "Facts" pamphlets from Network Publications can help school counselors and health professionals inform students about personal and reproductive health. New titles: *Menstruation Facts, Puberty Facts*, and *Pregnancy Facts* (which explains the stages of pregnancy and emphasizes the importance of good prenatal care). Write: Network Publications, PO Box 1830, Santa Cruz, CA 95061-1830, or call (800)321-4407. Minimum order: 50 for $14.

To preview these pamphlets, send a self-addressed, stamped (45 cents) business-size envelope with the pamphlet names written on the back.



National Geographic specials

National Geographic has waived its copyright and educators may videotape free of charge four upcoming National Geographic Television Specials for use in their classrooms.The program is designed to improve geographic knowledge in young Americans.

A free resource guide covering the objectives for each program, suggestions for classroom discussion, and preview and follow-up activities is also available.

The specials, funded by Chevron, will be shown at 8 p.m. Eastern Time on PBS. They include:

- *Amazon: Land of the Flooded Forest*, Jan. 10.
- *Bali, Masterpiece of the Gods*, Feb. 7.
- *Journey to the Forgotten River*, March 7.
- *Voices of Leningrad*, April 4.

For a resource guide write: National Geographic Specials, c/o Chevron, 742 Bancroft Way, Berkeley, CA 94710.

Getting science started

A new report, *Getting Americans Started in Science: A Blueprint for Elementary School Science Education,* incorporates into one source three earlier reports that focused on science curriculum and instruction, assessment of science learning, and teacher development and support.

Offered by The National Center for Improving Science Education, the report is $7 (plus $2.50 postage and handling) prepaid. Make checks payable to The Network, Inc. Write: Publications, The Network, Inc., 290 S. Main St., Andover, MA 01810.

'And Still We Rise'

"I've always believed that you can be whatever you want to be if you are willing to sacrifice and dedicate yourself," says boxing champion Sugar Ray Leonard in *And Still We Rise*, a book that features interviews with 50 black role models.

The book, from USA Today Books, compiles interviews done originally for the newspaper *USA Today*. People included have excelled in the areas of education (Niara Sudarkasa, Mary Hatwood Futrell, Marva Collins), entertainment, science, sports, civil rights, politics, business, and religion.

Cost: $7.95 (quantity discounts available). Write: Peggy Probst, Gannett New Media, PO Box 450, Washington, DC 20044.

Education funding bills tied up in Congress

By ED KELLER

It's conference committee time again, when the House and Senate roll up their respective sleeves to resolve in committee all the differences that couldn't be resolved on the House and Senate floor.

As you know, when a bill from one body differs from a similar bill passed by the other body, each appoints representatives to a conference committee to negotiate on the specific differences.

As this article is being composed, Capitol Hill abounds with conference committees, most of which are dealing with federal funding issues.

A major earlier conference was on the FY '90 appropriation for education (H.R. 2990). The conference report raised education funding to $24.15 billion, $1.4 billion more than in FY '89. Indian education could add another $74 million and the expanded war on drugs an additional $183.5 million. However, due to the inclusion of language permitting the use of federal funds for abortion in cases of rape or incest, President Bush vetoed the bill. If the veto is not overridden, a conference to adjust the bill is probable.

Currently, the most pressing conference committee issue is budget reconciliation (H.R. 3299, S. 1750). Unless this conference is successful, the funds sequestered by the Gramm-Rudman deficit reduction that took place Oct. 15, cannot be restored.

This would result in an overall $1 billion cut in education funding for FY '90. A continuing resolution keeps the government functioning while the conference committee continues to negotiate.

Because of the "catchall" nature of the reconciliation bill, so many of the authorizing committees are affected by the issues that over 198 conferees have been appointed. The House version is the greatest catchall, with the Senate bill more strictly aligned to deficit reduction.

To help resolve the many differences, some are suggesting that the conferees agree with the Senate format, pulling out all the non-deficit reduction issues to be dealt with separately.

One of the important non-deficit reduction issues is child care, and no agreement has been reached at this time on which version (S. 5 or H.R. 3) will be the primary measure. S. 5, the Act for Better Child Care (ABC bill) contains unacceptable voucher-type language; H.R. 3 does not. This issue has a conference committee all its own and right now the outcome is anyone's guess.

Conference committees are also meeting to resolve differences on school meals appropriations, anti-drug funding, National Science Foundation support, and asbestos abatement grants and loans.

These conference committees must succeed in their deliberations and secure enactment of their reports, especially for budget reconciliation. Otherwise, that $1 billion cut in federal education support will be a permanent reality.

And the longer the committee takes, the more worried we get that the sequestration will be accepted as the best way out of the FY '90 budget dilemma. With more and more congressmen publicly confessing to a congressional "shell game" with the budget figures, our anxiety increases.

Federal education funding facts

- Education is less than 2 percent of the federal budget. In 1980, it was 2.5 percent.
- Eight countries spend more national funds per capita on education than the U.S. does.
- Less than half of Chapter One-eligible children receive Chapter One services.
- Less than 20 percent of Head Start-eligible children receive Chapter One services.
- Federal support for bilingual education serves only 6 percent of the children needing services.
- Handicapped education funding has never reached the level originally authorized.
- The funds President Bush has proposed for a manned flight to Mars are more than 800 times greater than his proposal for education.

Without an increase in federal revenues (taxes), there is no way next year's Gramm-Rudman target can be responsibly attained. Recognizing this, a proposal has surfaced to enact Gramm-Rudman IV, an extension of the date by which the budget must be balanced. By extending the date, the annual impact would be lessened and a tax increase perhaps avoided. Achieving the desired balanced budget by the end of this century will be a very close call. We certainly won't be able to do it by 1992.

To get an extension of Gramm-Rudman passed now, it would likely be tied to a bill to increase the nation's debt ceiling. The debt ceiling must be raised to enable the United States to continue in business, sort of like an increase in your credit card limit, but on a much larger scale. (Our nation is the largest debtor nation in the world, owing well over $3 trillion.)

House and Senate leaders have told their members to plan to stay in session until Dec. 16. Obviously they anticipate that the critical funding decisions to be made will take that extended amount of time. Some of the conference decisions may have been enacted by the time you read this report, but somehow, given the additional time, you can expect decisions to be delayed to the final moment.

We hope the conferees on all these funding committees recognize the seriousness of our economic status and act responsibly in our best interests.

Dr. Keller is NAESP's associate executive director.

Plan now for 1990 World Children's Day celebration

The World Children's Day Foundation is encouraging schools to begin planning projects now that will help celebrate the 1990 World Children's Day.

The worldwide celebration is April 22, 1990. Projects will be displayed at schools on that day; a selection of these will be displayed at the United Nations in New York City. Notification of interest in the program must be made by Dec. 15; projects must be completed by Feb. 15 to qualify.

Projects should be based on solving a problem in the school's community. Possible projects: find solutions to reduce waste, plant trees, raise funds for charitable organizations, increase awareness about the dangers of drugs, and help ill or disadvantaged children or adults.



A child delegate from Turkey speaks at the United Nations during last year's World Children's Day celebration.

Each participating school should:

• allow children ages 6-12 to undertake a project;

• select only one project to represent each school;

• send a maximum of five mounted slides showing children in action by the Feb. 15 deadline;

• let children write about the project (in no more than 250 words), expanding on these ideas: "One of the issues affecting our community is ...," "We helped solve it by ...," and "Through this act we learned that ..."

There is no entry fee for the program, but a $25 tax deductible contribution from each school is requested.

To enter, send school name, school district name, county, address, telephone, and contact person to: World Children's Day Foundation, 4401-A Connecticut Ave. NW, Suite 287, Washington, DC, 20008. (202)966-7226.

NAESP News

Advocacy Fund helps defeat amendment

NAESP's Principals Advocacy Fund was recently put to use by the West Virginia Association of Elementary School Principals.

In September West Virginians were faced with the prospect of a constitutional amendment that threatened to turn public education into a political football. Reforms passed in 1959 would have been turned back and 25 percent of the state education budget could have been reapportioned to other state agencies.

WVAESP joined other state education organizations in an opposition drive and used funds from the NAESP Principals Advocacy Fund to wage a public relations campaign that helped defeat the amendment.

ASCA workshops

More than 200 student council members and advisors attended the first 1989-90 Student/Advisor Leadership Workshop sponsored by NAESP's American Student Council Association and the Ohio Association of Elementary School Administrators.

The workshop, held in September in Columbus, OH, featured sessions on motivating student councils, holding effective meetings, and using parliamentary procedure. For advisors there was an idea "swap session."

Each year NAESP co-sponsors with member states the workshops that bring student councils together to share ideas on what makes successful student councils.

Other recent workshops were in Vermont and Utah. Upcoming workshops are already scheduled early in 1990 in Maryland and Alabama. For information on these or to learn how you can set up a workshop in your area, call NAESP Student Services, (703)684-3345.

Pennock Memorial Fund established

The NAESP Board of Directors resolved in its October meeting to establish a new fund to honor the memory of Laurel M. Pennock, who served as NAESP associate executive director from 1968 to 1975. Pennock died Feb. 13, 1989, in his home in Rochester, MN.

Donations (with checks payable to the Laurel Pennock Memorial Fund) can be sent to the NAESP Foundation, 1615 Duke St., Alexandria, VA 22314-3483. A subcommittee of the board will convene in 1990 to decide on an appropriate use for the donations.

Meanwhile, NAESP will continue to offer the Laurel M. Pennock Active Member Goal Achievement Award.

National Fellows Program

"Into the '90s: The Leadership Role of the Principal" is the theme of the July 16-22, 1990, National Fellows Program, scheduled at Vanderbilt University, Nashville, TN.

Details will be in your January *Communicator*.

Convention program

Watch your mail for the preliminary program for the 70th NAESP Annual Convention set for April 7-11 in San Antonio, TX. Included: details on registration, housing, tours, airlines, and program sessions. Early registrants can avoid lines on-site and will have a better opportunity of staying in the hotel of their choice.

Highlights of the convention include a Preconvention Workshop, April 5-6, "Learning Styles and Brain Behavior: A Practical Approach," with Rita Dunn; a panel discussion on choice with Bonnie Guiton, special advisor to President Bush for consumer affairs; and a special presentation with Patricia Pickels, a reading motivation specialist and principal at Phyllis Wheatley Elementary School in Dallas.

Contact: NAESP Convention Department, 1615 Duke St., Alexandria, VA 22314-3483.

Update USA

'Child abuse' results from punishment

continued from front page

cases the child requires medical attention.

• The most likely victims of corporal punishment are handicapped children, minorities, small boys, and elementary or middle school children.

• While corporal punishment may suppress misbehavior temporarily, in the long term it increases student aggression, delinquency, and vandalism, according to the PTA.

Demographics and education reform

Is education reform keeping pace with the changing demographics of our nation? "The reform movement flunks the demographics agenda," says Harold L. Hodgkinson in his new study, *The Same Client: The Demographics of Education and Service Delivery Systems*, published by the Institute for Educational Leadership and the Center for Demographic Policy.

Reform has produced the following:

• No increase in high school or college graduation rates.

• No reduction in youth poverty.

• City schools that today are more segregated for Hispanic students than they were for blacks.

• No gain in scores of the "lowest third."

• No increase in equity funding for resources to give children a better chance to succeed.

The report says educators and service providers must consider the client (children and families) as the most important part of the organization and create agency interdependence in order to bring about changes.

Adolescent health

A new health and education commission will confront the problems of drug use, alcohol abuse, suicide, AIDS, pregnancy, and a wide variety of other health issues facing today's teens.

The National Association of State Boards of Education and the American Medical Association report that these "new social morbidities" are taking a needless toll on young people, and that three out of four adolescent deaths could be prevented.

The two groups propose comprehensive K-12 school health programs. "One shot" programs don't work, they say, and youngsters' vulnerability to preventable illnesses can't be changed without changing their behavior.

Bus stamp stamped out

A drive to have a stamp issued by the U.S. Postal Service commemorating the 50th anniversary of the yellow school bus is all but stamped out.

"Unless we receive more correspondence, the stamp will not be recommended," the Postal Service's Barbara Broussard told *Communicator*.

Behind the drive are teachers, parents, and community leaders, including Mary H. Futrell, outgoing president of the National Education Association, and William J. Alexander, mayor of Stamford, NY.

To contact the committee making the decision on the stamp, write: Citizens Advisory Committee, United States Postal service, 475 L'Enfant Plaza SW, Washington, DC, 20260.

Want better grades? Eat breakfast

A Massachusetts study of elementary school children shows that the national School Breakfast Program may improve the academic performance of low-income students.

"The study suggests that there are educational as well as dietary reasons why the SBP should be offered to low-income children and children at risk of skipping breakfast," Alan Meyers, a pediatrician at Boston City Hospital, told the *Washington Post*.

For students enrolled in the breakfast program, scores on the Comprehensive Tests of Basic Skills rose an average of 5.44 points. Language, math, and reading scores also improved.

NATIONAL ASSOCIATION OF ELEMENTARY SCHOOL PRINCIPALS
1615 Duke St., Alexandria, VA 22314-3483

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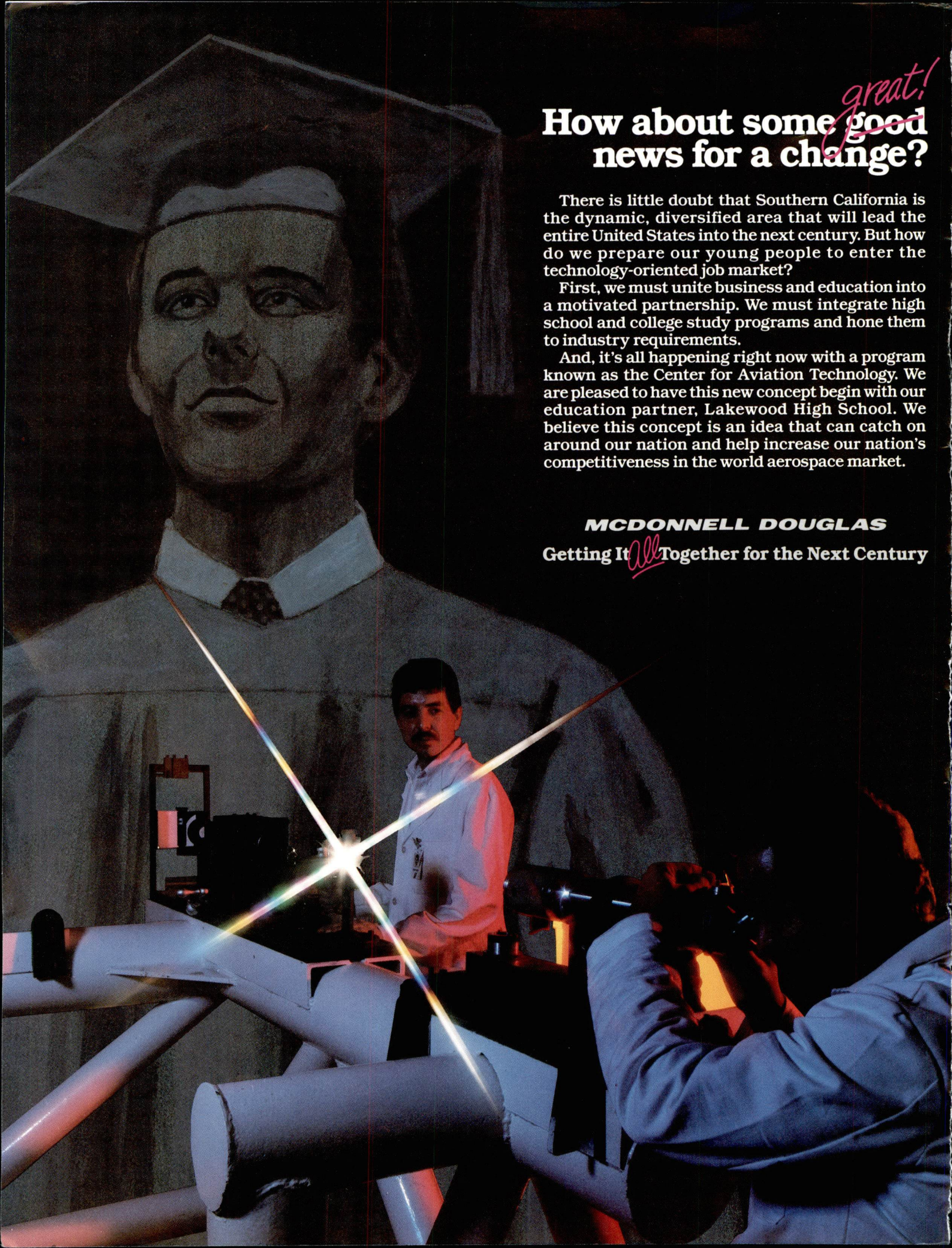
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A PARTNERSHIP FOR OUR FUTURE



How about some ~~good~~ great! news for a change?

There is little doubt that Southern California is the dynamic, diversified area that will lead the entire United States into the next century. But how do we prepare our young people to enter the technology-oriented job market?

First, we must unite business and education into a motivated partnership. We must integrate high school and college study programs and hone them to industry requirements.

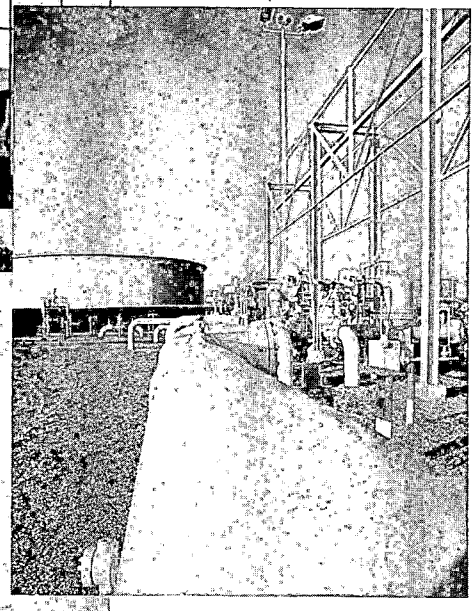
And, it's all happening right now with a program known as the Center for Aviation Technology. We are pleased to have this new concept begin with our education partner, Lakewood High School. We believe this concept is an idea that can catch on around our nation and help increase our nation's competitiveness in the world aerospace market.

MCDONNELL DOUGLAS

Getting It All Together for the Next Century



The ARCO Saq River, one of ARCO Marine, Inc.'s tankers, moves Alaskan North Slope crude to the west coast.



Four Corners Pipe Line Co. is a major transporter of crude and product in Southern California.

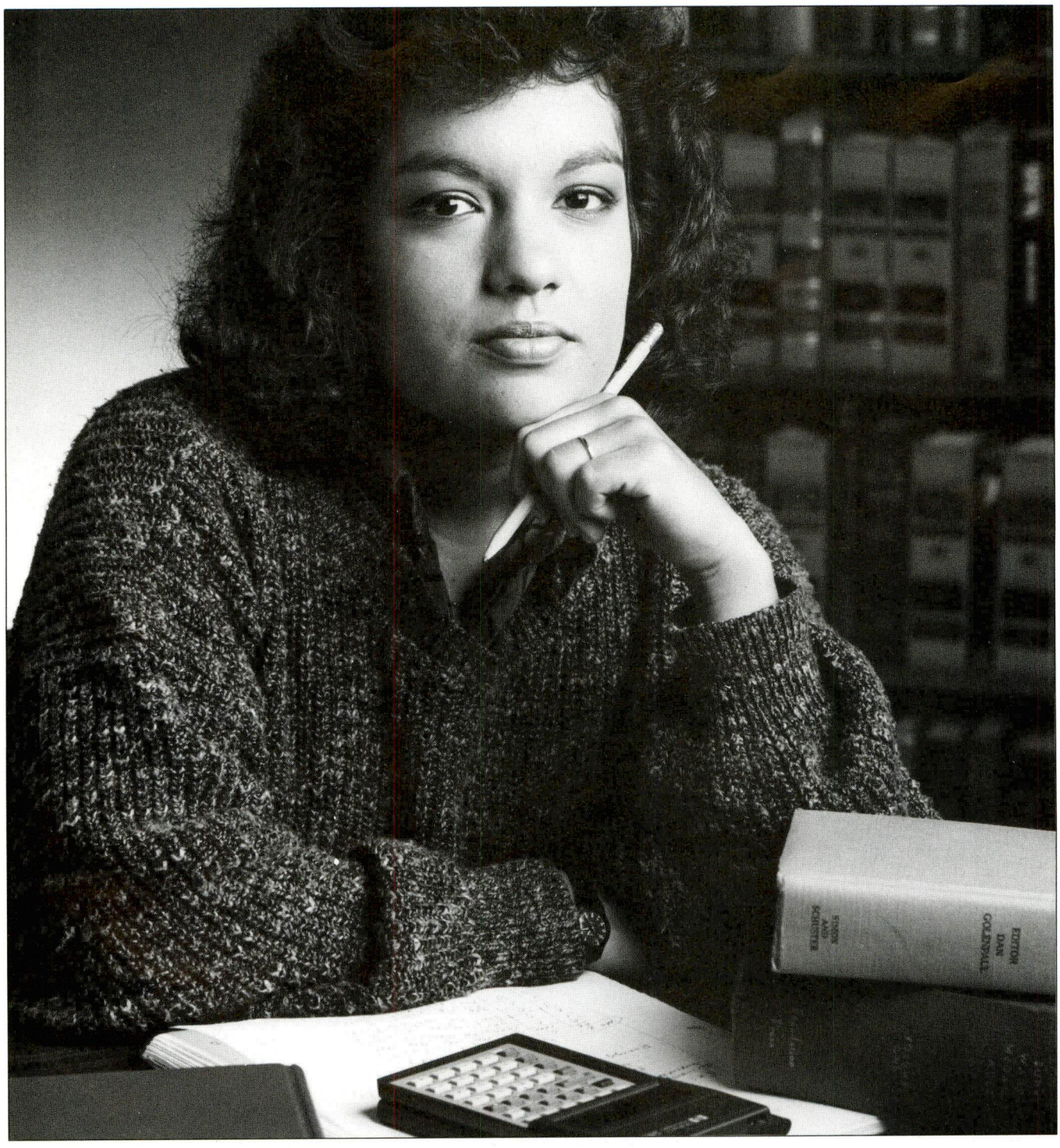
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At ARCO Transportation Company, we feel the future of our country and our community begins with a solid education. So, at ARCO Transportation Company we have built partnerships with local schools to insure that our future remains bright.

Why are we building partnerships with education? Because at ARCO Transportation Company, that's part of our business too.

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The high energy company.™



WE'RE HELPING VANESSA WORK OUT HER PROBLEMS

Vanessa has always been an excellent student. But even she admits that differential equations sometimes give her problems.

It's nothing she can't work out though.

That's because, besides majoring in mechanical engineering at University of California in Berkeley, Vanessa participates in MEP, the Minority Engineering Program. Through the program, Vanessa receives the financial and scholastic assistance she needs.

Pacific Telesis helps diligent students like Vanessa by contributing to MEP through the unique Pacific Telesis Foundation Scholars Program. In each of the past two years, the Foundation has provided grants totaling nearly a quarter of a million dollars.

Because, we figure, if we can help Vanessa learn now, she might teach us all something very useful later on.

PACIFIC TELESIS℠
Foundation



Dear Readers:

American business and education go hand in hand. For example, do we want to talk about America's place in the world? Then we'd better think about education. Do we want to talk about competitiveness, and how we can improve it? Again, we'd better think about education. About productivity, and how to keep it on the increase? Again, education is the answer.

Education is long-range planning at its best. It's a solution for the next century — for problems we haven't even begun to recognize. In eleven short years, we'll stand on the threshold of a new century. It will be a new American century.

To get there, I am committed to building a better America.

A better America is going to depend on our most precious resource, our children. That's why I have proposed a series of initiatives to improve education — from merit schools to expanded use of magnet schools, from alternative certification of teachers to special Presidential awards for excellence in every state.

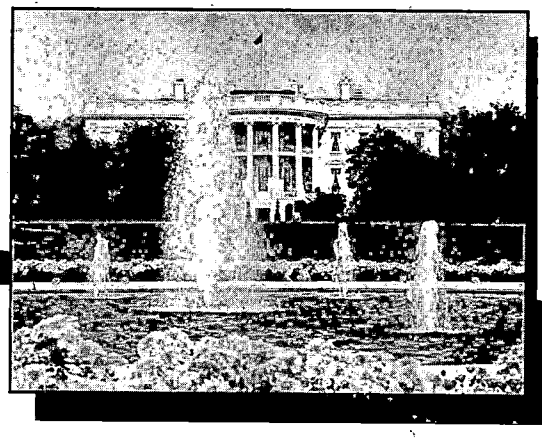
Our educational system has been an important ingredient in this Nation's success — and in our economy's success. It has a critical role to play in ensuring the intellectual creativity, the economic opportunity, and the basic freedoms of our next generation. Most important, it has a critical role in this Nation's competitiveness.

America is well positioned to remain productive and competitive in the world marketplace. We have the raw materials. We have the opportunity. What we need is a renewed sense of resolve — a commitment to shape our future by preparing today the young people who will lead us in the 21st century.

This sense of resolve is what the American Dream is all about. I believe we can trace the origin of the American Dream to a very ordinary place — it can be found between the hours of 8:00 a.m. and 3:00 p.m. in every classroom, in every city, and in every town in America. Please know that I appreciate what you are doing to further the dream, and to help us build a better America.

Sincerely,

George Bush
President, United States of America





Dear Readers:

I am pleased to have this opportunity to address the many students, teachers, school officials and business leaders who will be reading *Business and Education: A Partnership For Our Future*.

Because of the paramount importance of education, we must continuously strive to make sure California's educational system is second to none. During the past six years, we have made a record financial investment in our Kindergarten through 12th grade classes, community colleges and higher education.

But higher funding alone does not guarantee educational excellence, or ensure that our young people will be prepared to live, work and compete in the global economy of the 21st Century. Our economy will be increasingly dependent on knowledgeable, highly trained men and women who are able to keep pace with a constantly changing array of challenges.

California is now in the fifth year of an educational reform movement aimed at providing young people with the skills and knowledge they need to meet this compelling responsibility. Last year, the California Commission on Educational Quality reviewed the progress to date and recommended a series of additional steps to further improve the quality of our schools.

In addition to our efforts at the state level, business and the educational community must join forces to make substantial improvements in the training of our work force for a competitive world economy. This publication focuses on the importance of that partnership, and the need for the public and private sectors to work together so that California can retain its place as a technological and economic leader.

Most cordially,

George Deukmejian

George Deukmejian
Governor, State of California



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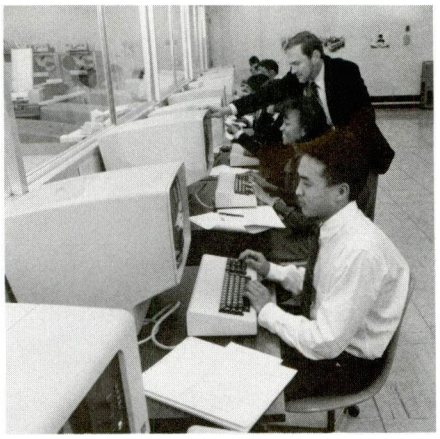
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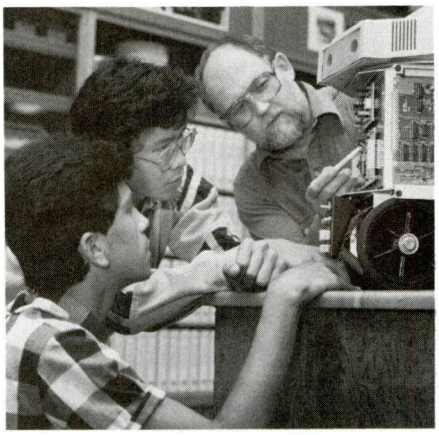
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Long Beach Community Hospital's interest in local education can be seen in its involvement in the Adopt-A-School program, and through clinical teaching and scholarship programs with California State University, Long Beach and Long Beach City College, to name just a few.

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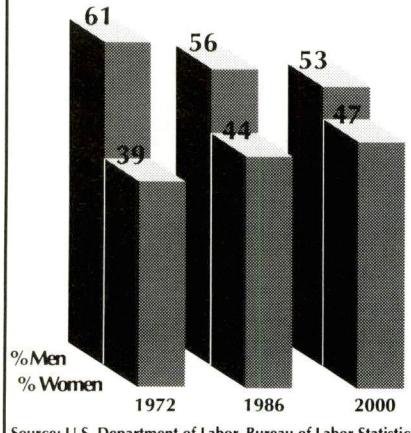
"We are made wise not by the recollections of our past but by the responsibility for our future!"

— George Bernard Shaw

In the year 2000, the labor force will look very different than it is today:

- Younger and older workers will become a smaller part of the labor force.
- The proportion of whites in the labor force will decrease; the proportion of blacks and of Asians and others will increase.
- Asians and others will have the fastest percentage growth, although their numerical growth will be small.
- The Hispanic labor force will grow very rapidly.
- Women will continue to increase their share of the labor force.

Share of labor force by sex (percent)



Source: U.S. Department of Labor, Bureau of Labor Statistics

It's the year 2001. More than 14 million residents in Southern California are facing a new day. Many are beginning their work day at home as they awaken to a voice-digital, "Hello. It's time to get up!" from personal computers that begin sending the day's instructions from company headquarters in New York. Others start their morning commute on any of the sophisticated monorail systems that link the hubs of Southern California business with the suburbs.

Microcomputers that send information by laser light to locations throughout the world are turned on at businesses both large and small. Executives prepare for meetings with company presidents in Europe and the Far East via state-of-the-art, satellite communication systems.

Out in the work force, there are more women managers, accountants and engineers. Senior citizens supplement their pensions and help fill in the gap for entry-level workers by holding jobs at fast-food restaurants and convenience stores. Latinos, African-Americans and Asian-Americans now make up the majority of the work force. A "United Nations" of dialects and languages can be heard among the hundreds of thousands of workers. They face a longer work day — up to 10 hours — but they have more three-day weekends and short vacations.

The trendy wear the latest throw-away styles made of biodegradable materials ordered through the mail. They place their low-fat lunch orders with fast-food restaurants that provide office-to-office delivery service, and make appointments for stress tests at the corner "doc-in-the-box" medical facility. They talk about the latest holographic video they interacted with on their home entertainment system the night before; the one with the larger-than-life, three-dimensional image of a graying Rob Lowe flirting with a thirtysomething Molly Ringwald.

Outside, the air is breathable thanks to solar-powered cars and factories. Power plants that once dumped wastes into the Pacific Ocean are now converting solid wastes to energy, providing electrical power for millions of households. High above the atmosphere float space stations staffed by scientists experimenting with new metals that can withstand temperatures of -250 degrees Fahrenheit. Beneath the ocean, marine technologists harvest sea-grown plants that provide new sources of food.

It's the year 2001. The Southern California economy is the most productive in the world, ranking above all nations. Job opportunities are in abundance. But even the least skilled jobs require computer knowledge, the ability to solve mathematical problems, and the ability to write and speak well.

It's the year 2001. You reflect on your high school and college days, ever more grateful that you received a good education that prepared you for a rewarding career.

Study Verifies More Education = Less Unemployment

"More education has always reduced the probability of unemployment, and it has become an increasingly important criterion for success in the job market during the past 20 years," states Wayne J. Howe in his report "Education and

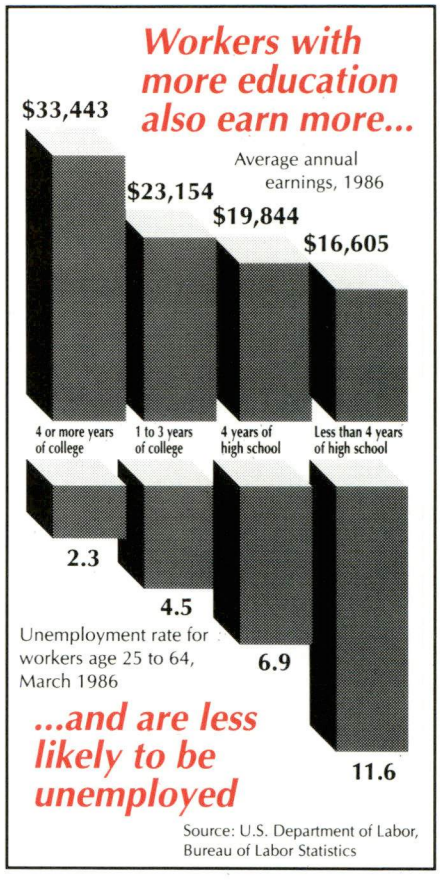
2001: PREPARED?

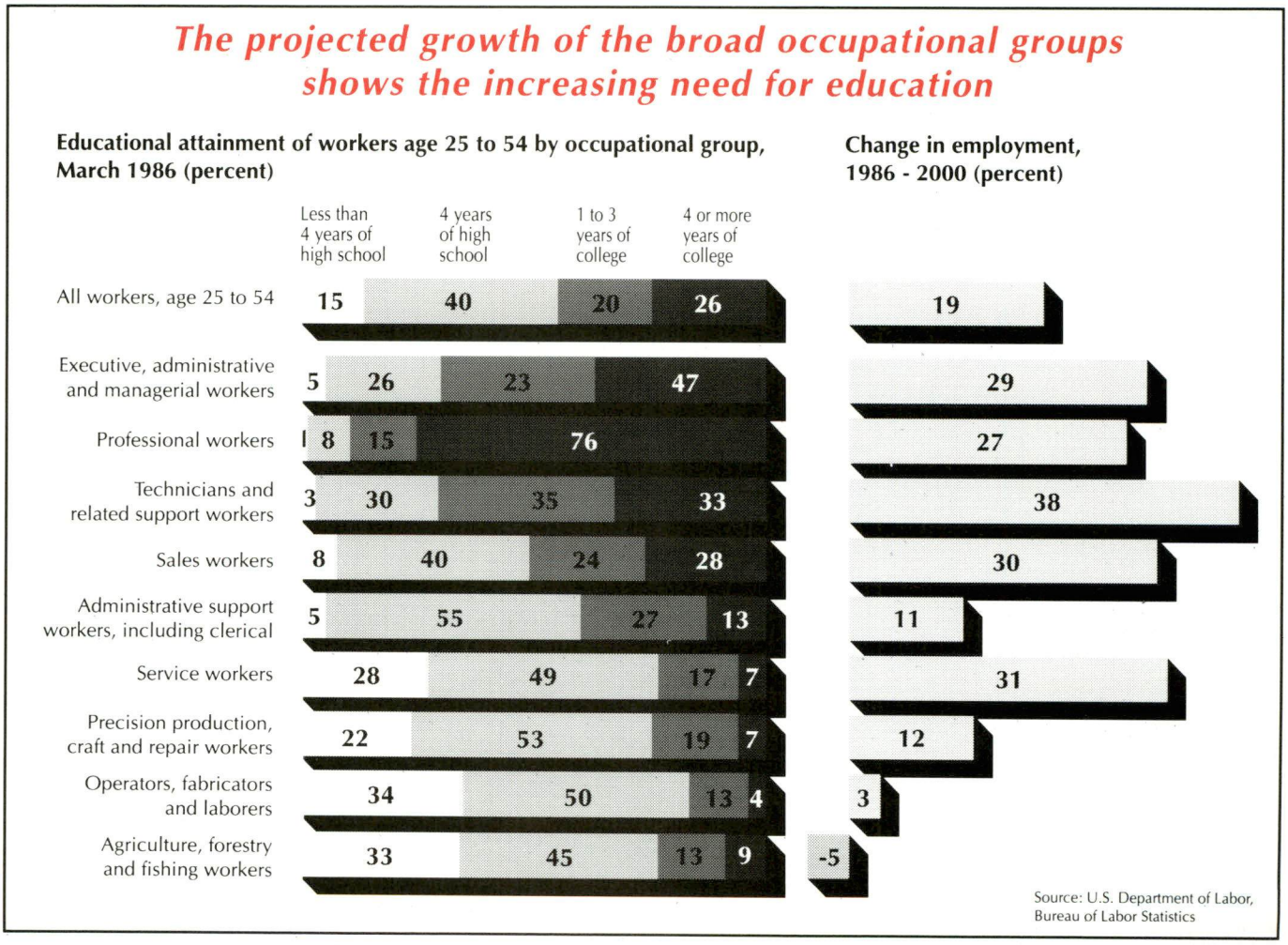
Demographics: How Do They Affect Unemployment Rates?"

While there has been an increase in the supply of both high school and college graduates, Howe points out there has been a relative increase in the demand for college graduates. "The trends in unemployment rates for college graduates (which, during the 20-year cycle examined ran from a low of one percent to a high of four percent) and high school graduates (as high as 10 percent) point up the ways education is valued by employers and changes in the economy over the past 20 years," he said.

From an occupational perspective, the lower unemployment rate for college graduates versus high school graduates reflects the growth of occupations that require college-educated workers, according to Howe. Between 1972 and 1987, occupations with comparatively high proportions of workers with four or more years of college grew, while those with low ratios of college graduates generally declined.

Howe concludes his report by stating: "It is likely that the competitive advantage held by college graduates will continue in the future."





"Entering The 21st Century, Portrait For Progress"

Ed Babbush, director of the career counseling center at California State University, Long Beach, lists the following traits as essential to the worker of the 21st century:

Good basic skills – communication skills, both verbal and written, and math skills. Our economy is adding more and more high-tech businesses. These, alongside industrial and manufacturing jobs, are beginning to require a higher level of math, problem-solving and communications skills.

Logical, critical thinking – be a problem-solver.

Flexibility – be willing to adapt and adjust to change. Studies show that workers will change jobs five to six times during their normal work lives.

Good learning skills – by 1990, more than 50 percent of all jobs will require education or technical training beyond high school.

Security Pacific National Bank prepares an annual report examining the economy of Los Angeles County and the area within a radius of 60 miles of downtown Los Angeles it refers to as "The 60-Mile Circle" (an area which also includes all of Orange County, and parts of Ventura, Riverside and San Bernardino Counties).

The following information is from the bank's 1988 report — "Entering The 21st Century, Portrait For Progress" — as it relates to labor force trends:

The 60-Mile Circle is the second largest labor market in the United States, following Greater New York. Employing over five million people, Los Angeles area businesses require an enormous labor force. Additionally, during the last decade alone, 1.5 million new jobs were created in the region, double that of the New York area. While the 60-Mile Circle's business growth will show a slowing in the rate of job creation over the next decade, providing the needed well-trained labor force will continue to be a major priority.

The structure of the Los Angeles area's labor force market will change somewhat in the 1990s. The need for new employees will be greatest in the service industries. Almost one million new workers will be hired for service jobs between 1985 and the year 2000. That growth would be the equivalent of creating a new industry group equal in job size to the finance, insurance, real estate and wholesale trade categories combined. In total, by the year 2000, services will account for almost one of every three employees in the region, compared with roughly one in four in the mid 1980s.

Most other major Los Angeles area business sectors will increase in jobs as well, but the relative shares will shift only slightly between the mid 1980s and the turn of the century. Slowing growth in manufacturing, restructuring of several industries emphasizing less labor input, and tighter government budgets are some trends which will tend to hold down growth of these categories. All industry groups, however, will require replacement workers, and job opportunities will be available in most occupations.

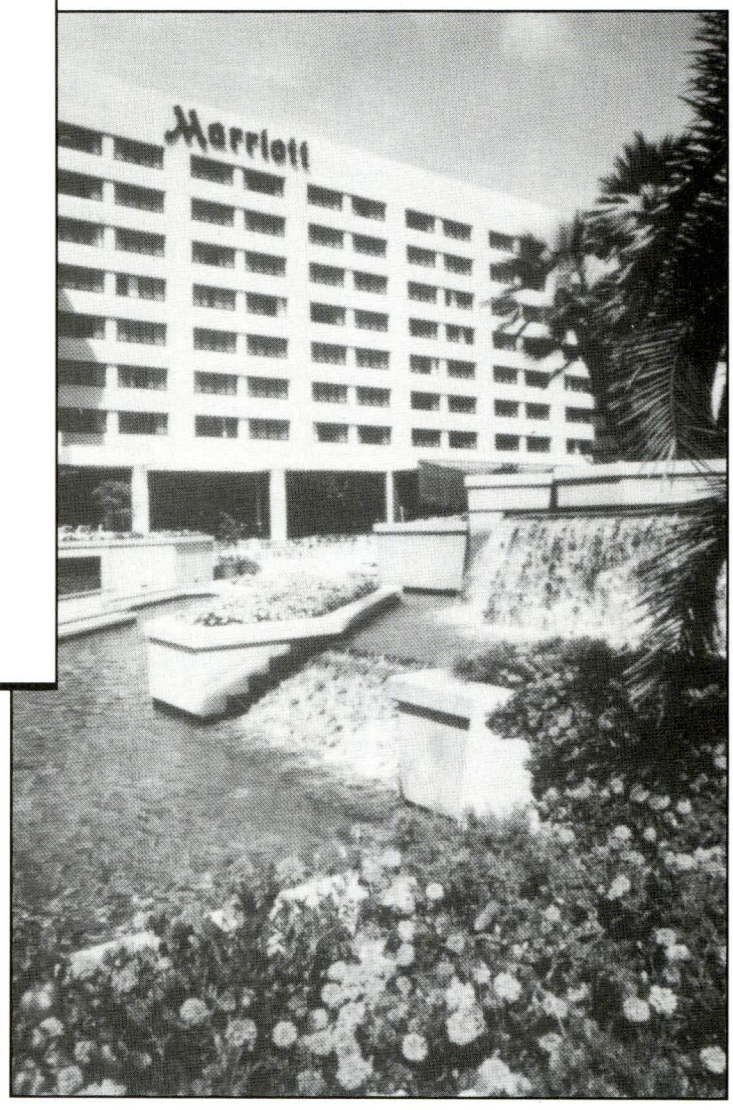
In the 1990s, some employers are likely to have greater difficulty matching labor skills to job needs. Demographic projections indicate a drop in the size of the entry-level labor force. The group now entering the work force is about half the size of the "baby boom" group. Competition for these entry-level workers will tend to push wage levels upward, while benefits and opportunities for advancement and training in some industries will be broadened to attract well-trained employees.

As growth in the number of available workers declines in the 1990s, job opportunities should improve for young people, minorities and women, particularly for those with higher skills or advanced education. Even entry-level jobs will increasingly require higher skill levels. As a result, some skill shortages, basic education problems, and retraining will involve increased business participation.

The greatest demand of area businesses will be for clerical workers. While not a new trend, the 1990s will demand increased clerical skill levels, as automation, computers and new communications systems lead to a broadening of the tasks handled by clerical workers.

Computer-related occupations are expected to be in high demand by local businesses, including programmers and analysts. One sixth of the new service jobs will be managerial or administrative. Engineers and technicians, particularly in the electrical and electronics fields, will be needed in research and development, as well as in advanced technology industries.

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The Executive Of The 21st Century

by Thomas J. Burnham

Today's high school students will be the executives of the 21st century, a time that will be marked by profound changes in the way U.S. companies conduct business domestically and internationally.

Companies – even small and mid-size entrepreneurial firms – will draw increasingly on global markets. And, we will see U.S. trade with the Pacific Rim continue to grow in importance. Pacific Rim countries, which include Japan, Korea, Thailand, Taiwan and the People's Republic of China, have surpassed Western Europe as our nation's leading trade partner. Those of us living and doing business on the West Coast are particularly affected.

Planning a career in business requires the same step-by-step planning that brings success to a company. Research into what industries offer the strongest opportunities is important, as well as a more general sense of the qualities that will bring success in business in the next century.

Today's Executive Hiring

Korn/Ferry International's Index of Executive Vacancies, issued quarterly, tracks hiring of senior executives by industry and type of position. These senior positions make up the upper echelons of corporate leadership. The Index, as a result, offers an economic indicator pointing to the level of hiring across a wide spectrum of industries and the management positions in most demand.

The quarterly report released at the end of 1988, for instance, shows that financial service organizations continue to dominate national demand. Banks, savings and loans and other financial service organizations represent 21 percent of the hiring in the senior executive ranks. Financial hiring overall received a tremendous boost from the investment banking sector. The continuing wave of mergers and acquisitions among the country's largest corporations has caused a high demand for specialists in every aspect of corporate finance.

The high technology sector including defense made up 14 percent of demand for senior executives, while government, education and not-for-profit associations stood at 15 percent. Other industries included health care at eight percent of national hiring, tourism/hospitality and entertainment at eight percent and manufacturing at six percent.

"Innovation, initiation and an ability to master rapid change will be important for success in business..."

Marketing and financial positions accounted for the largest share of hiring. Marketing executives totaled 15 percent, reflecting a healthy balance between expansion and a disciplined approach to the bottom line. Overall, demand for general managers was the highest with a 42 percent share of total executive hiring.

Trends Are Coming Into Focus

While the Index shows what positions are being hired in today's market, a look at the qualities needed by executives of the 21st century reveals longer range requirements of corporate leadership. As we move toward the year 2000, many trends are coming into focus, suggesting a corporate world that will demand new skills and attitudes.

The internationalization of business with companies operating on a global scale represents the primary shift in business we can expect. Executives seeking employment with major, foreign multi-national firms will find an increasing number of career opportunities here in the United States. Many sales and marketing positions for West German firms, for example, will be based at home rather than in Europe. The explosion in technology will be another major force shaping business in the 21st Century.

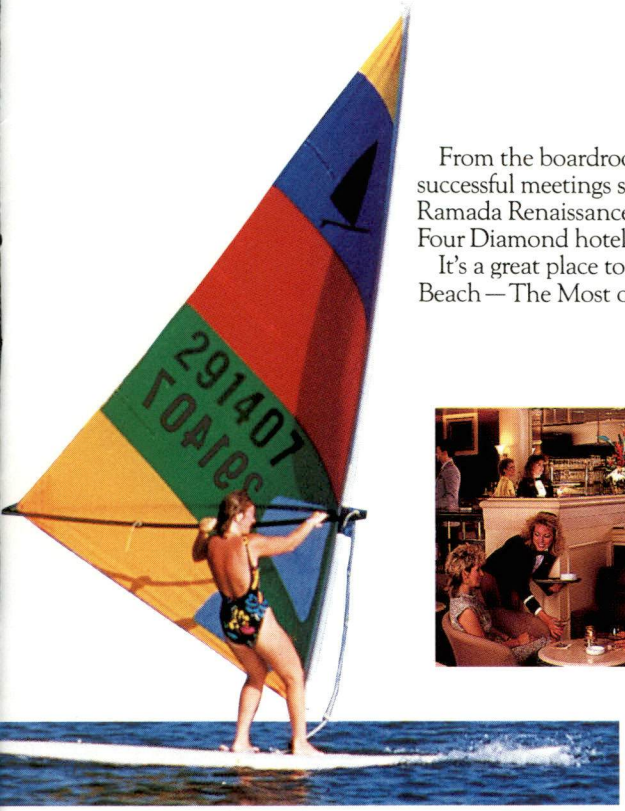
We will continue to see women and minorities who have entered the ranks of management in growing numbers climb higher on the corporate ladder into more senior positions. And, the emphasis on ethics and integrity in management will remain a central point of concern in business.

Qualities Needed By Future Business Executives

- A global perspective. Domestic and international markets will be viewed in one overall management pattern.
- A sensitivity to the awesome potential of technology. Every manager will need to be computer literate.
- Creativity. This is one of the most sought-after qualities by companies recruiting new managers at senior levels.
- Vision. Senior executives will need to clarify corporate identity and establish the mission for their companies.
- Effective communications. This skill is an essential characteristic of effective leaders.
- Personal and corporate integrity. Executives set the standards for a company's moral code.
- Change is the one word to describe all the conditions that future corporate leaders will face. Innovation, initiation and an ability to master rapid change will be important for success in business, as will a sense of personal and company vision.

(Thomas J. Burnham is vice president/ partner of Korn/Ferry International, the world's largest executive search firm. Headquartered in Los Angeles and New York, Korn/Ferry International specializes in management searches at the senior level. The firm maintains 41 offices in key business centers throughout North America, Latin America, Europe, Asia/Pacific and Australia).

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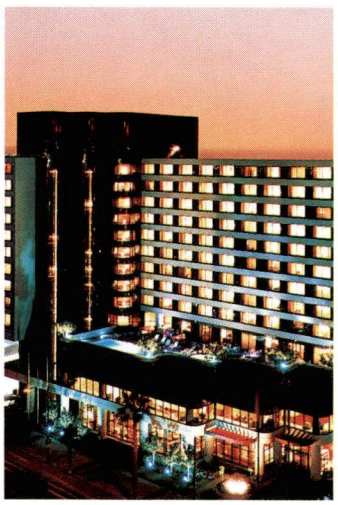


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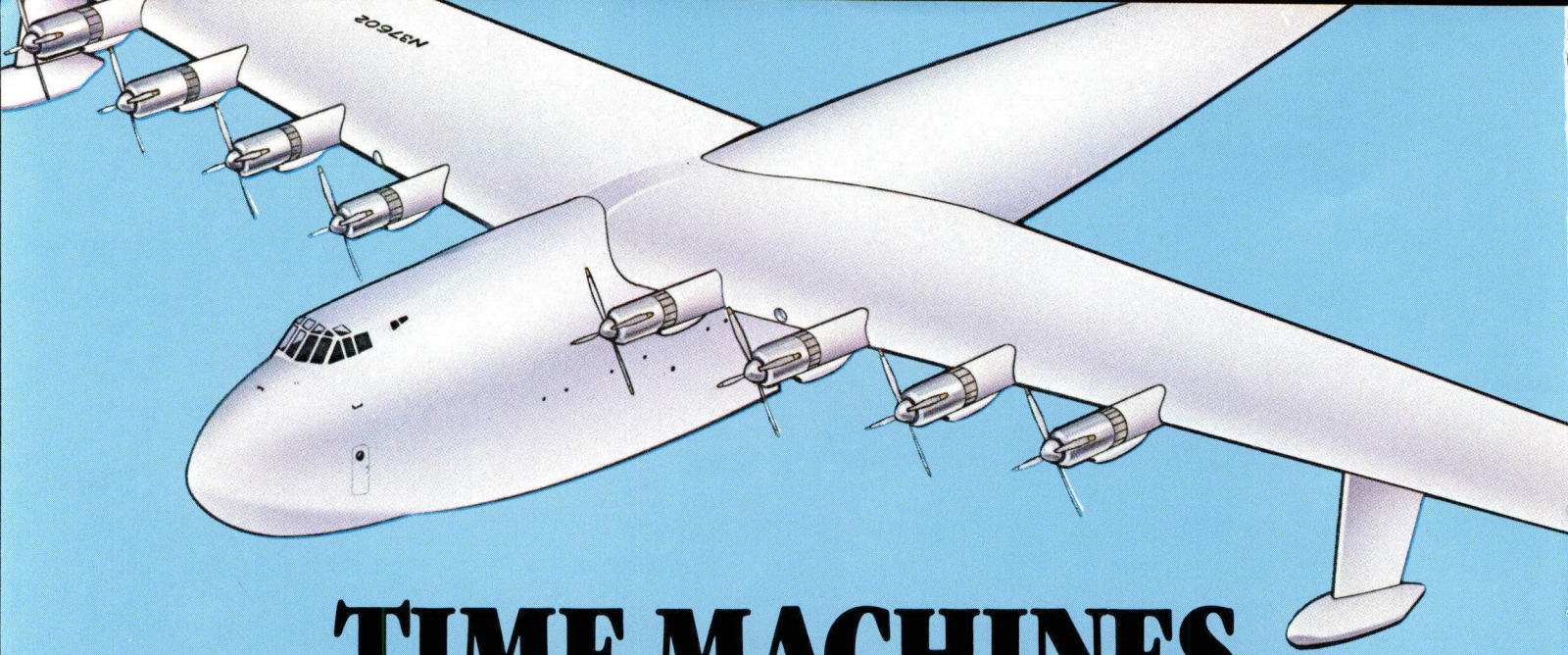
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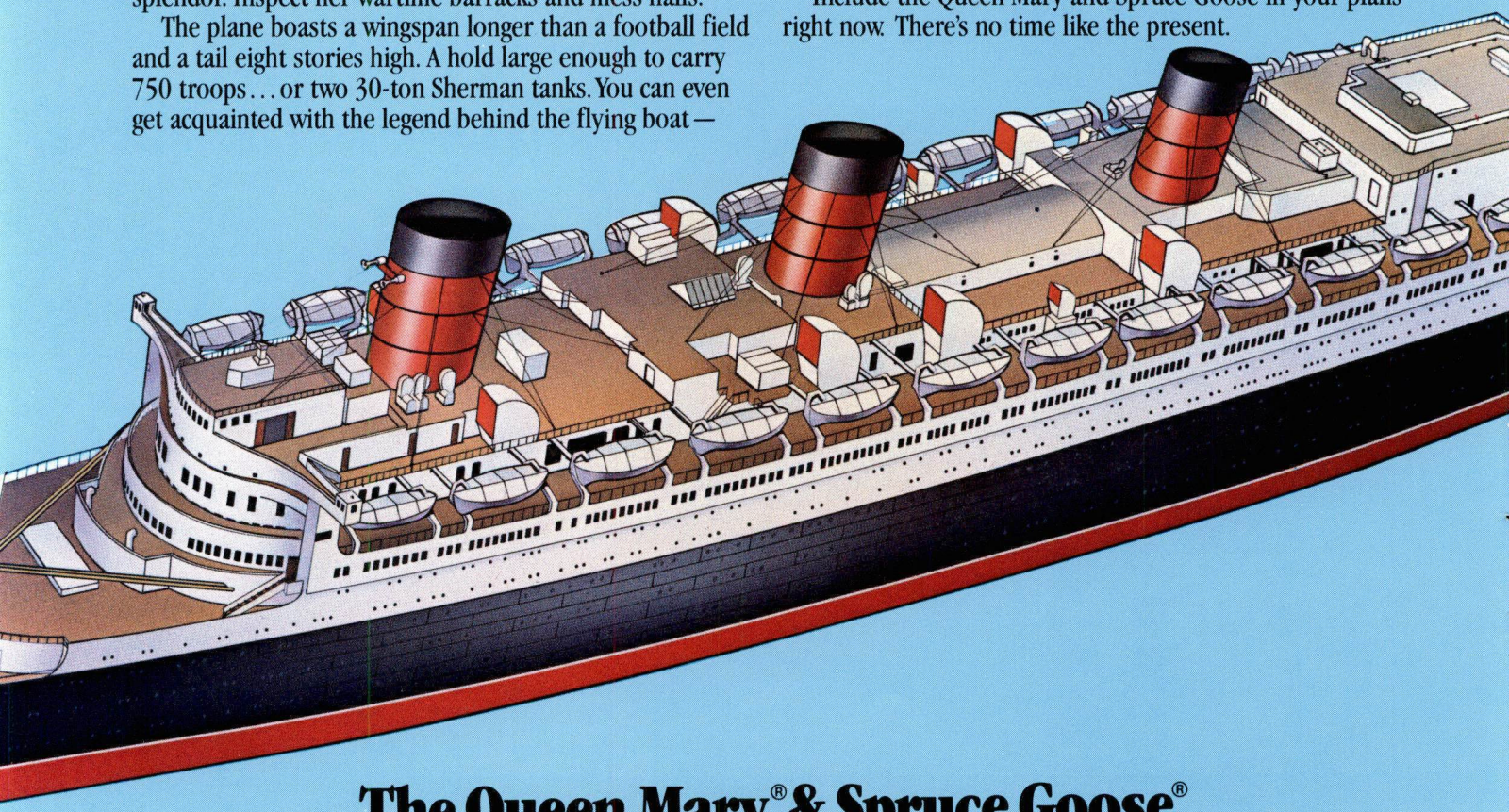
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LONG BEACH – "MOST ON THE COAST"

by George Economides

Dear Students and Long Beach Employers:

Together we are building Long Beach into a city that looks forward to the challenges of the 21st Century.

The key ingredients to our success will be you, the students, who will be our leaders in the next century, and you, the Long Beach employers who are making and keeping our city strong by investing in the future.

Our collective future is bright. Long Beach is perched on the Pacific Rim, a gateway city which promises to bring more jobs and trade to our Pacific shore.

But the challenge to you as students is great. To capitalize on the opportunities that lie before you, you must first obtain a meaningful education, one that will make you competitive in an increasingly competitive world. Advanced training, higher education, special technical skills — these are the basics that make for individual success and distinction. Build your future carefully. Make your career choices thoughtfully. This publication will assist you in that endeavor by presenting a snapshot of career paths and opportunities you might consider.

The challenge to Long Beach employers is similar. We must endeavor to work even harder to provide meaningful career paths and employment opportunities for our young people if we are to keep Long Beach economically vital. The city's new Office of Education is a step toward providing the kind of support our school system needs to become the best that it can be. We need your help in providing jobs, opportunity and support in order for our community schools to meet the challenges of tomorrow.

I look forward to the realization of our future. I believe everyone in Long Beach — our students, our business community and our citizens — are up to the challenge. Together we will meet it.

Cordially,

Ernie Kell
Mayor,
City of Long Beach



For years it was known as a "sleepy little town" where people came to retire, relax on its clean beaches and stroll in the warm night air. It gained the name "Iowa By The Sea," one that it held for many decades, as residents of that state led the influx of mid-westerners to its shores.

To most people throughout the country, it was a city "somewhere below L.A." For too many years it remained in the shadow of its neighbor to the north. When a theme park named Disneyland opened to the south, Long Beach city fathers nary batted an eye. The city seemed destined to continue in obscurity, surrounded by progress on two sides and "protected" by the Pacific Ocean on another, all along to the delight of most residents. Why rock the boat?

Ironically, it *was* a boat (or rather a ship) that awakened this city. In 1967, the RMS Queen Mary sailed to Long Beach and its new permanent home. The facelift the city needed was about to begin. Cartographers scurried to make sure they didn't forget to add the "Home of the Queen Mary" to their maps.

Suddenly, it seemed, the words "potential" and "Long Beach" became one in the eye of the enterprising business executive.

While the potential always existed, few, in the past, dared to take the risk, preferring the safe, established Los Angeles to the north and the progressive Orange County to the south. With its Mediterranean climate, miles of undeveloped shoreline, a growing international trade presence through its port, good transportation systems and, above all, location, location, location, Long Beach had a treasure chest-full of attributes begging to be noticed.

When the roar of Grand Prix race cars echoed throughout the city in 1975, Long Beach became more than an "International City," it was inwardly reborn as "A City Alive." Business leaders, city officials and residents formed a partnership that would propel Long Beach into the decade of the '80s and beyond. It soon emerged as the city with the "Most On The Coast."

Long Beach 1989

Having gone through a transformation from an "Iowa By The Sea" to a bustling center for business, Long Beach, in 1989, rests comfortably poised to continue the economic boom of the past 10 years. With the one-two-three punching power of the international trade, tourism and aviation/aerospace industries, this city has virtually exploded with opportunites. High-rise office buildings and hotels, employing thousands of people, dot the downtown skyline. Douglas Aircraft Company employment has more than doubled in a few years, reaching 38,000 and growing. Tourists and conventioneers are

THE U.S. NAVAL STATION

The Long Beach Naval Station is homeport to 35 ships and more than 15,000 active duty personnel. Along with the Naval Shipyard, the Navy is the second largest employer in Long Beach. It is the second largest homeport to surface ships in the Pacific.

According to U.S. Navy statistics, the Navy's estimated economic impact to Long Beach is a staggering $1.7 billion — annually!

arriving daily in unprecedented numbers. The Port of Long Beach has reached record levels of cargo tonnage handled.

While progress is visible in all parts of the community, it is most evident in the downtown area and port complex, and at the Long Beach Airport.

Downtown Metamorphosis

As in any large city, the downtown serves as the core for an economic revitalization. Long Beach is no exception. Throughout the '80s, the downtown skyline reverberated with change. In fact, if you left the city in 1979 and returned today, you may think you took a wrong turn.

From hotels (such as the Hyatt Regency, Ramada Renaissance and Sheraton) to office buildings (including ARCO Towers, IDM Plaza, Shoreline Square, Catalina Landing and the initial phase of the World Trade Center) to retail outlets (such as Long Beach Plaza and Shoreline Village) to recreational facilities (two marinas and Shoreline Aquatic Park), it has been a complete realignment; a renaissance! Combined, these facilities have generated thousands of direct and indirect jobs.

Port Of Long Beach

Development of the Port of Long Beach has been a driving force in the city's turnaround. As trade with Pacific Rim nations continually increased during the '80s, Port commissioners and staff traveled the world marketing the complex and, thus, "selling" Long Beach.

During the past 10 years, the cargo handled through the Port of Long Beach has more than doubled. Last fiscal year it moved a record 63 million metric revenue tons of cargo, with a value in excess of $30 billion. A dramatic example of the Port's importance in the region would be that if it did not exist, nearly 200,000 people would be out of work!

Long Beach Airport

Anchored by McDonnell Douglas Corporation's Douglas Aircraft Company, the Long Beach Airport has, in the past few years, grown to become a major economic force. Massive development projects such as the Long Beach Airport Business Park and Kilroy Airport Center/Long Beach have led to the creation of several thousand new jobs. Its freeway location mid-way between the business centers of downtown Los Angeles and the Irvine/Costa Mesa area is ideally suited for firms seeking easy access to the Southern California market.

Commercial airline activity picked up significantly during the '80s, going from a low of six daily flights on one carrier to a recent ceiling of 40 daily flights provided by seven major carriers. A recent study estimates that airport users directly contribute $306 million annually to the local economy.

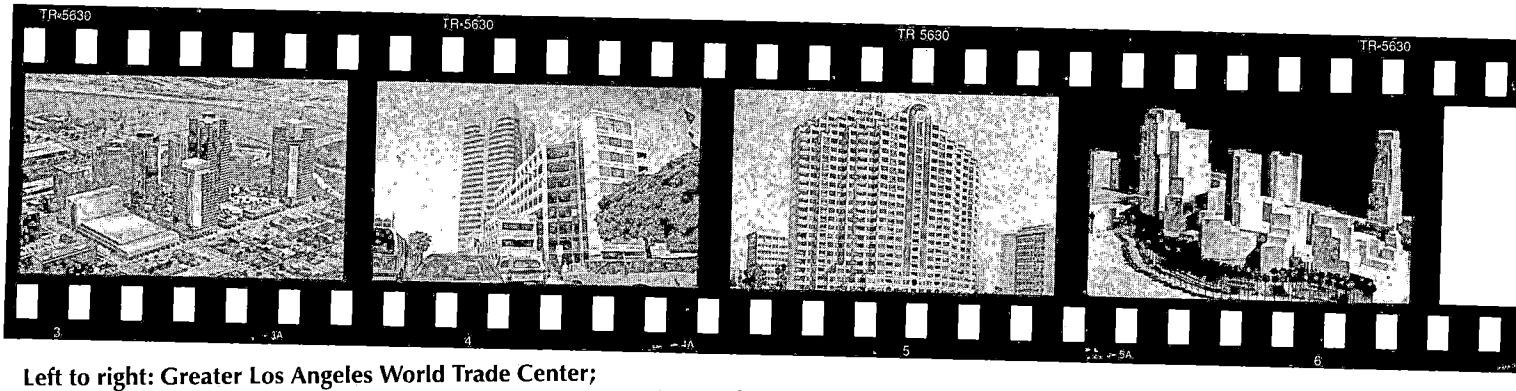
McDonnell Douglas: City's Number One Employer

Employing more than 38,000 people at its Long Beach facility, McDonnell Douglas Corporation ranks as the area's number one employer. The company's payroll exceeds $25 million weekly! It contracts with more than 400 local firms for goods and services, thus providing thousands of indirect jobs.

Four main production programs, the MD-80 medium range tri-jet, MD-11 wide cabin jet, C-17 air cargo plane, and T-45 trainer aircraft, will mean thousands of new job opportunities. Employment at the Long Beach facility is expected to increase to about 39,000 by the end of the year and peak at about 42,000 by the early 1990's, according to Douglas spokesman Dave Eastman.

Toward The 21st Century

While the light burns brightly for Long Beach as it ventures into the '90s and sets its sight on the 21st century, it is by no means placing its engines in neutral, allowing its motor to idle. The eyes of the partnership are wide open and very much aware of the growth in nearby communities. Where Long Beach once consisted of people content with the status quo, it is now a city of visionaries charting a course of



Left to right: Greater Los Angeles World Trade Center; Federal Building (foreground); Harborplace Tower and Pike Properties.

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*In Targeted Areas of the City

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for more information

success for decades to come.

The city won't skip a beat as the early '90s will prove to be a continuation of the boom of the '80s. Many projects are currently under construction, have been given the green light or are on the drawing boards that will create thousands of career opportunities in a variety of fields.

Port Of Long Beach Keeps Pace With Demand

The challenge posed by the ever-growing flow of transpacific cargo traffic is being met by the Port of Long Beach under the leadership provided by the harbor commissioners, executive director and professional staff.

Construction is under way on a $150-million, 147-acre expansion of container cargo facilities on Pier J. The old Ford assembly plant site and Procter & Gamble property are being converted to cargo areas, and a land acquisition program in the north harbor is currently taking place.

According to the Port's Executive Director, Joseph F. Prevratil, these projects assure "that Long Beach will remain a leader among West Coast ports." Harbor Commission President George F. Talin added, "Recent commission approval of permits for on-dock rail facilities is a vital first step in our determination to create a central rail corridor linking the harbor area with all parts of the country."

Here's a glimpse as to what's ahead:

Greater Los Angeles World Trade Center – The first of four phases opened in early '89. Upon completion in the late '90s, the $550 million complex will include 2.2 million square feet of downtown office, hotel (Hilton) and retail space.

Federal Building – The nine-story, 185,000-square-foot facility will open in 1990.

Harborplace Tower – The 25-story, 225-unit condominium project on Ocean Blvd. will be completed in early 1991.

Pike Properties – Scheduled to break ground in late 1990 or early '91, this massive downtown project will provide 1.5 million square feet of office space, 200,000 square feet of retail space, a 500-room hotel and 1,000 residential units.

Landmark Square – A 24-story, 400,000-square-foot-plus office and retail project at Ocean and Pine is scheduled to break ground in late 1989, with completion in 1991.

Long Beach Airport Business Park – The third phase of the project, now under construction, will be completed in mid-1990 and include approximately 450,000 square feet of new office/retail space.

Kilroy Airport Center/Long Beach – Phase II of this office park is under construction, with Phase III scheduled to break ground in late 1990 or early '91. Upon buildout, expected by 1998, the project will total nearly one million square feet of space.

IDM Airport Center – A 260-room all-suites hotel and 160,000 square feet of office/retail space is planned at the entrance to the Long Beach Airport. Construction will begin in the early '90s.

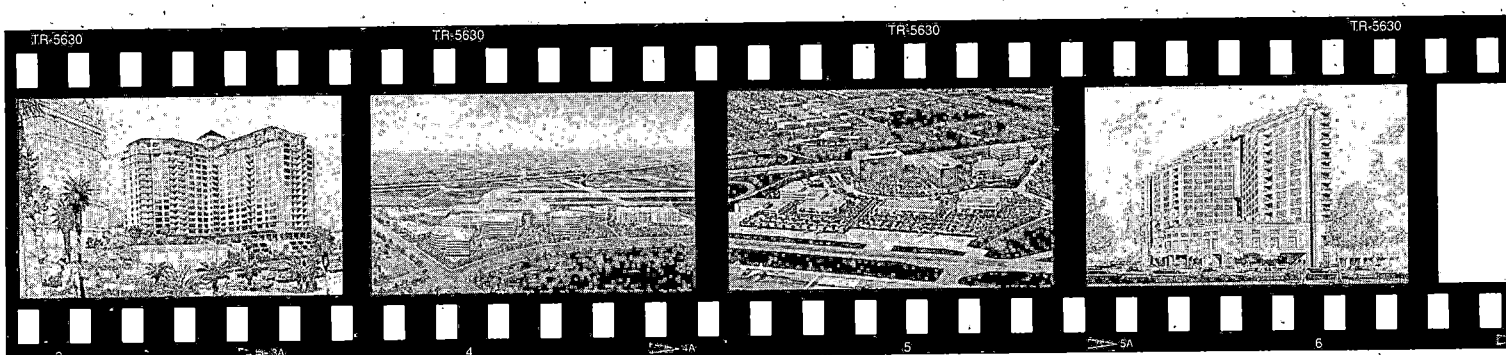
Long Beach – The Most In Arts And Entertainment

What other city of its size has a symphony orchestra, an opera company, a civic light opera, a ballet company, a major museum of art, dozens of art galleries and several small theater groups plus a large entertainment complex? The answer is none. Long Beach stands alone in the number of cultural attractions available to its residents.

Again, this is a very brief look at some of the major projects.

There are also several additional high-rise condominum projects planned for downtown, a major expansion of the convention center, two new all-suites hotels, a major renovation of the Los Altos Shopping Center, and more office development is planned at or near the airport. In late 1989 or early 1990, plans will be announced for new development adjacent to the Queen Mary/Spruce Goose complex.

Long Beach is no longer a sleepy little town, nor is it in the shadow of other cities. It has matured to become one of America's leading business centers. And you can still enjoy its clean beaches and stroll in the warm night air. It *is* the "Most On The Coast."



Left to right: residential tower planned for the former Pacific Coast Club site; Long Beach Airport Business Park; Kilroy Airport Center/Long Beach and the Greater Los Angeles World Trade Center Hilton Hotel.

The Key To Your Future



- Associate degree programs
- Transfer to four-year universities
- Employee training for industry
- Vocational programs
- Classes for personal development
- Classes to learn new skills
- Counseling and support services
- Assessment



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Dr. Beverly O'Neill
Superintendent-President

Long Beach City College

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LONG BEACH EDUCATIONAL

An open letter to students:

You have a bright future. When you take advantage of the excellent courses offered in our high schools and city college, you gain valuable skills that employers want. They will tell you the same thing. Those who get the best jobs and promotions have basic skills in English and math, and they have career skills. There's simply no substitute for competence in our increasingly competitive world.

This publication describes a few of the exciting careers you can prepare for in our schools. In a series of perceptive interviews, successful graduates share their secrets: hard work and a good education foremost among them.

As you know, many young people don't bother to plan and prepare for rewarding careers. As a result, they severely limit their future and end up watching life pass them by. They wonder why others get all the breaks. They wonder why they do not land good jobs or earn promotions and recognition. They decry their bad luck, their frustrated hopes and their shattered dreams.

Many employers too, are becoming gravely concerned about the lack of basic skills and job skills of growing numbers of job applicants — individuals who cannot read with understanding, write clearly or figure accurately. Businesses realize that supporting education today is a necessity if their companies are to survive and thrive. Only with a well-educated work force can our robust economy and high employment continue. Without it, the future of our community and our nation is bleak.

I urge you to read this publication carefully. Choose courses that challenge you and lead to good jobs. Make the most of these crucial years. By your hard work in school, you earn today what you will receive tomorrow and for the rest of your life.

Best wishes for success as you prepare for and pursue your dreams.

Tom Giugni
Superintendent of Schools,
Long Beach Unified
School District



Long Beach Unified School District

The Long Beach Unified School District, third largest school district in California and 38th largest in the United States, provides learning opportunities to more than 67,000 students in 82 schools, in kindergarten through grade 12. It serves a 129-square-mile area in the cities of Long Beach, Lakewood, Signal Hill and Catalina Island. It is the third largest employer in the area.

In local schools and classrooms, an experienced team of approximately 6,700 teaching and non-teaching employees is assisted by more than 3,000 Volunteers In Public Schools (VIPS).

Graduates of the Long Beach Unified School District last year won more than $22 million in academic scholarships to colleges and universities.

More than 80 businesses and corporations have formed educational partnerships with local schools. During the past year, the district has won more county, state and national awards for its excellent programs than ever before. The district had 15 National Merit Scholars, more scholar-athletes and more students named to all-Southern California honor orchestras than any other school district. Last year, hundreds of students passed advanced placement college courses while still in high school. The Poly Vocal Jazz Ensemble won first place at the largest high school jazz festival in the United States and went on to tour Europe. Six seniors won Achievement Awards in writing for the National Council of Teachers of English. By almost any standard of comparison, this is an outstanding school system.

Of the largest school districts in California, the Long Beach Unified School District is the only district that has never been under court order to desegregate, and has never had a teacher strike. Its voluntary desegregation program has made steady gains without loss of public support.

Long Beach City College

Long Beach City College (LBCC) provides both academic and vocational education for students of all ages. LBCC has served the communities of Long Beach, Lakewood, Signal Hill and Catalina Island for 62 years. Approximately 24,000 students enroll each semester.

Students can complete two years at the low cost of $5 per unit, to a maximum of $50 per semester, then transfer to a four-year university to complete a bachelor's degree.

Some students seek the two-year associate degree while others choose a one-year vocation certificate in subjects such as business, computer information systems, commercial music, child development, dietetics, fashion design, hotel/restaurant management, office occupations, nursing and health technologies, and technical fields such as electronics, drafting and aeronautics.

Trade and industrial fields include welding, diesel mechanics, machine tool, sheet metal, aviation, maintenance, carpentry, cabinet making and air conditioning/refrigeration. Photography, horticulture,

SYSTEM

In the 1990s, workers will need to be retrained up to five times in their working careers.

industrial technology and industrial relations are offered through the applied technologies division.

Many students seek specific skills to update or enhance earlier training. In the 1990s, workers will need to be retrained up to five times in their working career. Examples would be the retraining of office workers to learn word processing, accounting and computer programming. Management employees can learn more effective techniques. Contract education offers training individually prepared to meet a firm's specific needs. The new Downtown Business Center will offer classes in small business operations, accounting and general business.

English as a second language classes also are offered. More than 100 instructors teach full- or part-time in this field, which includes classes in citizenship and amnesty application. In addition, the Refugee Assistance Program provides work experience, counseling, vocational training and job placement and other services to recent refugees.

The Adult Basic Education program is free and allows adults to brush up on reading, writing and math skills at their own speed, setting their own learning goals and starting at their convenience.

California State University, Long Beach

California State University, Long Beach (CSULB), first began instruction in September 1949 with 13 faculty members and 160 students. From that beginning, Long Beach has grown to be the second largest campus in the California State University system with a student body numbering over 35,000 and more than 2,000 part- and full-time faculty. CSULB consists of nine schools and centers, including the Schools of Applied Arts and Sciences, Business Administration, Education, Engineering, Fine Arts, Humanities, Natural Sciences and Social And Behavioral Sciences, and the Graduate Center of Public Policy and Administration. Sixty-seven degrees are offered through baccalaureate programs and 76 master's programs offer 55 graduate degrees. Since 1949, more than 130,000 undergraduate and graduate degrees have been awarded by the university. Through University Extension, another 10,000 students attend a full spectrum of classes on a year-round basis.

The university's commitment to an internationalized program is evidenced by the Center for International Education, which assists international students at the university, as well as students interested in study abroad opportunities.

A variety of services and facilities are available for students' use, including the Academic Advising Center, Learning Assistance Center, Disabled Student Services, Women's Resource Center, University Counseling Center and Student Health Center.

An important service offered by CSULB is the Career Development Center, which assists students and graduates in finding employment and provides information on career planning and internships. According to a survey of CSULB graduates holding bachelor's degrees, 83 percent are employed in fields related to their academic major.

Dear Readers:

Education is vital in our world. Research continually shows that throughout our lifetimes we must continue to learn to keep pace with our changing world and rapidly developing technologies.

Long Beach City College offers education in many fields — business, liberal arts, health, science, trades and technology — to persons at all stages of life from the recent high school student to the business leader to the senior citizen.

The low-cost, open-door policy, and convenient scheduling — including open-entry classes you can start any time, two summer sessions and concentrated classes — make Long Beach City College extremely accessible. Still, your education is too important to leave to chance and requires advance planning. Whatever your stage of life, start thinking now about your future, and the training you will need to succeed.

The Long Beach Unified School District and Long Beach City College have joined in a program called "articulation" in which students can earn credit in high school that can be applied in college. Talk to your high school counselor about those "articulated" classes and how you can trade in your studies now for advanced placement and save time and costs later.

In addition, we have agreements with four-year colleges and universities. For instance, if your goal is a bachelor's degree, you can be guaranteed admission to UCLA as a junior after attending two years and meeting course and grade requirements through our honors program at Long Beach City College.

I hope you find the information in this magazine informative and enjoyable. More importantly, I hope it starts you thinking (if you haven't already) about your future plans. I invite you to visit Long Beach City College, take advantage of our counseling, career planning and assessment programs, and explore those job fields that most interest you.

Beverly O'Neill
Superintendent/President,
Long Beach City College



Profiles Of Success

Gregory R. Gill

President, Matlow-Kennedy



Education: Long Beach Wilson High School; UCLA, B.S., Economics

First Job: Newspaper delivery boy

Best Advice: *"I think that if people would read, that would be a key to success for them. If you read history, you'll see that everything repeats itself ... it will give you great insight into solving your current problems."*

Before his 21st birthday, Gregory Gill already owned more property than most people could ever imagine owning in a lifetime.

Right out of high school, he and his best friend took a few thousand dollars they had saved and started buying property. Just two years later, the youthful land barons owned a total of 10 properties.

But they didn't just sit back and watch the money come in. They worked hard — very hard — putting in 12 hour days scrubbing, painting, repairing leaky faucets, doing everything they possibly could to increase the value of their properties.

"Because we didn't have any cash flow, we did all the maintenance ourselves, all the painting, installed our own carpet, mowed lawns," he says.

Following the adage that California real estate is a goldmine, Gill's early investments proved profitable, allowing him and his partner to become wealthy at a very early age.

Today, he is president of Matlow-Kennedy Corp., a large real estate brokerage firm, and he still works up to 12 hours a day, seven days a week. But he's not complaining.

"In this business it's up to you to succeed," he says. "You're in control of your own destiny."

Captain Shinta Asami

President, International Transportation Service



Education: Kawagoe High School, Japan; Tokyo University of Mercantile Marine

First Job: Third Mate Supervisor of Cargo Operation for K-LINE Vessel of Japan

Best Advice: *"Attitude is very important in the work force. Be a steady, reliable worker; always show up to work on time."*

The setting was post-World War II Japan. Captain Shinta Asami, fresh out of college, began his career with K-LINE shipping company during this difficult period.

More than 45 years later, he is president of one of the largest tenants of the Port of Long Beach, International Transportation Service (ITS), a full-service terminal operator and stevedore to a number of major shipping lines.

During his 15 plus years in Long Beach, he has revolutionized the shipping industry through his progressive ideas. ITS was one of the first terminal operators in the port to offer computerized delivery and the first company in Southern California to provide on-dock rail service.

A good corporate citizen, Asami has done his part to strengthen East-West relations by taking an active role in community organizations such as the United Way and Long Beach Centennial.

As he approaches retirement, he says the most important trait a businessperson can possess is the ability to look ahead. "At my age not many people can dream, but I am happy to have many dreams. Without a dream, nothing can be accomplished."

Regina Grant Peterson

Business Assistance Officer, City of Long Beach

Education: Spring Branch High School, Houston, Texas; Pepperdine University, B.S. Business Administration and M.P.A. (Masters of Public Administration)

First Job: Clerk, Texas Highway Dept.



Best Advice: *"Students need to be guided by their parents, teachers and counselors in determining what options are available to them in advanced education or vocational training."*

Regina Peterson always had an interest in public service. She also was a whiz in math, a trait she inherited from her accountant mother.

"My greatest motivator was my mom," says Peterson. "My desire for a career in business, finance and accounting was inspired by her."

She found that a career in the business side of city government not only gave her a chance to use her business skills, but also enabled her to make the community a better place to live and work.

In her job with the City of Long Beach, Peterson helps small businesses find the proper financing to either get started or relocate — a complicated but rewarding task.

"It gives us tremendous pleasure to see a project from start to finish, affecting so many people," she says.

The individuals presented in Profiles of Success represent a variety of professions, but they have one thing in common: each set goals early on and through hard work and fervid determination achieved success. Their stories will entertain and enlighten you, and, hopefully, encourage you to follow your dreams and prepare yourself for the exciting challenges and opportunities that lie ahead.

"This city has so many possibilities. We could go on and on for the next 10 years and still be growing!"

Carol Churchill

Lawyer, Ball, Hunt, Hart, Brown and Baerwitz



Education: Long Beach Wilson High School; Colorado State University, B.S. Wildlife Biology; University of West Los Angeles, Law Degree

First Job: Receptionist with a law firm

Best Advice: *"Get a good education. Once you get that degree, it's something they can't take away from you."*

When asked to comment on her success, Carol Churchill recalls a high school biology teacher who asked the students to create on animal (on paper) and design an environment for it, paying attention to the types of body parts and organs it would need to survive in this environment.

"He forced us think," she says. "And that's one of the most important skills you can have in life."

Thinking is certainly something Churchill had to do a lot of on her road to the illustrious position of probate attorney for Ball, Hunt, Hart, Brown and Baerwitz, one of the largest and most respected law firms in the state.

After receiving her degree in wildlife biology, Churchill had trouble finding work in the then male-dominated research biology field. To support herself, she relied on her clerical skills to get a job as a secretary for a law firm.

She soon started working up the legal ladder, first as a legal secretary then as a para-legal —finally, she enrolled in law school.

After four years of intense studying, she passed the gruelling legal bar exam on her first try. Soon after, she found her dream job. "I'm never bored. Every day is different. I love this job."

Stephen L. Ummel

President and CEO, Memorial Health Services

Education: University of Iowa, B.A. Psychology, and M.S. Hospital Administration

First Jobs: Newspaper delivery boy; newspaper press room operator; hospital orderly



Best Advice: *"This is one of the most exciting growth sectors in the world today. It behooves young people to consider a career in the health care industry."*

With his gentle manner and down-to-earth friendliness, it's easy to see why Stephen Ummel chose a profession in the medical industry: he truly cares about people.

Ummel's sincerity about his work, combined with a business background in college and a strong interest in the sciences, have helped propel him to the top of his field at the relatively young age of 47. As president and chief executive officer of one of the largest hospitals on the West Coast, he has achieved a position few in his profession could ever dream of holding.

His 25 years in the sometimes volatile health care industry, where government regulations, evolving technology, and political forces can lead to budgetary nightmares and complex social situations, often involve 16-hour work days and many a sleepless night. Yet, he says he *loves* his job and couldn't see himself in any other profession.

"The health care industry enables all of us, whether we're administrators, doctors or nurses, to truly help sick people regain good health or minimize pain and suffering," he says. "This is one of the most fulfilling things a human being can do, to help someone else regain their precious health status."

Gloria Telles

Principal, Stanford Junior High School

Education: Gadsden High School, Anthony, New Mexico; Western New Mexico University, B.A. English; California State University, Long Beach, M.A. Pupil Personnel

First Job: Clerk in a department store



Best Advice: *"It's vital to have a role model. Students need to have some indication of what they can aspire to."*

Gloria Telles recalls when she was growing up in Anthony, New Mexico, a small town on the Texas border. "We were poor," she says, "But, it was a comfortable place because there was no awareness of the fact that we were poor. Everyone was in the same condition."

Unable to afford a college education, Telles realized that she would have to do well in school in order to earn scholarships that would provide her with the money to further her education.

Her academic achievements

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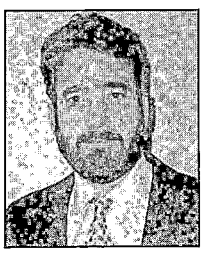
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eventually helped her acquire a college degree, which in turn led to the realization of a childhood dream. "Ever since I was in elementary school, I had always wanted to be a teacher," she says. "All my role models were teachers."

After a lifetime career in the education field, Telles has no regrets about her career path. "I can't think of anything else I'd rather do," she says. "When I look back on my career, the thing that I remember most is that I can really make a difference. Even if I only help two students in a semester, I still have made a difference, and that's very important."

Craig Hofman

President, Hof's Hut Restaurants



Education: Long Beach Millikan High School; California State University, Long Beach, B.S. Business Management

First Job: Busboy

Best Advice: *"Set a direction and a course for your life. Pick out a career and go for it. Try not to drift."*

Ask Craig Hofman any question about the restaurant business and he'll give you a qualified answer. After all, his parents did own the Hof's Hut restaurant chain and Hofman has held just about every position possible — from busboy to dishwasher to manager to president of the company.

Since the time he was born, Hofman has been watching the family business grow — from its first location in Belmont Shore to the 10-restaurant chain it is today. After his father's death some 20 years ago, he inherited the business and has no plans of giving it up.

He enthusiastically recommends the restaurant industry as a great place for students to get that first job, adding that there are plenty of career opportunities for those who seek them.

"It's an industry where people are going out to have a good time," he says. "You're able to do new and different things with food which we all like ... it's an exciting business. There's never a dull moment when you're dealing with the public."

Robin Koons

District Manager, Community Relations, GTE California's Long Beach District



Education: Downey High School; Long Beach City College; Azusa Pacific College

First Job: Order writer for Catalina Sportswear

Best Advice: *"Always be willing to take that extra step. I'm always willing to give 110 percent and I'd expect the same from anyone who wishes to get ahead in the job market."*

When Robin Koons was in high school, she dreamed of becoming the perfect wife and mother — baking cookies, attending PTA meetings and socializing with the country club set.

"It seems all women in my generation had those same dreams," she says. "But somehow things just didn't turn out that way."

Things may not have happened exactly as she planned, but she's not complaining. As community relations manager for GTE California's Long Beach District, she serves as the liaison between the company and government agencies and community organizations, often juggling dozens of tasks in an exciting, fast-paced schedule that's well-suited for a go-getter like Koons. "I like challenges, I like change and I like working," she says without hesitation.

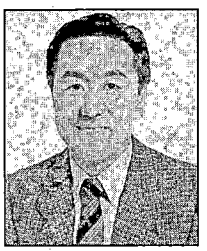
In her nearly 20 years with GTE, Koons' career has been filled with many opportunities. Starting out as a cashier, her enthusiasm and hard work were soon rewarded with promotions and higher salaries. "GTE usually promotes from within," she says. "The company offers good salaries, good benefits, savings and investment plans, stock options and tuition aid. It's a great place to work!"

Jay H. Chung

Vice President, Advanced Development, Tayco Engineering Co.

Education: Seoul National University, B.S. Material Science; California State University, Long Beach, M.S. Mechanical Engineering

First Job: Tutor in college



Best Advice: *"Set goals as high as you can in whichever field you feel comfortable. If someone is trying to climb up a mountain and he climbs up only 80 percent, then he is much higher than someone who didn't even try."*

When Jay Chung was attending high school in Korea, he wrote in his diary: "I want to be a successful engineer in the United States and develop something very good and helpful for the whole world."

Several years later, Chung came to the United States and started working toward his goal. He was hired as a draftsman by Tayco Engineering, a company that designs heating units and insulation for rockets and space satellites. He worked his way up through the Tayco ranks while studying for his masters degree at California State University, Long Beach, eventually reaching one of the top positions in the company.

His proudest moment came last September as he watched the

[Please continue to page 26]

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GTE

THE POWER IS ON

[Continued from page 24]

launching of the space shuttle Discovery. Chung and the Tayco team had designed heating units for Discovery that prevent the O-rings on the shuttle's two solid rocket boosters from freezing, the problem that had caused the tragic explosion of the Challenger three years ago.

As the rocket successfully blasted into space, that once-in-a-lifetime feeling came over Chung — the sense of accomplishment that comes when you realize you have finally arrived.

Tony Salcido

Longshoreman, Eagle Marine Services

Education: Banning High School; Harbor Community College, A.A. degree

First Job: Sold newspapers; shined shoes



Best Advice: *"Give them a good wage for a good day's work."*

Tony Salcido sounds like a proud father when he talks about his nearly 40-year career as a longshoreman. Life "on the waterfront" as Salcido explains, is a family tradition. His father, uncles, brothers and cousins all worked as longshoremen.

"Back in the old days, longshoremen would sponsor their relatives for union membership, making it difficult for outsiders to work in the industry," he says. "It's much different now, with civil rights and equal employment opportunity laws."

Union sponsorship is just one of many aspects about the shipping industry that has changed over the years. Salcido, who is in charge of an oral history program for his union, has talked to longshoremen who worked during the 1920s and '30s, a difficult era before unions came into power. "They had to work around the clock, 36 to 40 hours at a stretch at very low wages," he says.

Today, longshoremen receive high salaries with excellent benefits. Modernization of equipment has improved working conditions tremendously. What was once a dirty, hazardous job has become a much sought-after, hard-to-come-by position.

As for Salcido, he says "life on the waterfront" has been good to him. "The feature I like best about the job is the independence. You can work when you choose. I take five to six week vacations. It has always provided me with enough opportunities to spend time with my family."

James Sullos

Partner, Windes & McClaughry Certified Public Accountants

Education: Long Beach Poly High School; Occidental College, B.A. Business Administration; Columbia University, M.B.A. Accounting

First Job: Operated the "sky cabin" ride at the former Pike Amusement Park



Best Advice: *"In the business environment, there is always room for people who are willing to work hard. Prepare yourself for employment. Don't miss out on the fundamentals: reading writing, math and computer skills."*

When you talk to James Sullos, shattered is the image of the pencil-behind-the-ear bookkeeper whose ability to relate to people is long lost behind stacks of paperwork. He is friendly and relaxed, with no indication of the long hours and hair-pulling stress his job entails.

"It takes both people skills and technical skills to be an accountant," he is quick to point out.

Sullos' path to his present position, as partner of one of the largest accounting firms in California, started after a six-year stint in the Army Reserves during the Korean War. A friend who was a certified public accountant convinced him that the accounting business offered the best career opportunities. With his business degrees, he had no problem finding a job and quickly worked his way to the top of his profession. He says the accounting field offers tremendous potential for a young person with a business background.

"(As an accountant) you develop a skill that's always marketable," he says. "But most importantly, you're providing a much-needed service. The satisfaction comes from knowing you're helping people."

"Success is a journey, not a destination."

— Ben Sweetland

Jeff M. Abels

Vice President, Sales and Marketing, Bixby Knolls Travel

Education: Long Beach Millikan High School; Cal Poly, San Luis Obispo, B.S. Transportation Engineering

First Job: Salesman in a lumber yard



Best Advice: *"The things you get out of college are very helpful throughout your lifetime. If I had to do it all over again, I'd do it the same way."*

It wasn't until he lost his job as transportation engineer for L.A. County (during an across-the-board, Prop 13-prompted lay-off) that Jeff Abels decided to enter the travel industry.

"I had always wanted to work

for myself," says Abels, whose sincerity and easy-going manner make it easy to see why he is so successful in this people-oriented industry.

After retiring from the Air Force, his father purchased a travel agency and asked Abels if he would join him as a partner. Just before the lay-off, he started taking night courses in small business management, accounting and travel agency operations to help prepare for his career change.

"The day the lay-off took affect, I had my first day at Bixby Travel," he says. "I didn't even have time to take a vacation."

After 13 years in the business, Abels couldn't be happier with his career.

"It's a challenge every day," he says. "I have a very scientific mind, methodical, technological way of thinking and solving problems. I found that this particular job not only has the technical problems with the computers and the scheduling, but much more than that. There's an avenue of creativity that I didn't find in engineering."

He sees exciting times ahead for the travel industry: "Tourism is now the number two (industry) in the United States. Travel agencies are starting to treat their businesses more like businesses. Therefore, you're seeing more professionals, you're seeing higher expectations from their employees. And right along with that comes higher salaries."

"Six essential qualities are the key to success: Sincerity, personal integrity, humility, courtesy, wisdom, charity."

— Dr. William Meninger

Beverly O'Neill

Superintendent/President, Long Beach City College



Education: Long Beach Poly High School; Long Beach City College, A.A. Music; California State University, Long Beach, B.A. Elementary Education and Music, and M.A. Counseling and Guidance; University of Southern California, Ph.D Higher Education

First Job: Clerk at J.C. Penney

Best Advice: *"When you do something, do it well."*

In her high school days, Beverly O'Neill never dreamed that she would become president of Long Beach City College, responsible for the well-being of more than 23,000 students.

"I wanted to be a musical comedy star," she says. "But when I got to college, I realized that every high school had its star. I had to be much more practical."

She decided to pursue a career in education, an area that gave her the opportunity to fulfill a heartfelt desire to contribute to the community. In her 30 plus years in the business, O'Neill has held a wide variety of positions. From classroom teacher to women's advisor at LBCC to dean of academic affairs, she has achieved her goals step by step, getting the most from each job before going on to the next.

What's important in your career, she says, is not your job status or the amount of money you make, but how you achieve your goals. "Don't forget to enjoy yourself along the way," she emphasizes. "So many people, in trying to become successful, are so busy that they step on people and loved ones. When they achieve success, they look around and wonder where everyone went. I don't think happiness comes with success. You have to be happy along the way."

Michael D. Hall

General Manager, Ramada Renaissance Hotel



Education: Saguaro High School, Scottsdale, Arizona; Mesa Community College, Scottsdale, A.A. Business.

First Job: Busboy

Best Advice: *"Understand the value of the customer. If there is no customer, there is no job and no paycheck."*

Michael Hall recalls when his first boss, a manager at a Coco's restaurant in Phoenix, gave him a raise.

"Jim sat me down with another manager and said, 'Mike you've done such a good job, you can sit down here with me and have a Coke.' I remember looking around the restaurant and saying to myself, 'hey guys, look at me, I'm eating with the boss.' That pat on the back — the fact that I was recognized — if most of us had that in our jobs we'd be a lot better off."

That experience had such a positive affect on Hall that he decided to make a career in the hospitality industry. He found that his enthusiasm for the business, combined with hard work and an intense desire to succeed, were quickly rewarded with higher salaries and numerous promotions. Today, he holds the enviable position of general manager of one of the finest hotels in Long Beach, the Ramada Renaissance.

He says there are hundreds of job opportunities in the hotel business for those who enjoy meeting people and who don't mind long hours. What's more, it's enjoyable work.

"There are very few days that I wake up and don't want to go to work. I love what I do and I'm going to love it in 10 years."

[Please continue to page 28]

Captain Jerry A. Aspland

President, ARCO Marine, Inc.



Education: University of California at Berkeley; California Maritime Academy; California State University, Long Beach, MBA

First Job: Selling newspapers at a local Army camp

Best Advice: *"First of all, graduate from high school. Attend a community college and experiment with different classes until you find something that interests you. Remember, there's nothing wrong with being a machinist."*

While he was attending college in the Bay Area, Jerry Aspland dreamed of the day he would command a high-tech Navy submarine. However, an injury that caused arthritis in his big toe disqualified him for a commission in the U.S. Navy, crushing his dreams of a glamorous life 20,000 leagues under the sea.

Aspland's injury may have charted a new course for him, but it has been a path well-suited to a seafaring man.

After serving in the American Merchant Marine for several years, he entered the marine management field and worked his way up the career ladder, eventually reaching one of the highest positions.

As president of ARCO Marine in Long Beach, he is responsible for worldwide tanker transport of all crude oil and products for the company, overseeing one of the largest and most modern fleets of oil-bearing tankers under the U.S. flag. He gets the chance to meet people from throughout the world and is often involved in the Washington political scene.

When looking at the many unexpected twists and turns his career has taken, it's clear that Aspland has followed his own advice: "Be prepared to make compromises; be creative, but always do your best."

Richard Bryson

President/CEO, Bryson Financial Group



Education: Long Beach Poly High School; California State University, Long Beach, B.S. Economics and M.A. Finance

First Job: Sold newspapers through local hospitals

Best Advice: *"The market can no longer support a generalist. A specialist will be in much higher demand."*

"You pay now, or you pay later" is an expression Richard Bryson often repeats when illustrating the importance of getting a good education.

Bryson chose to make his sacrifices early in life by attending college right after high school.

After graduating from California State University, Long Beach, he decided to tough it out in the world of professional baseball. He soon realized that in his case, a baseball career would only lead to "kicking around bus benches" later in life, so he decided to pursue a career in the life insurance industry, a decision that paid great dividends in the long run. Today, he owns a multi-million dollar company that specializes in financial services — an estimable position for a man of the relatively young age of 45.

"I got very, very lucky that the industry changed dramatically while I was in it," he says. "The marketplace just kind of swelled. There's more public awareness about the insurance industry. People are better educated and more interested in the products we deliver."

Bryson's enthusiasm about his profession can be best summed up in an article he wrote on the insurance industry a few years ago: "On occasion, people have asked me if I would ever change my career. At times I've wondered what it would be like to be Johnny Bench. Yet, there is only one Johnny Bench, and, seriously, I would never change my career path."

Sharon A. Simril

Quality Coordinator, U.S. Postal Service, Long Beach Division

Education: Long Beach Poly High School; Pepperdine University

First Job: Food server at Taco Bell



Best Advice: *"You have to like yourself. That's the only way you're going to get ahead. Determination, the desire to succeed — all of those things are really going to start with liking yourself."*

After graduating with high honors from Poly High School, Sharon Simril suffered the same "I don't know what I want to do in life" affliction shared by many high school graduates.

Deciding that college offered the best alternative, she enrolled at Pepperdine University as a social studies major. But after her first year, a slip of paper came in the mail that changed the rest of her life. She received notice that she had been accepted for a position with the Postal Service. It was a difficult choice, she admits, but she decided to drop out of college and take the job. It was a decision that paid off in the long run.

In the nine years she has been with the Postal Service, Simril has received four promotions and worked in a variety of areas — from engineering to management. She sees a lifetime career with the Postal Service and plans to go back to school to prepare for a higher management position.

"The Postal Service affords you so many opportunities to do differ-

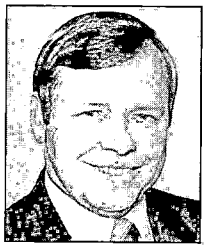
ent things," she says. "They actually let you get right in there and do the job and decide if that's what you really want to continue doing. There are so many opportunities for advancement. The sky's the limit!"

James C. Serles, D.D.S.

Dentistry

Education: Long Beach Poly High School; Cal Poly, Pomona, B.S. Zoology; Columbia School of Dentistry

First Job: Busboy



Best Advice: *"Students (of dentistry) have to be extremely dedicated. Observe what's going on in the field, visit dental schools."*

Thanks to a dentist friend of the family, Dr. James Serles discovered early in life what he wanted to be. The friend, who saw the makings of a great dentist, invited Serles to his office to find out more about the field, and, as they say, the rest is history.

"Seeing my aptitudes, the joy I got out of working with my hands, and my enjoyment of the life sciences, he talked to me about going into the profession," says Serles.

From that day on, Serles never had a doubt about his career choice. Today, he has his own practice and is a well-respected, involved member of the community.

Quickly shattering the image of the overly-paid, golf-playing dentist, Serles emphasizes that dentistry is not an easy profession and students should think twice before going into it.

"If you stop and think about it, you're very confined," he says. "You work in a very small area. You're physically exhausted by the end of the day."

But, he says, for those dedicated few, dentistry offers many opportunities. "There's always room at the top. If you are motivated and have the desire to do the very best you can do, I encourage young people to look at dentistry as a profession."

Susan Beeney

Nurse, Home Health Hospice Agency, FHP

Education: Long Beach Jordan High School; Long Beach City College Nursing Program

First Job: Server in a donut shop



Best Advice: *"Look at all professions before making a choice. Talk to people in fields of interest to you. Find out the ins and outs of the job."*

Susan Beeney still feels a sense of loss when she talks about a dear friend of hers who died after a long bout with cancer several years ago.

But sometimes even a bad experience can turn into something positive. In this case, the death of her friend forced Beeney to make a major decision about her career. A former dental hygienist, she decided that her desire to care for the sick and comfort the loved ones of those suffering from terminal diseases could be put to better use as a nurse. She soon enrolled in the nursing program at Long Beach City College.

Four years later, she is coordinator for FHP's Home Health Hospice Agency, an area that deals with the home health care of the terminally ill. She couldn't be happier about her career change, and says that nursing not only satisfies her need to help people, but also provides many benefits.

"The nursing field offers job security," she says. "There's always a need for nurses, regardless of the economy. You can go anywhere and still find a job, work full-time or part-time. Nursing has a vast field of specialties from which to choose, and the pay is excellent."

Michael C. Woodward

Sergeant, Criminal Investigations Division, Burglary, Long Beach Police Department

Education: Long Beach Poly High School; Long Beach City College; Cerritos College

First Job: Gas station attendant



Best Advice: *"Avoid drugs, get a decent education and do your best to stay out of trouble."*

Like many teenagers who grow up in the inner city, Michael Woodward thought police officers were threats — to be avoided at all costs. It wasn't until he started playing basketball on a police-sponsored league that he discovered cops were really on his side.

Today, Woodward is a member of the group he once disliked — a detective in the burglary division of the Long Beach Police Department — and he couldn't be happier.

"I like going to work every day. The pay is good. There's always excitement, there's always something different," he says. His four-day, 10-hour work day also provides him time for family activities, fishing, camping and other sports he enjoys, a definite plus for an athlete like Woodward.

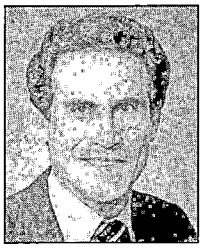
He says law enforcement is a rewarding career that "makes you feel worthwhile, like you're doing something for the community." But don't think the job is packed with Miami Vice-style action where shootouts with bad guys are a daily occurrence. "As a detective you push a lot of paper. You work on

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[Continued from page 29]
computers, do a lot of reading, talking to people. You have to understand all types of people," he emphasizes. And that takes brains not brawn.

Mark Schneider

President, Dave Schneider Manufacturing Jewelers Inc.



Education: Long Beach Poly High School; California State University, Long Beach, B.A. Marketing

First Job: Wrapping boxes at father's jewelry business

Best Advice: *"It's very important to find a job you enjoy doing."*

It's not surprising that Mark Schneider is an artist whose favorite pastime is sculpting metal artwork. After all, Dave Schneider Manufacturing Jewelers, the company he inherited from his father, does specialize in designing one-of-a-kind jewelry that resembles exquisite pieces of art — a reflection of Schneider's refined taste and eye for detail.

Since the time he was a young boy, Schneider has been working at his father's business. His first job was tearing off labels from boxes and wrapping packages — tasks he diligently completed every Saturday. Some 30 years later, he proudly points out, these early responsibilities helped him learn more about the multi-million dollar business — one of the oldest wholesale jewelry manufacturing companies in the nation — he would one day run.

Schneider does not regret the sacrifices he made early in his life. In fact, he hopes that one day his son will follow in his footsteps, creating wonderful works of art at this unique business.

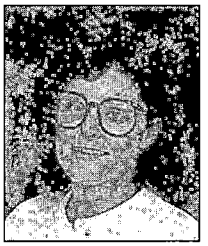
"I always knew that I loved this business," he says. "This to me is my second home."

Kathy Jaeger

Electrical Assembler, Douglas Aircraft Co.

Education: Long Beach Millikan High School; Long Beach City College

First Job: Server at Pup and Taco



Best Advice: *"Go right to college after high school. It gets harder the older you get ... you get out of the habit."*

Married right after high school, Kathy Jaeger soon found herself struggling to go to school part-time while working at various office jobs to help make ends meet.

It wasn't until she was divorced a few years later, faced with major medical expenses because of her son's illness, that she decided it was time to take charge of her career. She enrolled in an electrical class at Long Beach City College because it "sounded fascinating and different." Soon after completing the course, Jaeger was hired by McDonnell Douglas, one out of only three students in her class who qualified for a position at the company.

"I wanted to have a job that would be rewarding and pay good money," she says. "I couldn't make it on minimum wage and support two children. This one paid good money."

Five years later, Jaeger works in electrical harnessing at Douglas, and is making the most of the company's many benefits by attending tuition-free college classes in industrial technology, a special cooperative program between Douglas and California State University, Long Beach.

"I feel proud saying that I work at McDonnell Douglas," she says. "Everyone flies in a plane, and I feel important that I'm building something that's going to be safe for people to fly in."

Commander John J. Higginson

Rear Admiral, U.S. Navy, Commander of Naval Surface Group, Long Beach

Education: St. Mary's University, B.A., English; Naval Post-Graduate School, B.S., Environmental Science; George Washington University, M.S., Management

First Job: Grocery store stock clerk



Best Advice: *"Find the right combination of having fun while you're young, yet don't lose sight of responsibility."*

Around town he's known as the "education admiral." Attend a service club meeting or major event in the city and you'll see why he's earned that title. Cmdr. John Higginson is determined to improve the educational system in this country, and he uses every opportunity to convince people to join his cause.

Commander Higginson's commitment to education began after college when he worked as an English teacher at a local university in San Antonio, Texas. A draft notice during the Korean War crushed his dreams of a university career. He soon found himself commanding helicopter squadrons and teaching at the U.S. Naval Academy.

What started out as a duty to his country amounted to a lifetime avocation as he discovered the many benefits of a military career. During his 20 plus years with the Navy, he has traveled throughout the world, earned a masters degree, and achieved one of the highest ranks in the U.S. Navy.

He says the military offers tremendous career opportunities and is something any young person who wants to get a good education while still earning a living should consider.

"It is a place where any young guy or gal can go pretty much as far as their potential will carry them."

CAREER OPPORTUNITIES

For students in the process of selecting a career path, or for those already employed that are seeking to change careers, it's vital that you become aware of industries with the greatest projected job growth. You also need to examine the educational requirements or experience necessary for each. Be cautious of some of the "glamour" fields, though, where supply outstrips demand, as is the case of the film industry where 90 percent of all union actors make less than $12,000 a year.

In order to provide you a better understanding of the local job market, following is a summary of industries in the Long Beach area where the employment picture is the brightest during the next few years. Much of this information is applicable to other areas of the country. The key, of course, is that you must take the time to become informed.

Dear Readers:

It's more and more common today for business leaders to lament the decline of education and literacy in the state and nation. And it's not hard to see why.

As one of the largest employers in the state, Pacific Telesis Group draws on the skills and knowledge of nearly 65,000 Californians. And as its chief executive, I'm deeply concerned that one in eight Californians today is functionally illiterate. Our largest subsidiary, Pacific Bell, administers an exam for entry-level positions that tests skills considered average for 7th or 8th grade students. The failure rate has reached 95 percent in some areas.

What of our future work force? High school dropout rates ranging between 25 and 50 percent warn us that California's employees of the future may be woefully unprepared for the challenges of the next century.

How do we work together to improve education and make it relevant to today's society and tomorrow's need? How can we strengthen our common value system so that our culture — reflected in our family life, local community and political arenas — consistently affirms that education is an essential foundation for a fulfilling life? I don't have an easy answer to these questions, but neither can we shy away from them.

In the meantime, we in business must do our part. The Pacific Telesis Foundation is currently shaping a major initiative to establish model K-12 programs in selected school districts throughout California. We also support a program in Oakland to facilitate improvements in school management, and a trial program in Los Angeles that targets potential dropouts early on — in elementary and junior high school — and encourages them to stay in school.

Educational reform won't come through isolated efforts of foundations, businesses, parents or government. It will come from a unified resolve — to be partners in advancing the cause of literacy — the most basic skill of modern democracy and civilization.

Sincerely,

Sam Ginn
Chairman and CEO
Pacific Telesis Group



JOBS IN THE 1990S: WHAT'S HOT

Southern California Outlook

Research by two KPMG Peat Marwick executives pinpoints 10 areas where job growth is expected to be strongest in Southern California during the 1990s. According to Martin Wertlieb, principal in the company, and Thomas Trout, senior manager, the best prospects are as follows:

Health Care Services – particularly bio-medical research and any services relating to the aging population.

Professional Services – large growth in small companies, specialized consulting services and bookkeeping and accounting services.

Telecommunications – anything dealing with satellite transmissions.

Convenience Food Industry – fast-food restaurants, food delivery services.

International Trade – as we shift toward a global economy, demand will be great for import/export businesses.

Computer Repair Services, Software Development – home entertainment software will be the hot product.

Securities Industries – with crime increasing, citizens will be looking to private firms for police protection.

Distribution and Transportation Industries – air freight services will be in particular demand.

Engineering – materials, aeronautical, and composite engineers will find great job opportunities.

Construction and Technical Trades – there will be a great need for plumbers, electricians, carpenters and painters.

Wertlieb advises students to steer clear of the oil industry.

"My crystal ball says that within 10 years we will see total elimination of oil refineries (in Southern California). Fines from oil spills will be so heavy that they will be forced to move out of the area. We will be looking for alternative energy sources."

He also expects slow job growth in the public sector saying that taxpayers, reluctant to pay for expanded government services, are looking more and more toward the private sector to provide basic services.

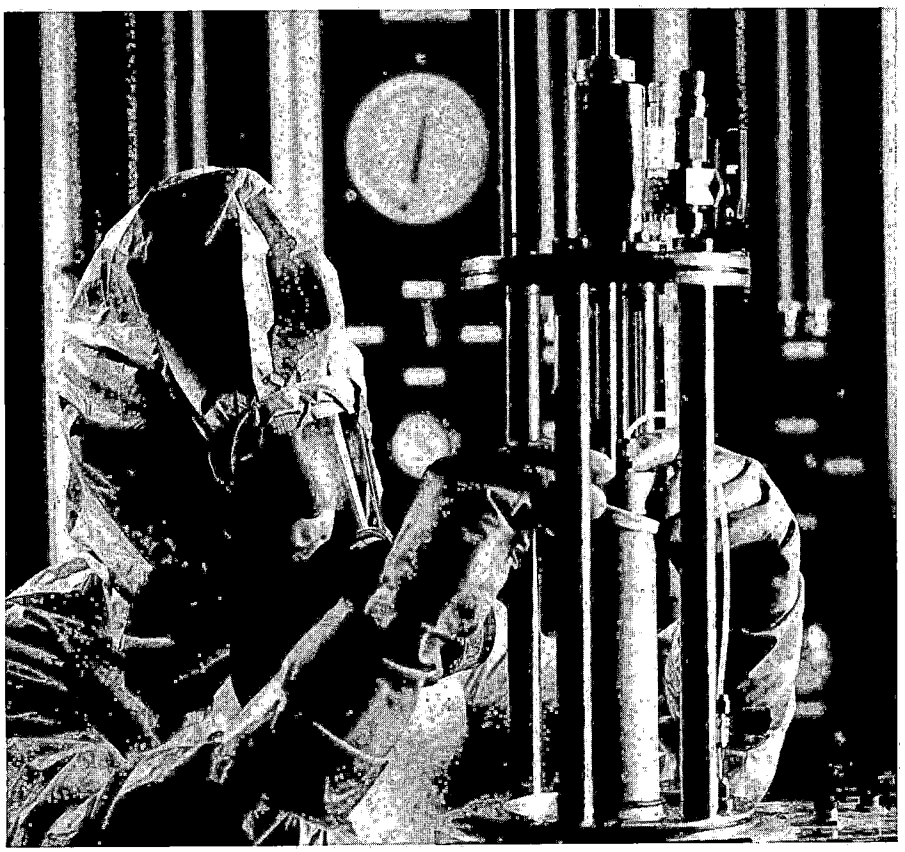
Service occupations will grow the fastest

Employment nationally will increase most, in terms of number of workers, in service and sales occupations, but professional and executive occupations will also add millions of jobs. The following is a list of the major occupational groups and the number of jobs each will add between 1986 and 2000:

Service workers	**5,381,000**
Sales workers	**3,728,000**
Professional workers	**3,655,000**
Executive, administrative and managerial workers	**3,033,000**
Administrative support workers, including clerical	**2,258,000**
Precision production, craft and repair workers	**1,669,000**
Operators, fabricators and laborers	**1,403,000**
Technicians and related support workers	**443,000**

Agriculture, forestry and fishery workers will decline by 163,000 over the projected period.

Source: U.S. Department of Labor, Bureau of Labor Statistics



HEALTH CARE

Increasing health care demands for the aging population and AIDs patients, combined with society's expectations for high quality medical care, provide plenty of job opportunities for nurses, physical therapists, medical technicians and other health care workers.

Security Pacific Bank's *Portrait for Progress* report states that health care services account for about seven percent of all jobs in the Los Angeles area, and by the year 2000, one-third of all jobs in the region will be in this industry. In Long Beach, health care services employs nearly 22,000 people, or 10 percent of the city's work force.

"This is a wonderful time to be going into the health care industry," states Kay Turner, director of nursing at Long Beach City College. "There are shortages in practically all job areas. Even if we had an influx of workers entering the industry, there would still be plenty of job openings."

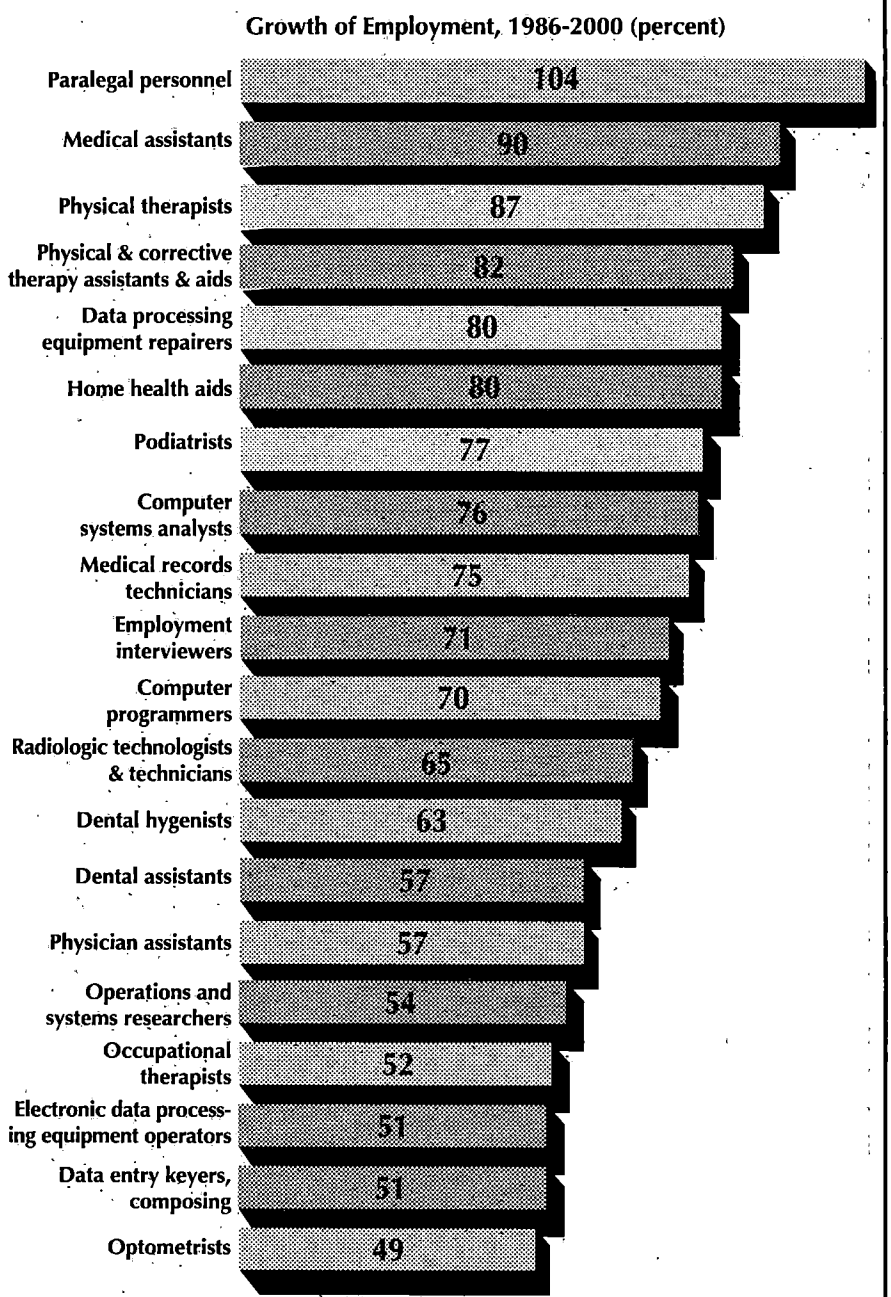
Most private and public hospitals and other health care agencies in Long Beach have a variety of job openings. Industry professionals encourage interested individuals to find an entry-level, part-time job at a hospital such as an orderly, ward secretary or volunteer. This provides you a first-hand view of the medical field.

You can reach Memorial hospital's volunteer services at 595-2089; St. Mary hospital's volunteer program at 491-9945; Community hospital's volunteer services at 494-0663.

Reed Frederick, vice president of human resources for Memorial Medical Services, says the company antic-

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Twelve of the twenty fastest growing occupations provide health services



Source: U.S. Department of Labor
Bureau of Labor Statistics

[Continued from page 33]
ipates steady and stable growth for the next few years. "Memorial is here to serve a specific population," he says. "As our population increases, job growth will occur." He adds that there is a great demand for nurses specializing in intensive care, geriatrics and neo-natal areas. Jobs are also available in technical areas such as radiology and nuclear medicine.



Prenatal care at FHP

A major expansion of the Memorial Medical Center Campus on Willow St., that is currently under consideration, could also generate new jobs. The plan calls for an ambulatory care center, a heart institute, a medical office building, clinical research facilities and a hotel.

St. Mary Medical Center also foresees steady and stable growth during the next few years. "We're always interested in nurses — new graduates and licensed staff for our skilled (specialty) areas," says Steve Robertson, director of personnel and education for St. Mary's. "There's also a need for pharmacy staff, and we can always use a good secretary." He expects oncology (cancer) and specialties that deal with the aging population to develop rapidly over the next few years, offering an abundance of jobs for workers trained in those areas. Robertson says a $2 million expansion to the hospital's emergency room will create job opportunities for recent nursing graduates interested in St. Mary's critical care internship program.

Long Beach Community Hospital is seeking skilled nurses and trained medical equipment operators and technicians. Janet Parodi, chief operating officer for the hospital, also sees a critical need for computer programmers, analysts and computer repairers, as well as managers and administrators.

FHP, a health maintenance organization, has part-time openings for clerical workers. Jim Redmond, director of human resources, says these entry-level positions would offer excellent first-time jobs for high school or college students with good basic math and communication skills. He says there are additional job openings in sales, marketing and management.

The Veteran's Administration Medical Center needs employees in almost all areas. Gayle Morton, assistant personnel officer, says the VA is always looking for nurses — both RN's and LVN's (vocational nurses) and clerical workers. Morton says most office positions require testing through the civil service. Examples of the test are available at public libraries.

Recommended High School Courses

Algebra	Composition
Biology	Foreign Language
Chemistry	Health Education

Immediate Openings For Up To 300,000 Nurses

Without a doubt, nursing is and will continue to offer tremendous job opportunities. The Hospital Council of Southern California states that at present there are more than 300,000 job openings for registered nurses in the area, and predicts that by the year 2000 the number will increase to a staggering 1.2 million vacancies!

To help attract nurses, hospitals are now paying high salaries. "I know of hospitals that are paying up to $30,000 a year to nurses coming right out of their programs," says Long Beach City College's Kay Turner. In addition to good wages, nurses are offered tremendous job benefits and flexible schedules that can accommodate one's family activities. Many hospitals offer work-study programs for nurses interested in advancing their education.

Some Job Titles In The Health Care Industry

Registered Nurse: must have a high school diploma and complete a two-year training program. Licensing by examination is required. Bachelor and master degrees are encouraged for those interested in management or teaching positions.

LVN (licensed vocational nurse): must have a high school diploma, complete a one- to two-year course and pass a licensing examination.

Physical, speech and occupational therapists: all three help patients adjust to physical, mental or developmental problems, and require four-year degrees in related area and licensing by examination.

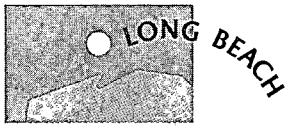
Respiratory therapist: treats patients with lung and respiratory problems. Requires high school diploma and completion of a two-year training program and licensing by examination.

Ultrasound, X-Ray and nuclear medicine technicians: operate diagnostic equipment. All three areas require high school diploma and completion of two- to three-year training program and licensing by examination.

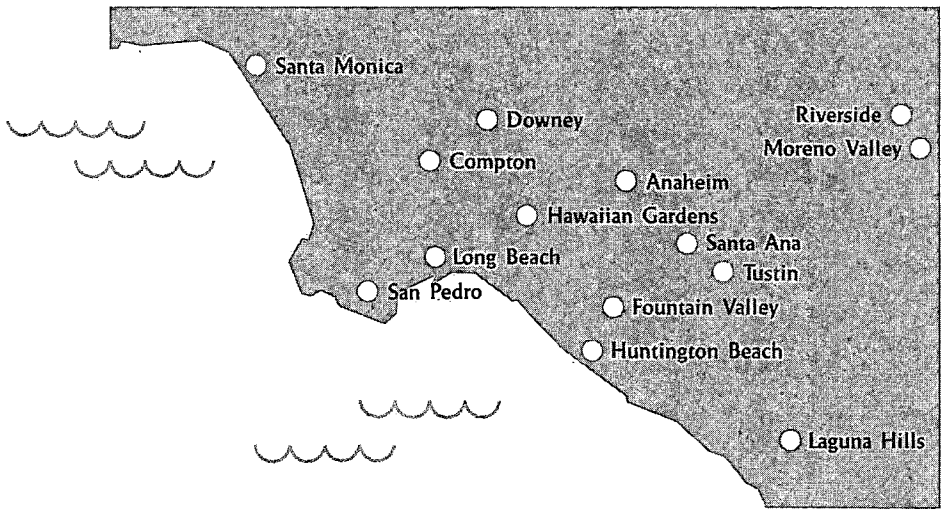
Pharmacist: prepares and dispenses prescribed medication. Requires a bachelor of science degree in pharmacy, or a doctorate, and licensing by examination.

Medical transcriptionist: clerk typist specializing in transcribing information dictated by doctors. Requires high school diploma, excellent typing and spelling skills, and knowledge of medical terminology.

We Started In One Place.



Now We're All Over The Place.



FHP began in 1961 in Long Beach with humble resources, but big plans. We've since become one of the country's most dynamic Health Maintenance Organizations and one of Long Beach's largest employers.

We have a proud tradition of providing high quality health care to our member patients. This dedication to excellence has enabled FHP to experience tremendous growth. We've expanded into five regions: Southern California, Arizona, New Mexico, Utah and Guam.

Our continued growth has created a demand for talented and committed individuals in our Southern California Region.

- Physicians
- RNs
- LVNs
- Allied Health Professionals
- Management Professionals
- Administrative Professionals
- MIS Professionals
- Clerical Personnel

We currently operate 2 Hospitals, 17 Medical Centers and Administrative Offices throughout Southern California. No matter where you live in Los Angeles or Orange County, you're in a great position to take advantage of the outstanding benefits FHP has to offer.

When you join FHP, you'll enjoy complete life, medical and dental coverage, a stock ownership plan, paid holidays, vacation and personal days, a pension plan and tuition reimbursement. But you'll also experience the challenges and rewards that can only come from working with other oustanding individuals in one of the areas elite health care organizations.

If you would like to find out how you can become part of our rich heritage, please apply in person or send your resume to: FHP, 1000 Studebaker Road, Attn: Human Resources, Long Beach, CA 90815.

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International Trade

International trade is a billion dollar industry in Southern California, employing hundreds of thousands of workers. One in every 10 jobs in the area is directly involved with world trade, and some experts predict that by the turn of the century that figure will increase to one in four.

You can expect international business to increase by leaps and bounds over the next few years as more and more small and medium size companies enter the export business. In just this past year alone, exports through the Los Angeles Customs District increased by 35 percent! A study published by the Southern California Association of Governments forecasts that one in five new jobs in Long Beach will be connected either directly or indirectly (or through the induced effects of consumer spending) to increased cargo flow through the Port of Long Beach.



Future Of International Trade

As we look to the year 2000, it's likely that the international trade of services could possibly overtake the trade of goods. As more and more "lesser developed nations" graduate to become industrial powers — Japan, Korea, Taiwan, Singapore — the production of synthetic products as resources may in fact negate or lessen the need for the logistics and transportation of cargos.

As the prospect for trade growth between Pacific Rim countries continues to increase at a rate of $3 billion a week, traders based in California must keep an eye on Europe. The potential of that 12-nation market of 320 million consumers and producers is significant as they collaborate to more effectively compete with the world's two leading economic powers: the United States and Japan. In addition, the People's Republic of China, through its new economic reform and "open door" trade policy, as well as Russia, with its glasnost and perestroika, will no doubt create dynamic opportunities for trade and affect all of our lives within the next few years.

Recommended High School Courses

- Mathematics
- Bookkeeping & Accounting
- Composition
- Computer Operations
- Foreign Language

So, what's out there for the student about to graduate and looking for an exciting career in international trade? More opportunities than you could possibly imagine. That is, if you come prepared.

In the past, most international trade and service career individuals

came into the field unexpectedly, by chance. But in the 1990s and beyond, industry analysts agree, "falling into a job" in international trade will be very unlikely.

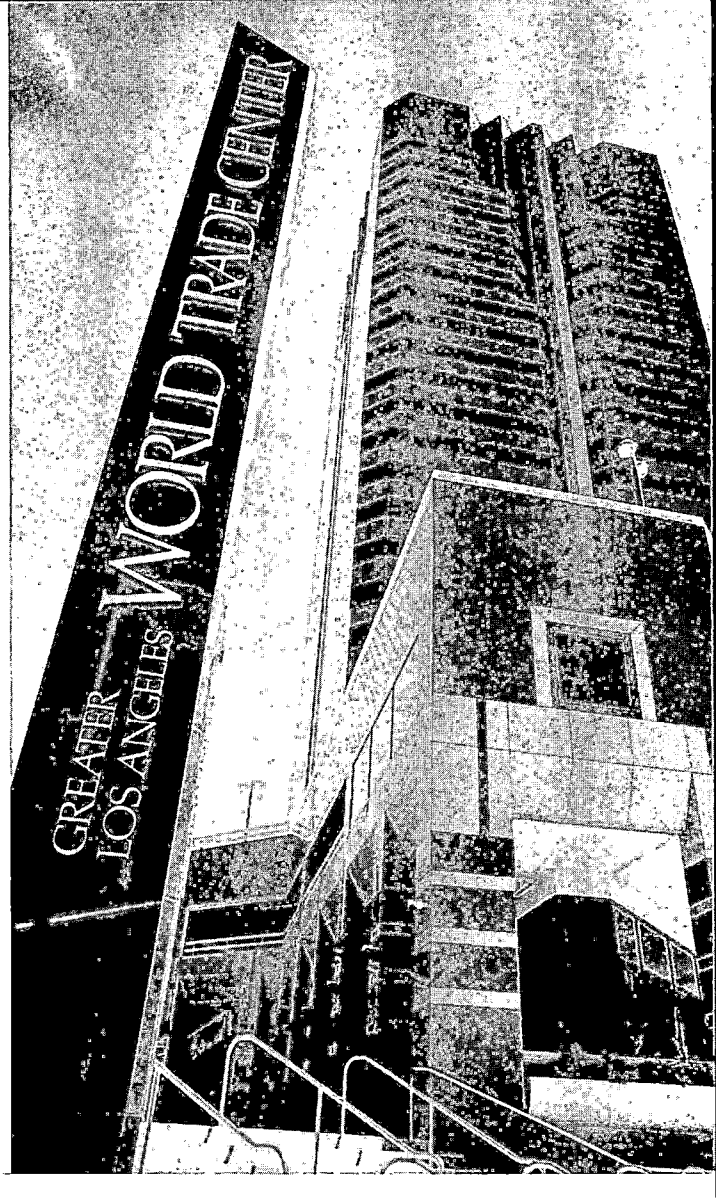
Today, with high-tech playing a dominant role, new entries into the trade fields are required to have a better understanding of the socioeconomic impacts of world powers, a measured potential for burgeoning industrial nations, and be well skilled in communications and most certainly be "computer friendly."

Where To Find A Job

In the international trade arena, there is a wide scope of career paths. Finance, insurance, international law, export management, transportation, documentation and a multitude of other service disciplines that support trade expansion.

Some facets of the trade industry are still in the early stages. Consider the power of "offset" and "barter." Recently, M. Hawley Smith, district director of the U.S. Small Business Administration, focused on the need to address the support services for bartering, particularly as applied to developing nations. He noted the need for a type of escrow operation, or sub-industry, to ensure that the title of goods is transferred properly. Likewise, during the past 10 years, the trade industry has recorded the development of numerous sub-industries or disciplines that seem to develop out of an expanding need for service and savings. One such industry is the non-vessel operating common carrier, more commonly known as the NVOCC. This type of business is essentially an ocean carrier (steamship line) without a vessel. They exist to provide more service to the end user, a shipper or importer, and they create cost savings through volume commitments.

(Tom Teofilo of Teofilo & Associates contributed to this article).



Some Job Titles In International Trade

Documentation clerk: handles and keeps track of goods and materials during warehousing and distribution. Requires high school diploma and on-the-job experience.

Interpreter or translator: provides a link in one language to people fluent in another language. Requires four-year language degree.

Foreign service officer: works to strengthen foreign understanding and support for U.S. policies and actions. Requires four-year degree and overseas service.

Traffic clerk: directs and coordinates movement of cargo from one place to another. Requires four-year degree and experience as rate analyst.

Longshoreman: loads and unloads ships and moves cargo in and out of dockside warehouses. Requires high school diploma and union membership.

Customs inspector: enforces U.S. import regulations. Requires years of experience to pass government broker exam.

CSULB's Center For International Education: School's Link To The World

California State University, Long Beach's Center for International Education serves and leads the university's commitment to international learning and programs. The center promotes the internationalization of the curriculum and research, assists students and faculty interested in study, travel or professional experience abroad, and develops international educational cooperation with other countries, businesses, schools and the community at large. The center also renders all international admissions and student services, administers the American Language Institute, coordinates the Pacific Rim Institute and contributes to the program activities of the International House.

[Please continue to page 38]

[Continued from page 37]

One of the center's goals is to assist CSULB's academic programs to adopt an international dimension. This is based on a belief that international education is essential for a quality education. The Office of Study Abroad and International Exchanges, located in the Center for International Education, assists students and faculty interested in pursuing study and professional opportunities abroad.

SIRC And GEPSCA

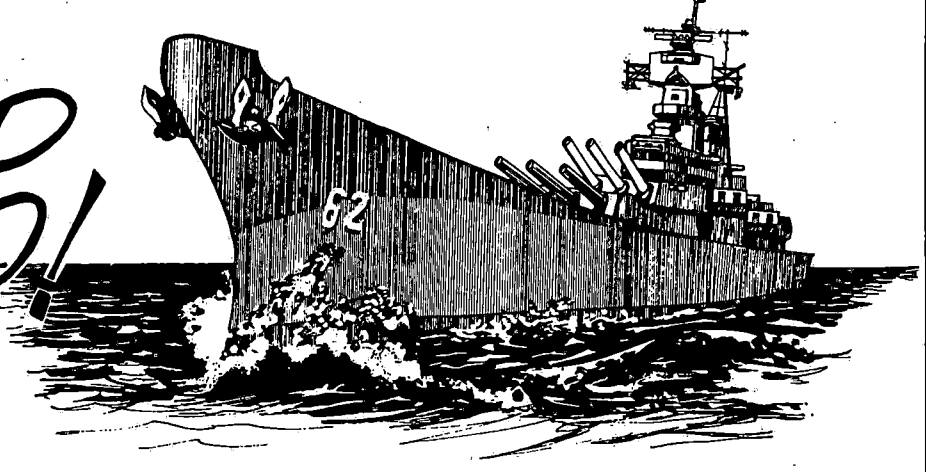
The Global Education Program in Southern California (GEPSCA) and the Southcoast International Resource Center (SIRC) provide training and international instructional resources for teachers committed to broadening their students' learning experiences to include global issues. The goals of both programs are to increase local regional awareness of the need to promote an international dimension in our schools, create a partnership among the schools, university, community colleges and supporting organizations, and generate the support necessary to access existing resources, create new ones and institutionalize the GEPSCA on a continuous basis.

PORT FACTS

- **More than 16,000 jobs within the City of Long Beach are linked to the movement of cargo through the port (one out of every 12 jobs).**
- **More than 165,000 jobs are supported throughout the five-county Southern California area from port operations.**
- **Future impacts from port operations will result in approximately 36,500 jobs being supported in the City of Long Beach.**
- **Regional employment impacts resulting from the growth in cargo volume at the Port of Long Beach will see approximately 571,000 jobs linked to trade in the year 2020.**
- **The total dollar value of cargo movements through the Ports of Long Beach and Los Angeles will increase from approximately $80 billion in 1987 to more than $376 billion in the year 2020!**

INTO THE FUTURE

FULL SPEED AHEAD!



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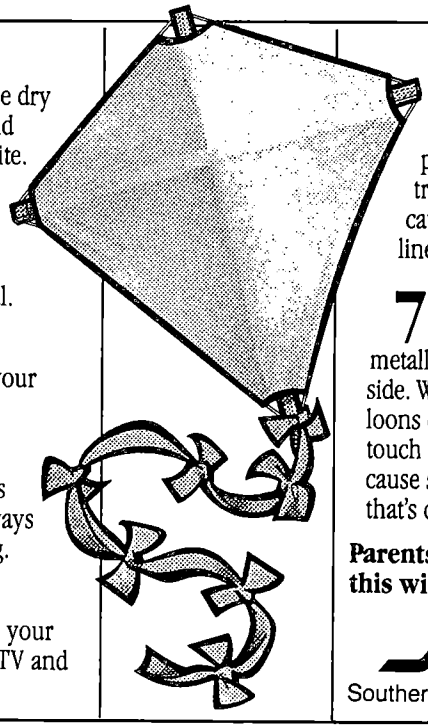
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AIESEC Develops International Business Skills

AIESEC is the French acronym for the International Association of Students in Economics and Business Management. The organization offers corporations around the world access to a highly skilled pool of young managers. More than 200 U.S. companies including, IBM, Dale Carnegie and Microsoft, have utilized AIESEC's traineeship program. In turn, AIESEC gives corporations the opportunity to help build future global leaders. For each trainee taken by a U.S. company, an American student has the opportunity through AIESEC to accept a managerial assignment abroad. For more information about AIESEC's Traineeship Exchange Program, contact California State University, Long Beach, AIESEC office at 985-5321.

HOW TO FLY A KITE SAFELY.



1 Always use dry string, wood and paper in your kite.

2 Never use wire or any metallic material.

3 Don't fly your kite in the rain.

4 Don't cross streets or highways when kite flying.

5 Always fly your kite away from TV and radio antennas.

6 Always fly your kite far from power lines! Don't try to retrieve kites caught in power lines!

7 Hold on to metallic balloons outside. When metallic balloons escape, they may touch power lines and cause sparking, and that's dangerous!

Parents, please share this with your children.

Southern California Edison

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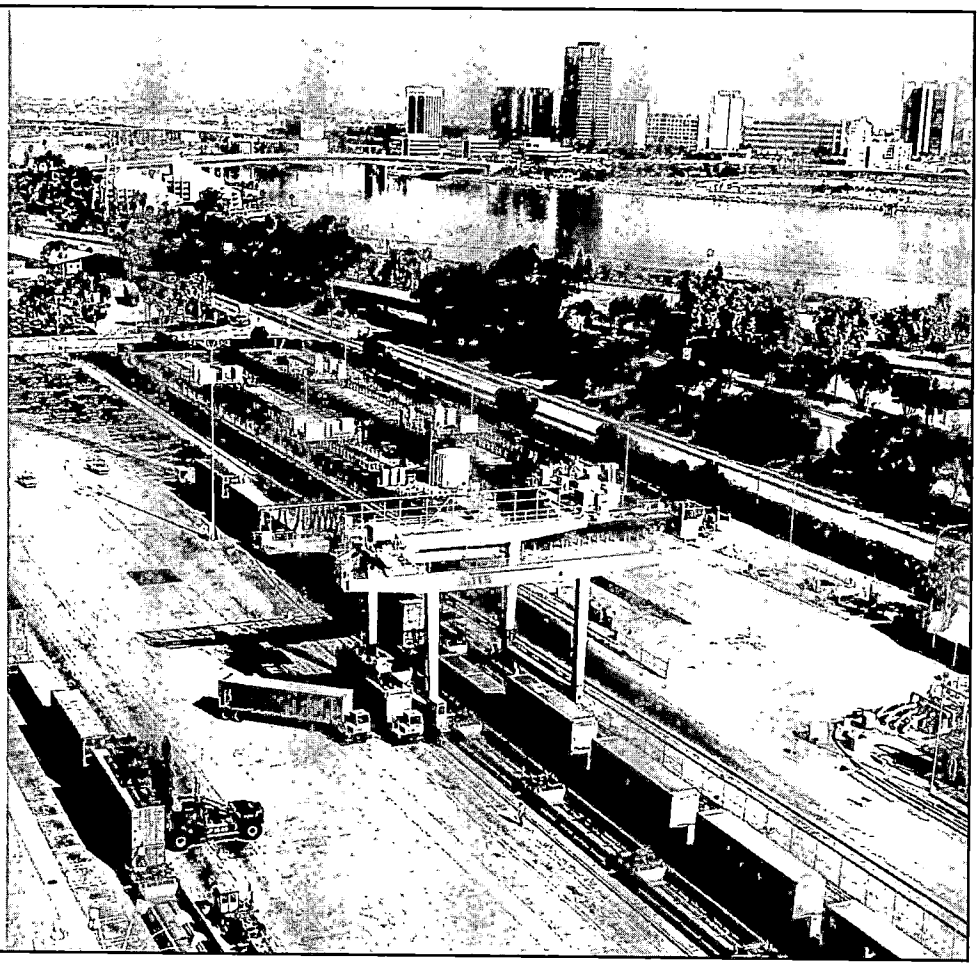
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AVIATION/AEROSPACE

From the Douglas Aircraft Co. MD-80 series of aircraft, to the space shuttle Discovery, chances are that some component, if not the whole product, is manufactured or assembled in Southern California.

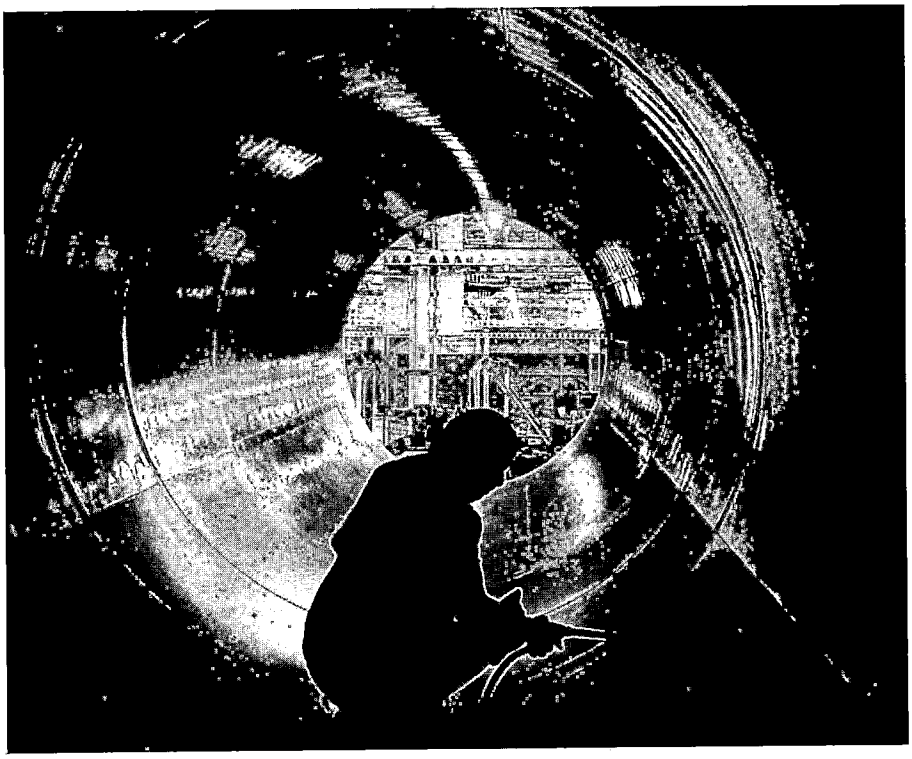
Aerospace is the area's number one industry, providing tens of thousands of direct and indirect jobs, and pumping more than one billion dollars a year into the region's economy. In Long Beach, aircraft manufacturing is a $109 million a year industry, providing 11 percent of all jobs here.

A recent report by Security Pacific Bank, *Portrait for Progress*, emphasizes that while decreases in defense spending could threaten the aerospace industry's ability to grow during the next 10 years, other factors should offset any declines in military orders. The need to replace an aging commercial fleet, increases in worldwide air traffic, and demand for more fuel-efficient and quieter commercial aircraft, will keep the industry stable, providing an abundance of new jobs.

In addition, two local aerospace giants, McDonnell Douglas Space Systems and Rockwell International, are in the process of developing elaborate, billion dollar space stations and satellite systems — projects that will provide a whole new frontier of career opportunities.

Where To Find A Job

All three aerospace giants in the Long Beach area, McDonnell Douglas Corp., Hughes Aircraft Co. and Rockwell International, hire on an "as needed basis" for all positions from security officers and clerk typists to systems analysts and engineers.



McDonnell Douglas: Number One Employer In Long Beach

If you're looking for a career in aerospace, or a job for that matter, McDonnell Douglas Corp., Long Beach's largest employer, may provide just that opportunity. The company's four main production programs, the MD-80 medium range trijet, MD-11 wide cabin jet, C-17 air cargo plane and T-45 trainer aircraft, will add several thousand jobs to the company's 38,000 work force during the next several years.

"We're looking for tool designers, avionics and electronic engineers, structural mechanics, systems analysts and clerical workers," says Douglas spokesman Dave Eastman. He says most entry-level jobs require at least a high school diploma, some technical knowledge and basic reading, writing and math skills. The company provides extensive on-the-job training and offers tuition reimbursement for employees who wish to further their education.

Hughes Aircraft Co. — Long Beach's High-Tech Employer

Hughes Aircraft Company's Long Beach facility is a support system operation that designs, develops and manufactures training simulators, including the sophisticated F-14 and F-18 training systems, as well as a wide array of automatic and manual test systems and depots. It also provides field engineering, installation, maintenance and training services to Hughes' systems users worldwide.

The company projects stable growth during the next few years, with modest increases to its 2,500 Long Beach work force in the areas of engineering and technical support. Most job openings are geared

toward college graduates. Direct inquiries can be made to: George Delaney, Professional Employment Building A1, M.S. B404, Department IOC-28, P.O. Box 9399, Long Beach, CA 90801-0463.

Rockwell International Soars Into Space

Rockwell International's Satellite and Space Electronics Division in Seal Beach has immediate career opportunities in the areas of systems analysis, electro-optics, communications, signal processing, solar space energy and space-based surveillance. The NAVSTAR Global Position System, one of the largest space projects ever for the U.S. government, offers opportunities extending through the 1990s. Lead Recruiter, Joe Frazier, says most positions require at least a four-year degree in engineering or other technical fields. For more information, contact: Rockwell International College Relations Office, 2600 Westminster Blvd., P.O. Box 3644, Seal Beach, CA 90740-7644.

Airlines Are Always Looking For Qualified Workers

If you'd like a job with plenty of travel benefits, and you are not bothered by unusual work schedules, a career in the air transportation industry may be your ticket to success. Security Pacific Bank's *Portrait for Progress* study predicts that expansion of the region's commercial passenger and air freight capacity will continue through the end of this century, providing thousands of job opportunities in almost all areas.

Pilots, mechanics and baggage and freight handlers are always needed by both small and large air carriers. Most major commercial airlines hire ticket agents, flight attendants and clerical staff on an "as needed" basis.

Christine Douglas, manager of employee relations with Seattle-based Alaska Airlines, says the company is looking for employees in all areas, from ticket agents and mechanics to pilots and flight attendants. "We now have 5,000 employees and potentially we could double within the next five years," she says. She adds that the airline seeks people who have computer training and some knowledge of tariff and fare restrictions. For an updated list of current job openings, call Alaska Airlines at 206/433-3230.

Phoenix-based America West Airlines also anticipates adding more employees to its 8,000-strong work force in the next few years.

One advantage in applying for positions at America West is that individual stations are at liberty to do their own hiring for customer service representatives such as ticket agents and ramp workers.

"America West is a non-union airline, so we can hire off the street," says Sandra Jerman, Long Beach city manager for America West. Jerman encourages those interested to leave their resumes at the America West counter at the Long Beach Airport. For any other position, send a resume to Corporate Headquarters, America West, 4000 Sky Harbor Blvd., Phoenix, AZ, 85034. Be sure to indicate the position for which you are applying.

There are plenty of opportunities in airport management for those with the right credentials. Randy Berg, base manager for Atlantic Aviation in Long Beach, says a B.S. degree in aviation management or business administration is required for most management positions. He advises college students to obtain as much on-the-job experience as possible while they are still in school. "You need to spend time paying your dues. Pump gas, clean airplanes ... do whatever it takes to learn as much as you can about the aviation industry." He says that this method develops contacts that may lead to jobs after graduation.

For more information on airport management positions, contact: The American Association of Airport Executives, 4224 King St., Alexandria, VA 22302, 703/824-0500.

The Federal Aviation Administration is currently hiring air traffic controllers to fill its needs nationwide. For more information, contact the FAA at 297-1308, or stop by the Office of Personnel Management, 845 Figueroa St., Los Angeles.

Some Job Titles In The Aviation/Aerospace Industry

Engineer: avionics, computer, metallurgical and mechanical engineers. All require high school diploma and minimum four-year degree in related field.

Tool designer: requires high school diploma and additional training in tool design.

Customer service representative: reservation and ticket agents. High school diploma with some college or customer contact experience is required. Must be able to type at least 40 wpm and have a knowledge of a major automated airline reservations system.

Flight attendant: at least 21 years of age with two years of college preferred and two years of customer contact experience required.

Pilot: usually required to have four-year college degree. Must hold an FAA (Federal Aviation Administration) Commercial Pilot's License with instrument rating, and have flown a minimum of 1,500 hours total pilot time. Other requirements vary from airline to airline.

Aircraft maintenance technician: FAA airframe and powerplant licenses are required. In addition, an FCC general radio/telephone license is required to work as an avionics technician. Most carriers prefer some experience with heavy jet aircraft. There is a tremendous demand for these positions.

Air traffic controller: requires a high school diploma with some background in avionics or aeronautics preferred, and three years work experience or college. Qualified applicants must pass a three-hour exam.

Recommended High School Courses

Algebra	Computer Programming
Geometry	Blueprint Reading
Trigonometry	Bookkeeping and Accounting
Physics	
Drafting	
Speech	

BUSINESS & PROFESSIONAL

"Where previous centuries — and the earlier part of this century — concentrated primarily on labor and heavy industry for production, life in the last decade of the century concentrates on intellect as the chief raw resource by which this nation places itself in the world spotlight."

— Curtis L. McCray, president, California State University, Long Beach

Does managing a million-dollar budget appeal to you? How about arguing a case before a court of law or closing a multi-million dollar real estate deal? If you're interested in any of the thousands of positions available in business and professional services, you're lucky. You have a great chance of finding a job within the next few years.

As we move toward the 21st century, service businesses are replacing manufacturing industries as the major force in the region's economy. Various studies indicate that one out of three people in Southern California will be employed in service businesses by the end of this century.

In Long Beach, several million new square feet of office space will house accounting firms, law offices and other business and professional service-related companies, providing thousands of job opportunities for those who have the appropriate skills.

Where To Find A Job

The service industry covers a wide range of areas, including finance, insurance, real estate, transportation, legal services, employment agencies and business and computer services. Jobs can be found at both large and small companies. For a list of job openings, contact the human resources department of the company for which you are interested in working, or look in the classified section of any major newspaper. A temporary employment agency is an excellent place to "get your feet wet" in the service business industry, plus help you determine what jobs are best suited to your skills and interests.

Real Estate — The Sky's The Limit

Real estate is a multi-*billion* dollar industry in the area where the sky's the limit in terms of job opportunities and earning potential.

"There is a lot of money to be made in real estate," says Greg Berkemer, director of public affairs for the Long Beach Board of Realtors. "There is nothing that out-pays (real estate) sales. And there's room for as many people as possible who wish to go into it."

To become a real estate agent

The Educated Way to Succeed in Business



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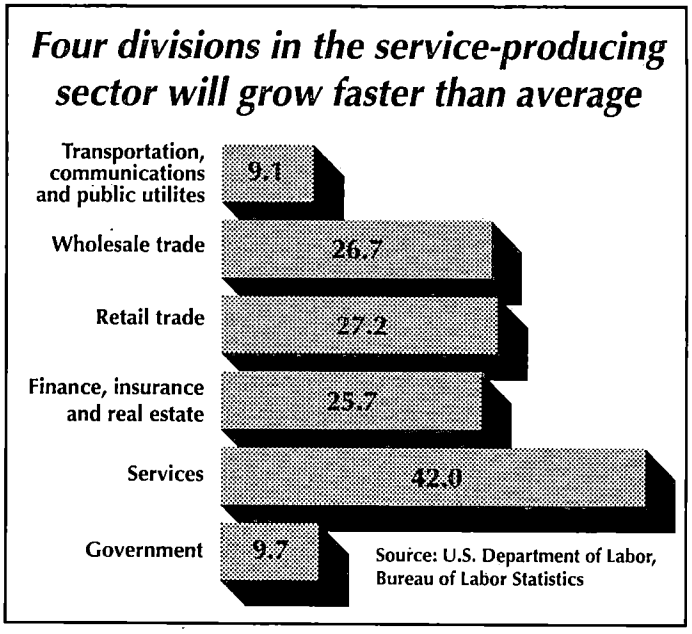
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Temporary & Permanent

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SERVICES



you must be at least 18 years old, complete and pass a 45-hour real estate principles course and pass the state exam to obtain a license. However, the most important part of a real estate career starts after you get your license, according to Brenda Workman, general manager of Century 21 A Marketplace in Long Beach.

"Most of what you learn in license school is not used in the day-to-day practice of real estate," says Workman. "So, the real estate company a new agent affiliates with is critical to their success."

Many companies, such as Century 21 A Marketplace, offer intensive in-office training for new agents that involves classroom instruction, field training with an experienced agent and legal and tax consultation with the company attorney — the background you will need to be successful in this fast-paced, dynamic industry.

Insurance and Financial Services – A Growing Market

The financial industry in the Southern California area is second only to New York in size and diversity. Of the nation's 20 largest banks, 15 have headquarters, branches or offices in Los Angeles County. In addition, more than 100 foreign banks have established operations within the county. In Long Beach, 20 different commercial banks and 23 savings and loan associations service the area.

At present, four of the "Big 8" accounting firms — Ernst & Whinney, Price Waterhouse, KPMG Peat Marwick and Deloitte, Haskins, Sells — have offices in Long Beach, with one or two more planning on locating here.

[Please continue to page 44]

Some Job Titles In The Business And Professional Services Industry

Computer operator: monitors and controls computers to process data. Requires high school diploma, computer knowledge and experience.

Customer service representative: finds solutions to customer problems. Requires a high school diploma, computer knowledge and experience.

Loan officer: evaluates an applicant's financial background to determine whether or not a loan should be granted. Requires a high school diploma and related classes at a community college.

Bank teller: handles money for commercial, personal and savings accounts, prepares cashiers' checks, takes loan payments, opens new accounts and sells and cashes savings bonds. Requires a high school diploma and experience handling cash transactions.

Personnel officer: develops and implements policies designed to attract and keep the most qualified employees in an organization. Most employers require four-year degree in public or business administration.

Sales representative: sells products or services for an organization. Requires at least a high school diploma with most major companies looking for college graduates.

Systems programmer: maintains the computer system of an organization by making new equipment work, training people to use the system and solving problems when they occur. Requires a four-year degree in computer science.

Certified public accountant: provides accounting and tax services for businesses and the general public. Requires a four-year degree in accounting or business administration.

Public relations/information officer: helps public and private organizations and individuals build and maintain favorable public images. Requires four-year degree in related field.

Not all works of art are in museums



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[Continued from page 43]

Jim Gray, chairman of the board and chief executive officer of Long Beach-based Harbor Bank, says the city's focus on international trade has created "tremendous opportunities" in the area of international banking. He says the banking industry should remain stable in the next few years in spite of continued deregulation and increased competition.

Most major banks have a continuous need for entry-level workers.

Cheryl Ortenburger, vice president of human resources for Security Pacific Automation, says the company is always looking for tellers, proof operators, payroll and cash personnel. She says all positions require a high school diploma, 10-key and typing skills.



On the management level, Ortenburger says there are tremendous career opportunities at Security Pacific for college graduates with a master's degree in business administration and management information systems. "We offer an excellent, fast track, accelerated management training program aimed at bringing in top management talent," she says.

If you have a "good head for figures" and are willing to earn a four-year college degree, the accounting profession will interest you. Russ Lesser, managing partner for Windes & McClaughry Accountancy Corporation, says there is tremendous demand for certified public accountants (CPAs). He is quick to point out that an accountant does more than just keep track of a person's finances.

An accountant must have a thorough knowledge of tax laws, the real estate and financial markets and current business trends. "After all," says Lesser, "our basic job is to help the client become more financially successful."

The life insurance industry is another goldmine of career opportunities for those who enjoy working in an unstructured environment where earning potential is based on performance. Most companies are looking for college graduates, but it doesn't matter in what subject area you have received your degree. The disciplines learned in most fields are put to good use in life insurance selling. The personal requirements are, according to industry professionals, talent, vision and a basic understanding of human nature.

Rick Bryson, president and chief executive officer of Bryson Financial Group, sees nothing but opportunity for those who are willing to work hard in the beginning of their career as he did.

"There's more public awareness about the insurance industry," he says. "People are better educated and more interested in the products we deliver."

Personnel Agencies: A Great Way To Explore Careers

Not everyone has chosen a career path by the time they graduate from high school. Others are reluctant to go on to college unless they are certain what their interests are. In today's world of options, there are many avenues to consider and you may need more time to figure out your direction. Using the services of a personnel agency may be a smart choice.

Personnel agencies usually have two different divisions: temporary and permanent. If you want to get out into the business world and get a look at different job responsibilities, they can assist you.

Sherri Davison, manager of Abigail Abbott Personnel Companies, says that in the temporary division you can be sent on assignments to a wide variety of companies for a few days or several weeks. "This is a good way to take a look at different industries and discover which ones interest you," she explains. "Plus, you get a chance to see the company from the inside to see if you would "fit in" with that company's "personality."

In the full-time placement division, your consultant will help you find a permanent position with one of the agency's clients.

"You will have the advantage of learning all about the company and the job description *before* you go on the interview, so you will know what to expect," says Davison. "They can tell you what to do and what *not* to do during the interview process. Agencies also negotiate your salary — which can be a sticky situation.

Best of all, these services are provided at no charge to you. The employers pay the agency's fees."

It is not necessary to have experience if you have a good attitude and are willing to learn, according to Davison. "Timeliness, punctuality and your willingness to learn new responsibilities will all indicate your attitude about work to your new employer," she explains. "A good customer service attitude and a clear phone voice are most important. Also, any computer or CRT experience you have is a real plus."

Remember, the services of a personnel agency can be very valuable to you. They are the specialists who can help you get your career off to a good start.

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Marketing — A Way To Get Ahead In The Business World

Marketing is an important part of the American economic system, consuming nearly 50 percent of the purchasing dollar for all products and services consumed in the nation. Marketing is responsible for the distribution, sales and promotion of products and services. It has generated vast employment opportunities, particularly in the Southern California area, one of the largest economies in the world.

The State Department of Education reports that nearly one-third of all new jobs in the next five years will be in marketing, management and related occupations. Technology and changes in business practices, while creating new jobs, also requires those already in marketing occupations to upgrade their knowledge and skills and to exercise creativity and innovation.

According to Mike McSweeney, marketing director for the Long Beach Convention and Entertainment Center, most companies look for someone with a four-year business degree and a background in sales or advertising. "Marketing is such an exciting business," he says. "It offers many challenges. It's not a 9-5 job at all!"

Transportation Needs To Generate Additional Jobs

In Southern California, transportation needs are diverse, unique, and complex, and have led to development of a comprehensive network of freeways, airports, railroads and port facilities.

Recommended High School Courses

- Composition
- Computer Programming
- Psychology
- Marketing & Sales
- Political Science
- Speech
- Typing

Plans for the metro rail, which will run along Wilshire Boulevard in Los Angeles, are currently under way, and the 22-mile Long Beach-to-Los Angeles light rail system is now under construction, with completion scheduled for July of 1990. In addition, several freeway expansion projects have been slated for construction, including the new Century Freeway, which will traverse the county to Los Angeles International Airport.

These projects already have created hundreds of job opportunities for engineers, planners and construction workers, and will continue to generate new jobs during the next decade and beyond. For more information on job openings, contact the RTD job hotline at 972-6217.

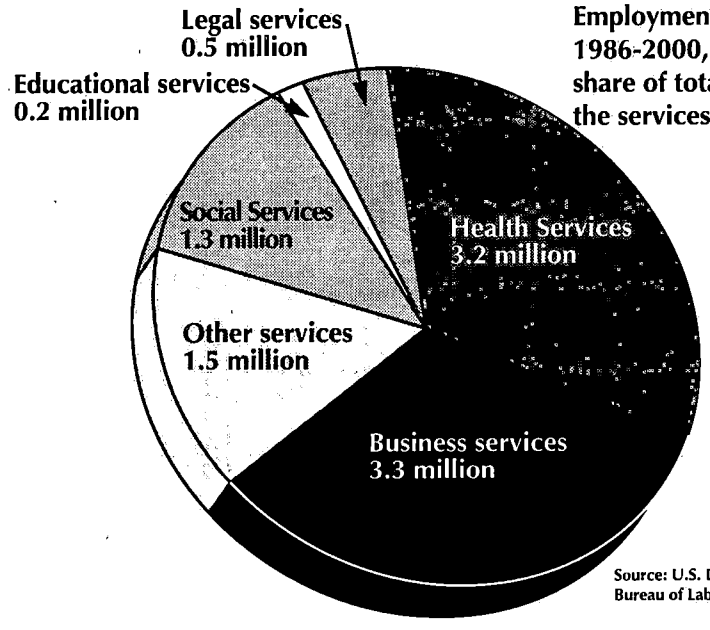
On the local level, Guy Heston, assistant manager of Long Beach Transit, says bus service will be expanded to accommodate the needs of passengers utilizing the light rail. He expects to hire at least 50 bus drivers when the light rail service begins next year. Heston says Long Beach Transit will also be hiring mechanics and other personnel. For more job information, call its human resources department at 591-8753.

Computer Careers — Challenges And Opportunities

Ask any professional for career advice and the answer you'll most often get is "learn all you can about computers."

Whether it be in the banking, fast-food or auto repair industries, computers are an inescapable part of the work place. Ed Babbush, director of the career counseling center at California State University, Long Beach, says that basic computer skills are now required by most jobs,

In the services division, health and business services will account for more than one-half the growth



Source: U.S. Department of Labor, Bureau of Labor Statistics

The fastest growing individual industries in the economy are in this division. Among them are the following:

- **Computer and data processing services**
- **Outpatient care facilities**
- **Offices of physicians, including osteopaths**
- **Personnel supply services, including temporary help supply services**

Each of these four industries will increase 70 percent or more in employment.

and in the future, workers will find themselves unemployed if they have not mastered the computer basics.

For those who are brave enough to go beyond the basics and venture into the world of micro chips and optical discs, there's an abundance of lucrative career opportunities. "There's no such thing as any one 'computer' field," states Kamiran Badrkhan, associate dean, occupational programs at Long Beach City College. "Computer careers can be found in every field."

Systems analysts, management information systems (MIS) specialists and programmers, those with the abilities to design and develop information systems and manage people and projects, are needed by almost all businesses — banks, accounting firms and retail outlets to name a few — says Badrkhan.

College graduates with degrees in electrical, mechanical and aerospace engineering and a minor in computer science, will find plenty of job openings in manufacturing. Badrkhan says the aerospace industry in particular always has a need for engineers with the ability to develop advanced languages.

Computers also have opened up new realms of career opportunities in the publishing industry. "A lot of graphic artists are using computers now," says Jeff Kozuch, owner of the Acacia Group, a computer service and desktop publishing company. "There's also an increase in desktop presentations, slides and projections," he adds. (Note: *Business & Education: A Partnership For Our Future* was designed and produced on a computer using desktop publishing software and output to a high resolution imagesetter.)

If architecture is where your interests lie, you'll find yourself steps ahead in the job market if you take computer courses. According to LBCC's Badrkhan: "Architects are designing entire houses on CAD (computer aided design) programs."

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BUILDING A NATION OF NEIGHBORS
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Even the entertainment industry has felt the effects of the computer revolution. Kozuch says many musicians are composing and recording music on computers. And those brilliant special effects you see on music videos and TV commercials are computer generated.

Women Find Good-Paying Jobs In "Non-Trad" Fields

Jobs in the skilled technical trades — automotive technicians, machinists, refrigeration technicians and aviation mechanics — are now opening up to women and offering surprisingly high salaries after a one-to-two-year training program.

Gone are the days of the greasy auto mechanic or machine tool worker who was required to operate heavy, back-breaking equipment, says Leon Wood, associate dean of occupational programs at Long Beach City College. Computers are now the tools of the trade industries. They require brain power rather than brawn power to operate. "There's nothing a woman can't do," he states. "We need to show them the arena of options that are available to them."

Chuck Hobbick, instructor in LBCC's aviation program says the aviation industry offers unlimited job opportunities for women mechanics. "Many employers with government contracts are working under EOE (equal opportunity employer) laws. They're looking for women (to fill these positions). A lot of women get out of high school and go into low-paying fields. As an aviation mechanic, they can start out making $10 an hour rather than $5," says Hobbick.

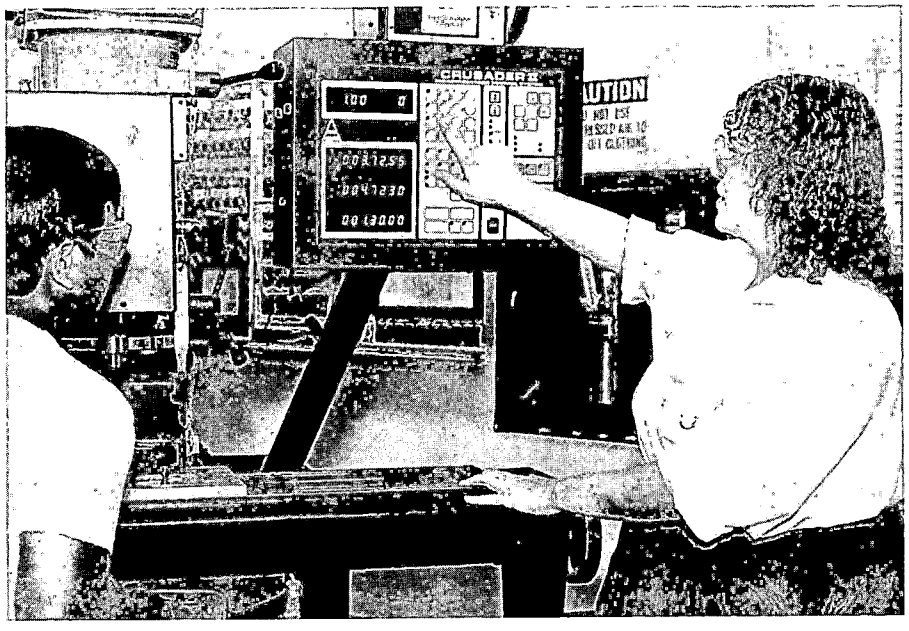
Of course, jobs in the technical trades do require more than just a high school diploma. Most trade programs take a year or two to complete.

Non-Traditional Woman — Chris Williams

With her long hair, gold beads and Flo-Jo fingernails, Chris Williams doesn't look like a machinist. The only tell-tale signs that Williams is a "non-trad" woman are the slouch socks and Reeboks she wears with her skirt — "her trademark" around the Long Beach City College machine shop, she explains.

Married at 19 with only a high school education, Williams says that all she wanted to be at the time was a housewife. Five years later, she found herself divorced and struggling to support her five-year old daughter on the near-poverty level wages of a waitress, "a dead-end job," she says. Determined to improve her situation, she decided to go back to school and signed up for the machine tool program at Long Beach City College.

"In high school, I had always been good in machine shop classes," says Williams. "And I was naturally good in math," adding that math skills and the ability to work with your hands are requirements of the technical trades. In her three years with the program, Williams has achieved high honors — a 3.8 grade point average; the prestigious Viking award, the college's highest honor; and "Outstanding LBCC Student" in the machine tool field. She will graduate in May (the first woman in 27 years to have gone through LBCC's machine tool program) with her A.A. degree and plans on pursuing a four-year degree in engineering. "I feel so much better now," she says. Being a machinist has made me want to go on with my education."



Machine tool student Chris Williams.

Clerical Jobs Could Be The Ticket To The Top

Companies faced with a shortage of qualified clerical workers are desperate to hire office help. As a result, salaries are shooting up to meet the demand, according to a survey by Thomas Temporaries, a clerical employment agency.

Forty-three percent of employers in Los Angeles County plan to hire more clerical workers during the first half of the year. In rapidly developing Orange County, 46 percent of companies surveyed said they will be increasing their permanent office staff.

Kathy Hoenisch, area vice president for Thomas Temporaries, says word processors are in particularly high demand, with salaries running as high as $16 an hour. What's more, word processing skills are a foot-in-the-door to almost any field — from entertainment to health care, and can lead to even higher-paying management positions later on. "Without question, word processing is an area where supply has not kept up with demand," says Hoenisch. "It's a skill that could lead anywhere. It's a door-opener, one of the more marketable door openers."

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PRIVATE INDUSTRY COUNCIL OF LONG BEACH

The Public Sector

Although taxpayers have given a strong message that they want tighter government budgets, the dwindling supply of qualified employees, the need to replace retiring workers and a demand for certain services continue to create an abundance of job opportunities in the public sector.

More than 12 percent of the work force in the five-county greater Los Angeles area is employed by government. In Long Beach, the government is the second largest employer with more than 40,000 workers, or 22 percent of the work force.

Where To Find A Job

Federal, state, county and city government agencies hire on an "as needed basis" in almost all areas. For a listing of job openings, visit the human resources department of the government agency in which you are interested, or contact the Long Beach Employment Development Department at 599-5871. Many government jobs require taking the civil service test as part of the application process.

Internship programs are also available with most government agencies. For more information, contact your high school or college counselor.

City of Long Beach – A Great Place To Begin Your Career

Think of a job and chances are you'll find someone holding that position with the City of Long Beach at city hall, the port, airport and other city-run facilities. More than 5,000 people carry out the day-to-day operations necessary to efficiently support the community.

Bill Storey, the city's director of human resources, says the city hires computer operators, petroleum engineers, police officers and firefighters to name a few. All positions require at least a high school diploma, and many call for an advanced degree. Storey advises students interested in working for the city to start by going to college, particularly if they want to advance up the career ladder.

"Most management positions require master's degrees and different levels of (supervisory) experience," says Storey.

He adds that summer employment is available for students interested in working as a lifeguard or recreation specialist.

Mario Beas, Long Beach recruitment officer, says there are frequent job openings for clerical workers. Applicants must have a high school diploma and are required to take the civil service exam. Beas adds that there is always a need for police officers, and he encourages women and minorities to apply.

For information on job opportunities with the City of Long Beach, call the job hotline at 590-6201, or visit the civil service office at city hall, 333 W. Ocean Blvd., 7th Floor.

Teaching Scores High In Job Security

How about a job that offers good pay, excellent benefits, frequent vacations and plenty of job openings? Become a teacher.

"Bi-lingual or ESL (English as a Second Language) teachers are needed throughout the state," says Suzanne Charlton, director of the Global Education Program in Southern California. "Computer teachers are always in demand, followed by math, science and English teachers. The hardest area to be hired in is the social sciences."

Charlton says the number of job



openings vary school district to school district, depending on enrollment projections. She says undesirable or inner city schools usually have job openings because there are more students, and many teachers do not wish to work in these areas. Competition tends to be fierce in the wealthier areas of Orange County where school enrollment is decreasing.

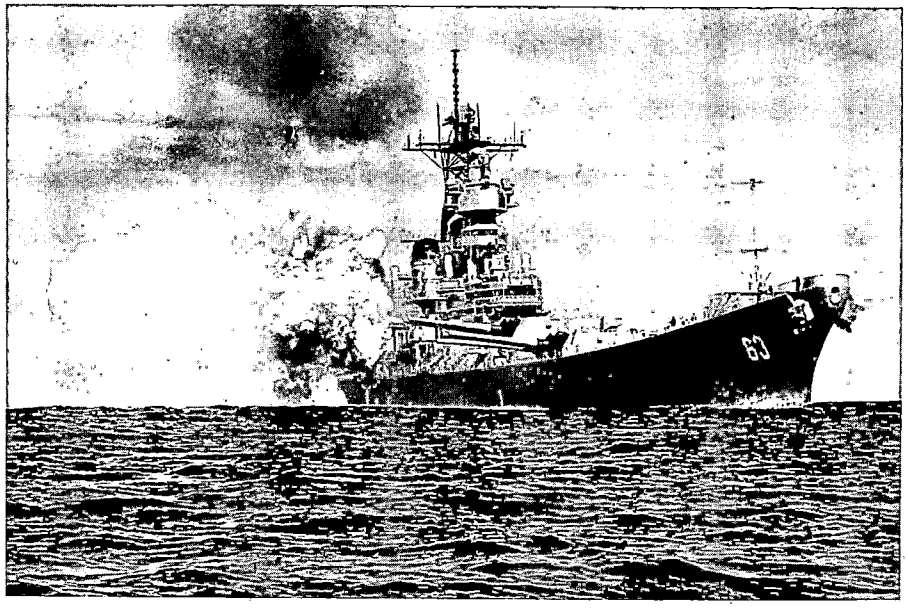
"See if the district is growing at the elementary or secondary (high school) levels," she advises. "Ask the director of personnel (for each district) to give you a rundown (of enrollment projections). You want to make sure that enrollment is not diminishing. If it is, it would be difficult to get a tenured (permanent) position with that district."

Recommended High School Courses

- Algebra
- Geometry
- Composition
- Foreign Language
- Political Science
- History
- Geography
- Bookkeeping and Accounting

Both the Los Angeles and Long Beach School Districts are experiencing an increase in enrollment, thus creating a demand for more teachers. Long Beach Unified School District spokesman, Dick Van der Laan, predicts a need for approximately 100 teachers a year in the next decade. He says the district will also be hiring additional support personnel — clerical workers, bookkeepers, etc.

For more information on job openings in the Long Beach Unified School District, call the job hotline at 491-JOBS. For information on teaching jobs, call 436-9931, ext. 1215.



The Armed Services Are Looking For A Few Good Men And Women

If you're interested in a job that takes you all over the world, teaches you valuable job skills and provides a low-cost college education, consider a career with the military. All branches of the armed services offer excellent tuition aid programs for those seeking a college degree. In addition, military experience can apply toward credit at many colleges and universities.

According to Chief K.D. Fountain, command career counselor for the Naval Surface Group Long Beach, "An officer stationed in the United States can attend classes at a local college or university during off-duty hours. The Navy will pay 75 percent of the tuition. For those stationed overseas, there are extension and correspondence courses."

The military also offers special programs for those interested in the medical field or other highly-skilled areas. For example, the Marine Corps offers an excellent law degree program.

Ready to sign up? Contact your local recruiter for more information.

Navy Recruiting Command
408 Pine Ave.
Long Beach, California 90802
213/437-0606/07

Air Force Recruiting Office
414 Pine Ave.
Long Beach, California 90802
213/436-4187

U.S. Army Recruiting Station
412 Pine Ave.
Long Beach, California 90802
213/437-4094

Marine Corps Recruiting Service
414 "B" Pine Ave.
Long Beach, California 90802
213/436-2090/9313/1781

Some Job Titles In The Public Sector

Teacher: elementary and secondary. Requires four-year degree in related field and state credential.

Law enforcement officer: requires high school diploma. Applicants must pass both written and physical fitness tests.

Firefighter: requires high school diploma. Applicants must pass written and physical fitness tests (more rigorous than police test).

Civil engineer: designs and oversees the construction of major structures such as roads, harbors, transit systems, buildings, water supply and sewage systems. Requires at least a four-year engineering degree.

Social worker: provides services to help people solve or cope with their individual and family problems. Requires at least a four-year degree. Some supervisory positions require a master's degree.

RETAIL TRADE

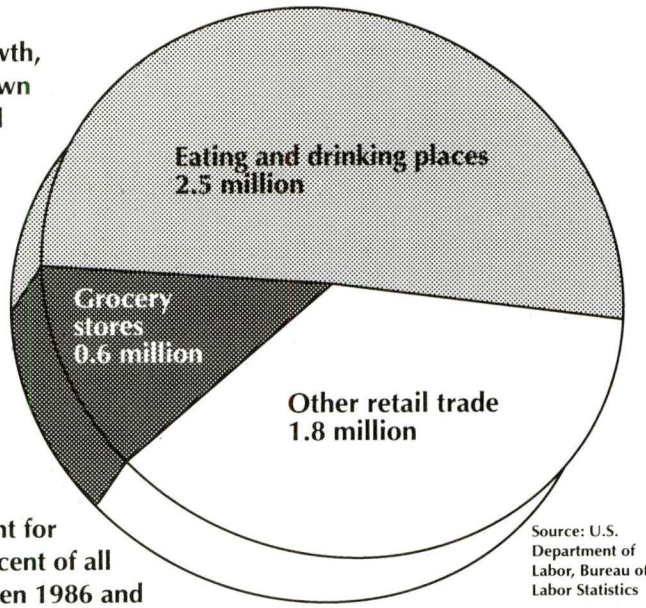
Retailing ranks as the third largest employer in the region. It's an industry that should grow significantly in the 1990s, reflecting population, job and income gains. In the year 2000, one study reports that retailing will account for nearly 17 percent of the region's jobs.

In Long Beach, city officials have launched an aggressive campaign to bring more retail establishments into the area, including an auto mall, major supermarkets and downtown development projects that will include specialty shops and restaurants. This activity is expected to generate hundreds of new jobs.

Just what does it take to make it in this fast-paced industry? Here are a few traits of a successful profile: You need to be outgoing, an excellent communicator and leader, aggressive, flexible, non-structured, risk-taker, self-starting, service-oriented and have a flair for the artistic.

In the retail trade division, eating and drinking places will account for about one-half the growth

Employment growth, 1986 - 2000, shown as a share of total growth in the retail trade division.



Source: U.S. Department of Labor, Bureau of Labor Statistics

Employment in eating and drinking places will grow more than in any other industry. This industry and nine others will account for more than 50 percent of all job growth between 1986 and 2000. Here are the 10 industries and the numerical growth of each:

Eating & drinking places	2,486,000
Miscellaneous business services	1,342,000
Education, public and private	971,000
Offices of physicians, including osteopaths	886,000
Nursing & personal care facilities	847,000
Personnel supply services	834,000
Wholesale trade, machinery and equipment	614,000
Computer and data processing services	612,000
Grocery stores	598,000

Hints To Help You Find A Job

Retail recruiting guru, Renee Nesland, advises retail job seekers to target their resume to focus on descriptions of previous jobs, using retail characteristics like those mentioned before.

Send resumes to retailers and follow up with a phone call. "Oftentimes, it's sheer persistence on behalf of the seeker that opens doors," she says. Another successful job seeking technique is to go to the store directly and get information about the company in an exploratory interview. When you get to that stage of the game, note that appearance and grooming are closely monitored. For a hint as to what's appropriate, look at that retailer's advertisements for clues on proper daytime career looks. Nesland emphasizes, "I don't care how fashion-forward black lace hose are. If a woman is wearing them to the interview — it's curtains."

More important than appearance, though, is that the applicant must be upbeat, positive and enthusiastic. Be realistic about salary requirements, position and hours. And always **do your homework!** Who knows, you may be on your way to becoming the next Mr. or Ms. Bullock's, Nordstrom or Robinson's.

(David Bruesehoff, manager of personnel recruitment for Bullock's Department Stores in Los Angeles contributed to this article).

Where To Find A Job

Most department stores and other retail outlets hire sales clerks and other personnel on an ongoing basis.

Jonda Rourke, vice president of human resources at Buffums, a Long

Beach-based department store, says, like any department store, Buffums is always looking for good sales people.

"We reward achievement and ability. You can move up very quickly at Buffums," she says, adding that many buyers and managers started out as sales clerks and worked their way up through the ranks while attending college. "Our choice is to promote from within."

Like Buffums, J.C. Penney is always looking for sales clerks with management potential.

"We're always hiring," says Joyce Romero, personnel supervisor for J.C. Penney. "We look for good people who are dependable and eager to work, who are qualified to get into our management program."

Romero says that management trainees must have some retail experience and, with a few exceptions, are required to either be working on or have a four-year college degree.

Recommended High School Courses

- Mathematics
- Bookkeeping and Accounting
- Business Law
- Speech
- Cooperative Work Experience
- Psychology
- Economics

If automobile sales is more to your liking, there are many entry-level sales positions at most major dealerships. With the new auto mall being planned in Long Beach, you will find many opportunities in this field within the next few years.

On the corporate level, Nissan Corporation's Wilmington facility is looking for workers in its clerical, parts and service and sales department.

Hugh Meeks, employment manager at Nissan, says the company is



Photo by Jerri Sullivan.

A Winning Combination

Business and Education working together is a Winning Combination for ROP/DECA Students from Long Beach Unified School District and Long Beach Plaza Merchants.

For six years this partnership has flourished and every day both reap the benefits. Students win big with specialized education and on-the-job training giving them a definite edge in the job market. Merchants win big with trained, experienced clerks who quickly prove to be valuable team members.

Long Beach Plaza salutes the students, faculty and store managers that make this partnership a Winning Combination!

LONG BEACH Plaza

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Information: (213) 435-8686



having trouble finding entry-level workers with basic skills.

"Many job candidates seem to be lacking the fundamental skills, writing and communication skills," he states. "Even those who have four-year college degrees often have trouble putting a verb and a noun together."

Meeks says that for young people who have mastered the basics, and who have good work habits, the sky's the limit in terms of job opportunities and career development.

Fast-Food Industry: A Fast-Track To Management

If you're looking for a fast way to get into a retail management position, the fast-food industry is a great place to start.

"I think the fast-food industry is one of the best career areas for high school students who may not be going into a four-year (college) program," states Robert L. Jones, vice president of human resources at Foodmaker, Inc., parent company of Jack In The Box.

"What fast-food offers people is a satisfying, high-paying career without the academic requirements," he explains. "The typical progression is for a student to start working at Jack In The Box part-time while going to school. He or she may then move into a full-time shift leader position with more responsibility. This job will give them their first exposure to management training.

If they think they want to move into management, they can become an assistant manager, eligible for our excellent classroom training program."

"After one to two years as an assistant manager, they can move up to different levels of management," continues Jones. "Almost 70 percent of our managers have been promoted from within." Jones adds that many of the top level executives at Foodmaker started as hourly production workers at a Jack In The Box franchise. "Once you're in the company, it's up to you as to how far you will go," stresses Jones.

DECA Program Provides Path Toward A Successful Future

Many students are finding that membership in DECA (Distributive Education Clubs of America) is a great way to develop skills and contacts that will put them steps ahead in the job market.

Several members of the DECA chapter at Long Beach Plaza, which is also part of the Long Beach Unified School District's Regional Occupation Program (ROP), give high marks to the organization.

"It prepares you to become a better marketing/sales person," says Michelle Gonzaga, a senior at Poly High School, who plans to enter the field of fashion merchandising.

"DECA has helped me prepare for a job interview," states Pam Lewis, also a junior at Poly.

"I want to go into marketing and DECA has helped me prepare," says an enthusiastic Gary Liu, a junior at Wilson High School.

Gloria Jennings, who heads Long Beach Plaza's ROP/DECA chapter, claims there is no better way for a student to get on-the-job experience while developing a professional attitude than through the program.

"DECA/ROP is designed to help students utilize skills they have learned in the classroom," she says. "DECA competitions and speech contests give them community recognition, which in turn gives them the confidence they will need to compete in the job market!"

Some Job Titles In The Retail Industry

Sales associate: entry-level position selling merchandise in department stores and retail outlets. Salary usually includes a commission. Most positions require a high school diploma. An excellent way to move into the retail industry.

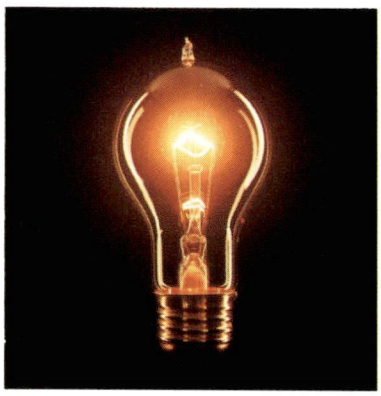
Store manager: directs the operations of a department store or other retail outlet. Usually requires four-year college degree with a business major and retail experience. Most companies promote from within.

Buyer: travels both domestically and abroad to select goods. Must be able to forecast business and fashion trends. Four-year college degree in related field is usually required.

Sales support: covers a wide variety of job areas — human resources, distribution, advertising, marketing, financing.



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TOURISM/HOSPITALITY

Nearly 80 million people visit Southern California annually, generating more than $19 billion in revenues and supporting 400,000 jobs in a wide variety of retail, service and transportation businesses within the tourism/hospitality industry.

In Long Beach, with its sandy beach, popular convention and entertainment center, the Queen Mary/Spruce Goose complex and many annual world-class events (such as the Toyota Grand Prix of Long Beach, Congressional Cup sailing race, Long Beach Marathon), tourism generates an estimated $185 million a year and employs more than 3,700 people.

"We have perhaps the most valuable marketing tool any city could want," says Christopher Davis, president and chief executive officer of the Long Beach Area Convention and Visitors Council. "It's water! People are naturally drawn to water."

Davis says that by the year 2000, tourism is expected to be the area's number one employer, providing thousands of new job opportunities in a variety of areas — hotels, restaurants, leisure and entertainment attractions to name a few.

Job opportunities in the tourism and hospitality industry are available in hotels, airlines, travel agencies, amusement parks and many other areas that cater to tourists and conventioneers.



Approximately 2,000 new direct, permanent jobs will be provided within the tourism/hospitality industry upon the completion of the Long Beach Convention & Entertainment Center expansion. The center's larger exhibit space will attract more conventions and trade shows to the city.

Recommended High School Courses

- Mathematics
- Bookkeeping and Accounting
- General Business
- Marketing and Sales Training
- Psychology
- Speech
- Foreign Language

Queen Mary/Spruce Goose Offers Exciting Job Prospects

At the Queen Mary and Spruce Goose Entertainment Center, employees aren't just employees — they're "crew members." The term is part of the new Disney presence at the attraction and hotel, under its management since early 1988.

"During orientation, crew members are taught that they represent an image," says Stephanie Wright, human resources manager. "We teach them that they not only represent the part of the property they work in, but also the entire company."

For many young people in Long Beach, the Queen Mary has been a stepping stone to other jobs.

"It's a unique and challenging experience," explains Wright. "Many of our crew members have joined us while in high school and have continued with the company through college, working weekends and special events."

With over 1,000 full-time crew members and 150 seasonal workers, opportunity for transfers and advancement do exist. "Students from our local universities and community colleges have joined us to work in one area (fast foods for instance), have developed an interest in merchandising, and have moved to that particular area of interest," says Wright.

The company also works closely with local schools to help educate

Some Job Titles In The Tourism/Hospitality Industry

Hotel manager: oversees all operations of a hotel. Requires a high school diploma, with most hotels looking for college graduates. On-the-job experience is mandatory for this position.

Travel agent: provides travel information and makes travel arrangements which meet the client's budget, interest and time. Requires a high school diploma and college courses in transportation. Computer knowledge is a must.

Tour guide: conducts group tours to help visitors learn the natural, cultural and historical significance of the area. Requires knowledge of history and geography of area.

Social director: plans and organizes social activities such as lectures, entertainment, contests, games and field trips for vacationing guests at hotels, resorts, cruise ships, etc. Requires at least a high school diploma.

Room clerk or front desk clerk: registers guests, assigns rooms, issues room keys, and instructs employees in hotels, motels, clubs and lodges. Requires at least a high school diploma.

Chef: plans and writes menus; directs the operations of food preparation in hotels and restaurants. Requires extensive training and experience.

students about the world of work. One such association is with Long Beach City College's culinary arts program, which allows students to work directly with professional chefs to gain hands-on experience in the area of culinary arts, gourmet dining, banquets and fast foods.

"We're constantly involved with Long Beach youth," says Rich Kerlin, manager of publicity and public relations. "We do our very best to maintain a strong tie with all communities in the city, including our youth. We understand our business, but we realize that having dedicated and motivated employees makes us truly successful."

For Long Beach youth, having a little work experience won't stand in the way. "Work experience is helpful," says Stephanie Wright, "but school involvement is important and a positive attitude comes first."

Expansion Of Convention Center To Add Jobs

Long Beach City Councilmembers have approved a $70 million expansion of the Long Beach Convention & Entertainment Center. The project will triple the center's exhibit space, allowing the Long Beach Convention and Visitors Council to attract larger groups and trade shows, resulting in increased bookings at Long Beach hotels, which in turn will create hundreds of new jobs.

"We'll need ushers, ticket takers, food and beverage workers," says Michael McSweeney, director of public relations and marketing for the center. McSweeney adds that these entry-level jobs are great stepping stones for other exciting jobs in the industry. "Ticket takers and ushers get the opportunity to meet all kinds of people from various industries who could become important contacts for future job opportunities," states McSweeney. "To get a job in this industry, it usually depends on who you know. It's not something you plot out in school."

Construction on the expansion is scheduled to begin in June of 1990, with completion set for the summer of 1992.

New Hotels: More Jobs

Several new hotels are planned for Long Beach. These will provide thousands of job opportunities. The Hilton Hotel, part of the Greater Los Angeles World Trade Center, is expected to break ground later this year; a new hotel is currently being planned for the Queen Mary complex; and three all-suites hotel are under consideration at the Long Beach Airport.

Professional Chef – A Hidden Job Opportunity

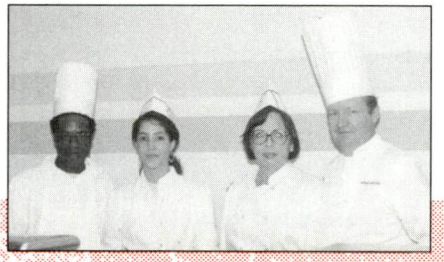
Roman Bertain, chef/instructor at Long Beach City College, says there is a great demand for chefs. "More and more people are going out to restaurants," notes Bertain. "A recent study showed that 50 cents out of every dollar is spent on going out."

Bertain says he receives calls almost every day from hotel and restaurant managers who are looking for highly-trained chefs and cooks. Demand is so great, he says, that it far outstrips supply. The result: higher salaries.

"An executive chef at a large hotel or fine restaurant in Los Angeles can make anywhere from $55,000 to $120,000 a year," states Bertain. "Even a breakfast cook makes from between $8 to $15 an hour."

A high-paying chef position requires a four-year degree in restaurant management, and extensive training and experience in food preparation, sanitation, cost control and menu writing, and a command of the French language. Bertain, who was trained in France, says most top culinary schools are located in Europe, but there are a few professional training programs in New York, San Francisco and Rhode Island.

On the local level, Long Beach City College offers a two-year program that teaches basic culinary skills and provides on-the-job training. Bertain says the program is an excellent alternative for those who do not have the resources to study abroad and who would like to break into this field. "Everyone who goes through our program gets a job right away," says Bertain.



PREPARING FOR YOUR JOB

"Set goals – establish reasonable short-term and long-range goals. Ask yourself where you'd like to be next year, in five years – and start taking the proper steps to get there. Start by pursuing a degree or additional on-the-job training. Don't get sidetracked. Be focused!"

— Randy Berg, base manager, Atlantic Aviation California

Ten Qualities Employers Want In Workers,
according to Judy Crockett, Jack-In-The-Box franchisee.

1. HONESTY
2. FLEXIBILITY
3. DEPENDABILITY
4. CHEERFULNESS
5. FRIENDLINESS
6. ENTHUSIASM
7. ABILITY TO LEARN
8. TEAM PLAYER
9. GOOD PERSONALITY
10. NEAT APPEARANCE

You've evaluated your career goals, determined your job target — you're ready to go for it. Where do you begin? First of all, you'll need to assemble a "job kit." According to *USA Today Careers*, your kit should consist of the following:

Birth certificate, social security card, resume, personal data sheet, names of references with addresses and phone numbers, driver's license, diploma, letter of introduction and letters of recommendation

You are now ready to make initial contact with employers. Contact as many job and informational sources as time permits.

Sources Of Job Information:

- **Family, friends & acquaintances–** studies show that often those closest to you are the best source for job leads.
- **Classified ads–** newspapers, professional journals and trade magazines provide a broad range of definite openings. About 80 percent of job openings are not advertised.
- **State employment services–** there are more job listings in more occupational categories through the state than any other single source. The state has contact with employers and operates computerized job banks providing up-to-the-minute information on job openings.
- **School or college placement services–** they provide a productive source for professional openings, but are usually available only to students and alumni.
- **U.S. Civil Service Commission–** it coordinates U.S. government and civilian jobs, which are filled on a merit basis as determined by the results of examinations and ratings of experience and education.
- **Private employment agencies–** each usually specializes in a few occupations, and some charge applicants a fee.
- **Temporary employment agencies–** they provide short-term jobs, which could lead to full-time employment.
- **Professional associations–** useful for specialized occupations; listings available at libraries.
- **Volunteer work, internships–** this serves as a great way to obtain on-the-job experience. Many businesses have internship programs with colleges and universities.
- **Job fairs, career days–** by attending these, you can learn about a wide variety of companies and make contacts for future jobs.

Keep daily and weekly schedules of your job search campaign. Write a list of your planned activities for the week and day. At the end of each day and week, note what you have accomplished in the time allowed and see how that compares with your weekly objectives.

Your Resume – A "Blueprint" Of Your Background

Your resume is a "blueprint" of who you are — your educational background, work experience, job-related personal traits and career goals. It is a fact sheet that tells an employer that you have the qualifications for the job. Its main purpose is to "sell" the employer to interview you. Make sure you include a well-written, spotless (no white-out!) cover letter with your resume which should include the *name and title* of the person who is doing the hiring. Many employers say letters without the proper headings end up in the trash!

SEARCH CAMPAIGN

The Interview: Relax, Put Your Best Self Forward

The interview is your "foot in the door" — be prepared, be confident, and present yourself well. Here are a few tips that will help you obtain that job:

The Do's

- Dress appropriately.
- Go over your interview notes and resume to be sure you bring out the important points about yourself.
- Learn all you can about the requirements of the position, and about the company and what they are looking for in an employee.
- Sit comfortably, but fairly erect. Avoid nervous mannerisms such as shifting in your chair or twiddling your fingers.
- Try to remember the interviewer's name, and address him/her accordingly whenever possible.
- Your voice should show enthusiasm and sincerity. Take time before answering a question. Think before you speak! Make your answers direct, specific and detailed.
- Describe your experiences as favorable, but **never bluff** — you will either be exposed now or later. On questions you would rather not answer directly, either:(1) decline and give acceptable reasons for doing so; or (2) answer in a general sense. Whichever you do, demonstrate respect for yourself and diplomacy in your response.
- Always have at least one or two questions to ask the interviewer. The questions can be as simple as, "When does the position become effective?" or "What is the salary for this job?"
- Always leave the interview on a happy, congenial and positive note.

The Don'ts

- Don't say "I'll do anything." Be specific.
- Don't take notes during an interview.
- If you have ever been fired, have a prepared answer as to why you were fired. Don't wait until the interviewer asks; be prepared.
- Let the interviewer end the interview. Don't keep talking when the interviewer is trying to wrap things up.
- Don't take friends or relatives to the interview.
- Don't smoke; don't chew gum.
- Don't ruin your image in the reception area — the secretary or receptionist may have a vote too!

Tough Questions Asked During Interviews

1. Why did you leave (or want to leave) your employer?
2. What are your weaknesses? Your strengths?
3. What are your salary requirements? (Have an intelligent, appropriate answer for this one.)
4. What can you add to our company? or What new programs would you implement? (Use your "homework" to answer these).
5. Tell me about your current and previous employers.
   - Remember not to criticize current or former employers because it will reflect unfavorably on you. But don't give your supervisors all the credit for your accomplishments. Emphasize your initiative and leadership skills.

CSU Graduates Score High In Job Placement

Most graduates from California's State Universities find full-time work related to their major fields of study.

[Please continue to page 60]

GUIDELINES FOR A GOOD RESUME

(According To *USA Today Careers*)

- Be specific, use examples, but omit technical details.
- Be brief, use concise, plain English.
- Stick to the facts, don't imply anything that can't be proven or affirmed during the interview.
- Concentrate on positive achievements.
- Highlight experiences that may be of most interest to an employer.

Effective Words You Can Use On Your Resume

accomplished	created	guided	reliable
accurate	dependable	implemented	resourceful
achieved	designed	improved	sold
administered	developed	initiated	specialized
analyzed	effective	investigated	successful
built	efficient	managed	supervised
capable	engineered	organized	trained
communicated	equipped	productive	versatile
complete	established	proficient	well-educated
consistent	expanded	profitable	
controlled	experienced	processed	

[Continued from page 59]

So says a recent employment survey of graduates conducted by the California State University System.

The study indicated that 75 percent of the respondents were employed, with more than 60 percent employed full-time in jobs directly related to their areas of study.

Men respondents with both bachelor's and master's degrees reported a higher rate of full-time employment than women (70.9 percent for men; 60.7 percent for women), and black and Hispanic graduates at each degree level were above the employment rates of all respondents (67.5 percent of black and 62.3 percent of Hispanics were employed full-time).

Average monthly starting (1986) salaries were about the same for both men and women graduates: $1,744 for men with bachelors degrees, compared to $1,614 for women; and $1,979 for men with master's degrees, compared to $1,900 for women.

If you want to get a job right out of college, it appears as if you'll improve your chances if you have a bachelor's degree in agriculture, architecture, business and management, communications, information sciences or engineering. Or a master's degree in any of those areas or the biological sciences, education, health professions, mathematics or public affairs and services. According to the study, graduates with degrees in those areas reported the highest rates of full-time employment.

Steps To Help You Choose A Career Path

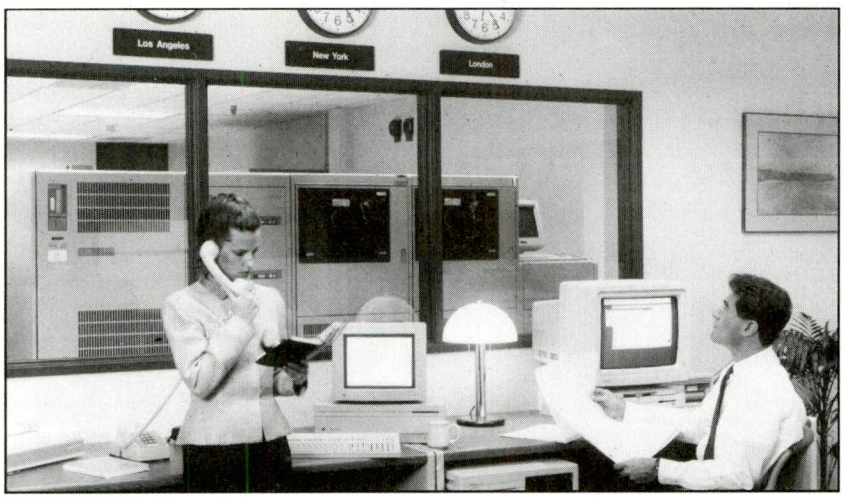
1. Know yourself – your strengths and your weaknesses: take aptitude and interest tests available at career counseling centers.
2. Analyze your career options; research careers: what does it take to be successful in that particular career – education, work experience, etc.; what are the working conditions?
3. Find part-time work in a field that interests you: this may help you decide whether you truly wish to pursue that particular field.
4. Determine what style of living is important to you: how much money do you need to make in order to be comfortable and have the things you want? Does the occupation in which you are interested provide the income potential necessary?

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Health Care and Education: Promoting Quality for Life

Memorial Medical Center is a valued community resource. We feel that health care and education form the foundation of any successful community and that is why we continue to sponsor events such as:

- "Books For Babies," a program to acquaint preschoolers with the merits of reading.
- A joint venture with the Long Beach Unified School District for gifted elementary school students.
- The Memorial Miller Children's Hospital Mini Marathon.

For more information about Memorial Medical Center's role in shaping the future of our children, please call the Community Relations Department at (213) 595-2853.

MEMORIAL
MEDICAL CENTER
OF LONG BEACH
MEMORIAL HEALTH SERVICES
2801 Atlantic Ave. P.O. Box 1428 Long Beach, CA 90801-1428

Quality for Life

THE PORT OF LONG BEACH



TRADE CENTER FOR TH

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The Port of Long Beach, ideally situated as a gateway on the Pacific Ocean, is truly America's Trade Center for the World. Through the Port pass commodities and products from all corners of the world...over $45 billion worth annually.

Televisions from Japan, shoes from Korea, furniture made in the Philippines, beef from Australia, New Zealand wool, fresh produce from Mexico, lumber from Canada, Brazilian steel, wines from France, textiles from India, tires from Italy, and citrus, cotton, and appliances from America cross the Port's wharves daily.

THE PACIFIC RIM

The Pacific Rim, those countries with shorelines on the Pacific Ocean, is where the majority of the Port's trade occurs. As such, Canada, Alaska, Korea, China, Japan, Taiwan, Hong Kong, Singapore, Southeast Asia, the Philippines, the Pacific Islands, Indonesia, Australia, New Zealand, the west coast of South and Central America, and Mexico are some of the countries and regions that comprise our major trading partners.

THE CENTURY OF THE PACIFIC

Nearly one hundred years ago, John Hay, the U.S. Secretary of State, proclaimed that the Mediterranean is the ocean of the past, the Atlantic the ocean of the present, and the Pacific is the ocean of the future. No truer words could have been spoken!

Today, the Pacific Rim is home for forty-three percent of the earth's population and

TRADE CENTER

FOR THE WORLD

LONG BEACH
ACIFIC RIM

is the world's most dynamic trade and economic region, growing at a rate of $3 billion per week. By 1995, the nations of the Pacific Rim will account for more than 27 percent of the Gross World Product.

Situated at the eastern edge of the Pacific Rim, America is a major factor in the region's economic vitality. Our trade with Pacific Rim nations exceeds trans-Atlantic trade by over 30 percent! The Pacific is surely America's ocean of destiny ... and the Port of Long Beach stands as the Gateway to the Future, a premier focal point for international trade.

CALIFORNIA AND THE PACIFIC RIM

California is a vital cog in the Pacific Rim's economic machinery. Our state does more than $76 billion worth of trade with Pacific Rim countries annually. Next to the United States itself, we are Japan's largest trading partner, accounting for fully one-third of total U.S./Japan trade. Eighty-five percent of California's imports originate in the Pacific Rim, while seventy-four percent of the state's exports find their final destinations in Pacific Rim nations.

THE FUTURE AND THE PACIFIC RIM

It is estimated that by the year 2020, cargo volumes at the San Pedro Bay harbor complex will triple, escalating to over $300 billion annually. The majority of this increase will be linked directly to the continuing growth and vibrancy of the Pacific Rim.

The Port of Long Beach has been at the forefront of America's trade activities, and with the dawn of the 21st century, the Port will look to solidify its position as the Trade Center for the World.



HE WORLD.

THE PORT OF LONG BEACH



THE PORT OF LONG BEACH

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