

I have to begin by thanking all of the Sponsors for participating in our 12th Annual Golf Classic. As usual, it was a lot of fun and it is also important to note that while we were all enjoying a great day on the course, you were also supporting our charity, Interval House. Special thanks to Optimum Seismic for stepping in as our Title Sponsor.

This last month has proven to be all about the Long Beach rent control ordinance, and along with that issue came many questions. I will share two frequent questions with you. The first question concerns selling your properties. While this is ultimately a personnel decision, I think part of the answer should consider just how long you intend to be in the multifamily industry. Long Beach is undergoing a big change with lots of new development, units and restructuring of old buildings to new destination sites. It bears repeating that location matters and that investing in the future will always be cyclical.

My other observation is that this new development will bring in new businesses with employees who also need housing. Change is not easy, but it is going to happen whether you want it or not. The question becomes how much change is too much?

How quickly do you want to act, and might you be acting too quickly? I would suggest that collaboration and thoughtful discussion would better serve what is being proposed. I know just how hard you all work and how much empathy and passion you have for your tenants. I hear it every day, and as I have said to many of you when you ask me the tough questions—like what should I do?—take a very deep breath and hope the crystal ball of the future works its magic.

I believe that Long Beach is going to thrive, regardless of the outcome. This is a community with deep roots, and I choose to be optimistic in order to create a more positive outcome for all involved in spite of those who have chosen not to communicate. I believe I said it last month, but Private Property Rights are called that for a reason.

In other news, I hope we will be seeing you at the next Lunch With Southern Cities on May 8 at The Grand, and make sure you mark your calendar to attend NAA's Apartmentalize Conference in San Diego in June—it will be here before you know it. There is education galore to choose from, and it is a great way to educate your staff. It was here five years ago, and this year is slated to be even better than the last time around. There are still a few spots left as a volunteer, and you get 50 percent off the cost of the conference when you choose to volunteer. It is great fun and you get to talk to people from all over the country. Look to The Beacon e-newsletter for the link; the hotels are filling fast!