Features...

Procter and Gamble
Fifty successful years in the Harbor

Port Expo ’81
A day at the Port; a lifetime of memories

Gypsum
Moving mountains is all in a day’s work

Port Planning
Plotting a course for the world to follow

On The Cover

How Big It Is

A cargo of unprecedented size arrived recently in the Port via Santa Fe R.R. from Houston. The 215-ton refinery fractionator inchéd along 1,500 miles of track at 30 mph... squeezing through places where there was as little as one-half inch clearance between it and adjacent trains and obstacles. In the Port, the load was lifted by Crowley cranes to a barge and towed to the San Francisco Bay area.

Staff Members
James H. McJunkin  Executive Director
Lee Sellers        Assistant Executive Director
Charles F. Connor  Chief Harbor Engineer
Adolf Zetterberg  Director of Operations
Dean J. Petersen  Director of Trade Development
Paul Brown        Director of Finance
Leland R. Hill    Director of Port Planning
James C. Larsen   Director of Real Estate
Walter W. White    Director of Maintenance
Donald C. Fleming  Director of Public Relations
Toni Whitesell     Executive Assistant, Administration
Travis A. Montgomery Executive Secretary
Thomas T. Danaher  Chief Wharfinger
Woodrow Wilson    Chief Port Security Officer
Einar C. Petersen  Senior Deputy City Attorney
William E. Emick, Jr. Deputy City Attorney
Richard L. Landes  Deputy City Attorney
Thomas A. Yyse    Deputy City Attorney
"THANK YOU, LONG BEACH, FOR 50 WONDERFUL YEARS."

The words emblazoned on banners strung outside Procter and Gamble’s big inner harbor plant herald the facility’s 50th anniversary in the Port of Long Beach.

In response, the Long Beach Harbor Department says, “Thank YOU, Procter & Gamble, for being one of the Port’s first and most successful tenants.”

Being first is nothing new to Procter & Gamble; they have been in the business of making soap — and setting precedents — for nearly 150 years. P&G was the first manufacturer to make soap that floats, the first to launch a national advertising campaign, the first to give its employees Saturday afternoon off (with pay!) and the first to sponsor a serialized daytime “soap opera” on radio.

Candles to Cake Mixes

From a modest start as a small candle, soap and lard oil operation in Cincinnati, Ohio, the organization has become the world’s largest manufacturer of soap and one of the nation’s most diversified enterprises — cranking out everything from cake mixes to disposable diapers in its 41 plants across the country.

The 34-acre Long Beach plant manufactures shortening, soaps and synthetic detergents while across the street a cavernous building warehouses more than 400 brands and sizes of P&G products for distribution to 11 Western states.

The Long Beach plant was the first P&G operation to locate west of the Rocky Mountains. Its interest in locating in the harbor was based on several considerations — an expanding consumer market, the availability of a good work force, excellent harbor facilities, the promise of Port growth, easy access to raw materials, attractive incentives from the city of Long Beach and the fact that the company needed a distribution point in the rapidly growing Western market.

In those days water transportation was of even greater importance in the distribution of commodities than it is now. (Today trucks transport much of P&G’s products to the marketplace.) Vessels carrying whale oil no longer call at the Port plant, although cargos of coconut oil still berth at the plant-side dock.

Humble Beginnings
And Sisters for Brides

In the early 1830’s William Procter, a molder of candles, came to Ohio where James Gamble was already boiling soap. Both married daughters of a tallow dealer.

It was the father-in-law who suggested the two young men form a partnership. Each put in a little over $3,000, and ten years later their annual sales reached a million dollars. Today — 150 years later — the figures are still soaring.

Soap and Civic Mindedness

Over the past half-century, the Port plant has produced more than two billion bars of soap and has established itself as one of the community’s most responsible and civic-minded corporations.

Starting operations in 1931 in the midst of the country’s worst depression, the plant weathered the big 1933 earthquake without mishap and, that same year, offered its personnel some revolutionary employee benefits — profit-sharing dividends, stock purchase options, an unexcelled pension plan and a guaranteed employment program that assures workers 48 weeks of work every year after two years’ service.

Such “people” concepts have been a cornerstone of P&G’s philosophy ever since William Procter and James Gamble first launched their soap-and-lard operation in 1837. As it grew, their employees were the first in the country to have a comprehensive sickness, disability and life insurance program and, in 1887, were the first to
receive company stock through what has since become the oldest profit-sharing plan in continuous operation in the U.S.

Another policy that has made Procter & Gamble a good place to work is its tradition of not going outside for management personnel. Instead, P&G “grows its own.” As a result, about 40 percent of the Long Beach facility’s supervisory force came up through the ranks of hourly-rated personnel.

A pace-setter in the area of affirmative action, P&G was one of the first major corporations to sponsor programs for hiring minorities, women, veterans and handicapped. In return, the company enjoys an exceedingly low turnover rate — something less than five percent at the Long Beach plant. Such employment stability has had a significant positive impact in reducing welfare and unemployment costs in areas where P&G plants are in operation.

Promotions from Within

Exemplifying the “good neighbor” philosophy of the parent company, the Long Beach plant is one of the City’s best employers. Last year the financial benefit to the community in payrolls, services, etc., amounted to something in excess of $62 million. In addition, the plant and its employees contributed more than $50,000 last year to charitable, educational and civic operations.

Pollution-Free Process

Further civic commitment is reflected in P&G’s continuing interest in energy conservation and pollution control. Millions in capital investments have been spent in improving manufacturing environmental controls in all 41 plants. Long Beach is no exception. The Port plant has some of the most modern and pollution-free processing and packaging equipment in the industry.

Last May 4th, representatives of Procter & Gamble got the unanimous approval of the Board of Harbor Commissioners for their plan to substantially modify and expand their Cascade detergent processing facilities. This multi-million dollar undertaking includes the installation of three new 90-foot high detergent storage tanks and sophisticated dust-control filters that fully meet all environmental permit obligations.

Sometimes An Accident Is The Mother Of Invention

Procter & Gamble’s biggest multi-million dollar discovery was the result of an oversight.

While experimenting with ways to produce a new hard-milled soap in 1878, a factory worker absent-mindedly left the steam power on longer than usual.

The resulting batch of over-steamed soap did something it had never done before. It floated.

The advertising program that followed, along with the slogan “So pure it floats,” made Ivory the most famous soap in the world.

Crisco cans snake down slotted conveyor belts into receiving area.

The Power of Public Opinion

Marketing research has always been big business with P&G. For more than 50 years consumer reactions have been taken seriously by research teams bent on gathering public opinion via telephone surveys, questionnaires, group encounters — even home visitations. Changing consumer attitudes and tastes have resulted in P&G’s steadily changing product lines and have had an historic impact on the products cranked out in the Long Beach plant.

First to come off the assembly-line was a product called Flakewhite, followed by Oxydol, the plant’s first soap. In 1941 anti-aircraft batteries were installed on the roof and shortening started rolling off the assembly line for the U.S. Navy.

In 1943 Crisco cans were eliminated in favor of glass jars with paper caps to conserve tin for the war effort.
For Port Ambassador Austin, A Case of Good Luck

Some people think that good luck depends on being in the right place at the right time. Port Ambassador Ken Austin attributes his good fortune to a suitcase race.

Austin, who held an administrative position in Procter & Gamble's employee services department for 37 years, says he might have spent that whole tour as an hourly painter if he hadn't volunteered to run the suitcase race at the company's big dividend day picnic in 1933.

"Back then I was just one of 70 painters in the plant," he says. "I liked the work well enough, but I was also interested in employee activities. So when they needed bodies to help put on the picnic, I said I'd run the suitcase race."

Austin guesses he must have done a pretty good job of it, because the following Monday the plant manager called him into his office and asked him if he'd like to move into a management slot in employee services. Austin said yes, and that is where he stayed until he retired in 1969.

His three-decade career as community relations representative and plant safety engineer had considerable impact. He not only became one of the city's most ardent supporters of civic programs, but, under his direction, P&G's Long Beach plant won the world's safety record for the soap industry in 1956.

As vice chairman of the Harbor Facilities Corporation and a member of the Port Ambassadors for more than 20 years, Austin remains active in harbor functions. He was on duty throughout Port Expo '81 and also helped promote employee activities at Procter & Gamble during the plant's big 50th anniversary celebration.

Zest went into production in 1957. Two years later Spic and Span turned green, Camay began coming out in a rainbow choice of colors, and Mr. Clean strode off the line.

P&G's research and development people obviously keep things moving, reflecting consumer demand and a corporate determination to make better products to meet it.

Enter Blue Cheer and Mr. Clean

In 1952 blue Cheer replaced white Cheer, and in 1954 Dreft became pink. The next year Lava came out in a new creamy white formula, and Ivory made its debut in flakes. Camay turned pink and fluffo shortening hit the market in 1956.

Rose Hart inspects bottles of Crisco Oil on a continually moving conveyor.

Quality Control and a Lot of Earnest Effort

"We are always looking for new ways to do things better," says Mike Lewars, the Long Beach Plant manager. "Quality control is one of the things we stress. We spend a lot of time and effort on it."

If the success of the Long Beach plant is any measure, the time and energies being spent by Procter & Gamble are well spent, indeed.

Ken Austin

The next year the plant started manufacturing salt water soap for the Navy. Once peace was restored, the reeds of American housewives again took precedence with the product researchers, and Tide, Dreft and Cheer began pouring off the production line.
LONG BEACH PORTEXPO
HONORS NATIONAL PORT WEEK

Long Beach Harbor kicked off National Port Week in Southern California on October 3-4 with a 70th anniversary PortExpo '81 open house and free harbor cruises.


Marjorie Bowie of ITS explains display to PortExpo '81 visitors.

Live fish intrigue youngster at Queen's Wharf Sportfishing display.

Port Princesses Suzanne Grady (left) and Peggy Powers (right) helped Miss Port of Long Beach, Linda Jean Penny, celebrate PortExpo '81.

Two sightseeing boats provided continuous hour-long cruises from the bow of the R.M.S. Queen Mary, carrying over 5000 persons through the port.

Highlighting the weekend celebration was the introduction of Linda Jean Penny, executive secretary at International Transportation Service, who will serve as Miss Port of Long Beach, and Port Princesses, Peggy Powers, General Steamship sales representative, and Suzanne Grady, Administrative Assistant at Hanjin Container Lines.

Battleship New Jersey is seen from harbor cruise boat.
GYPSUM...

a shaky process with solid sales potential

Talk about moving mountains! That's all in a day's work in the Port of Long Beach where mountains of gypsum rock are periodically vibrated, sending tons of rubble tumbling down chutes onto underground conveyors.

The bump and grind are part of the operations going on at Gold Bond Building Products and the Domtar Gypsum plant where more than 400,000 tons of raw rock are annually ground into plasterboard, a commodity in high demand by the building industry.

Keeping things moving in the gypsum facilities is no small shakes, for despite the current slump in residential building, consumer demand keeps both plants operating three shifts around the clock, five days a week.

Increased Efficiency

Both facilities used to run seven days a week, but increased operational efficiency has enabled them to trim their work week without diminishing output. At Domtar, a two-year multi-million dollar modification program was initiated in the Spring of 1979 that has already increased production at their Long Beach and Antioch plants by 32 percent.

Sustained productivity is a key goal with both companies. Despite the present building lag, both hold to the belief that housing and construction will be strong markets in the coming decade.

Gypsum Island

Gypsum shipped into Long Beach comes from Baja California's San Marcos Island in the Gulf of California, now officially called the Sea of Cortez. Virtually the whole island is gypsum - a residual mineral formed by the evaporation of seawater over centuries of time.

San Marcos gypsum is of extremely high purity and is in great demand by cement and gypsum manufacturers throughout the Western United States and the Pacific Far East. Estimates of the island's ore reserves indicate that there is enough San Marcos gypsum to last another 50 years.

The Gulf end of the operation is an efficient counterpart of the West Coast plants that process the rock. Deep-draft vessels calling at San Marcos can be swiftly loaded with up to 2,000 short tons of rock per hour on shore-to-ship conveyors.

Gypsum storage dome can hold 40,000 short tons of rock.

Two ships currently owned and operated by Domtar are the Cabo San Lucas and the Bahia Magdalena. Gold Bond gypsum is shipped in monthly aboard the Gold Bond Trailblazer.

Once the vessels tie up in the Port of Long Beach, the rock is unloaded by conveyors and placed in large dockside storage domes capable of storing up to 40,000 short tons.

Dome Tour

A gypsum plant tour is really not complete without going into one of the tunnels that run under the storage domes.

Dim lights cast peristaltic shadows along the corrugated passageways that periodically resonate with overhead rumble. As rock comes spewing down from overhead chutes, the whole thing is a little like being inside a whale with stomach trouble.

The din makes conversation impossible. Wordlessly, the plant guide points to an overhead camera trained on the chutes, the moving belt and presumably anyone who happens into the area. The camera, we learn, gives an operator in a remote control center the kind of tunnel vision it takes to keep the chutes opening and closing and the flow of rock feeding steadily onto the conveyor.

Nerve Center

The calcite operator monitors everything that goes on in the plant from a gigantic panel that is the nerve center for the entire facility. Red, yellow, green and blue lights wink and flash, signaling the movement of material, location of inventories and the power being used to generate the plant's bumping and grinding operations.

The making of gypsum board is an intriguing process that involves five basic steps: grinding, cooking, mixing, spreading and baking... a kind of monolithic bake-off operation that never fails to fascinate the layman.

"Cooking" is the mainstay of the process. Raw gypsum combines one molecule of calcium sulfate with two molecules of water. By subjecting the ground gypsum to temperatures over 300°F, three-fourths of the water content is driven off, leaving a powdery product called calcined gypsum or stucco.
Four-Story Cookers

Once the finely ground calcite is deposited in cookers four stories high, the gypsum is mixed with water, soap and paper fibers and stirred to the consistency of thick cake batter. It is this mix, called slurry, that gets squirted through high-pressure nozzles onto heavy manila paper. From here, the slurry is smoothed and topped with another gray paper layer, making a gypsum "sandwich" that moves off down a conveyor system that is longer than a football field. In the process, the core of soft wallboard sets up as the sheets are glued, heated, scored, flipped over and baked, like giant graham crackers, in 600-foot long ovens where temperatures can reach 500°F.

High Price of Heat

Maintaining this kind of heat is no small feat, mechanically or monetarily. Monthly gas bill at the Gold Bond plant, alone, routinely averages about $250,000!

Getting the finished wallboard moved out of the plants and onto delivery trucks is a story of high-speed efficiency. Orders placed ahead are tightly scheduled in the loading departments where trucks move in and out on 10 to 15-minute intervals.

With the growing popularity of gypsum board throughout the building industry, the demand has soared. Having proved to be one of the most versatile and economical building materials, wallboard offers a high degree of fire resistance and sound control and is easy to handle.

The Domtar plant in Long Beach no longer produces joint compound, although the Gold Bond facility still manufactures a product called Redimix used to seal the seams of plasterboard. The compound oozes out of a huge dispenser, like soft ice cream, and is shipped out in plastic-lined pails and cartons.

Board or Plaster?

Recalling the ad campaign that extolled the virtues of "genuine lath and plaster" for home construction, we ask Ray O’Crowley, Gold Bond’s Director of Personnel and Safety Supervisor, if plasterboard was really making conventional stucco a thing of the past.

“Well, not entirely,” he replied, diplomatically smoothing over the issue. “Both materials are good and both have their uses. Of course,” he added with a grin, "wallboard isn’t Gold Bond’s only product. For those that want it, we sell lath and plaster, too.”
Port Planning, the newest division in the Harbor Department, has suffered its share of growing pains. The responsibilities that fall to the division are so diverse that even settling on a name to summarize its function posed problems.

In 1977 the fledgling group was called Environmental Affairs. Later the name was changed to Commerce, followed by Environmental Management and finally Port Planning.

Lee Hill, Director of the division, thinks the Port Planning title will stick.

Indicating an oversize assignment chart called "The Gang Plank," Hill points out projects underway and the personnel assigned to them.

Three Areas of Responsibilities
In general, the undertakings fall into three categories — long-range planning, permitting and special studies. All involve heavy responsibilities.

When Hill and his staff come to work every day, he says they can expect to deal with some of the harbor's dicest problems. Difficult decisions come with the territory, much of which involves unsnarling mazes of regulatory red tape.

Permitting Processes
One of the primary tasks involves obtaining agency approvals for Port projects. While this is not the staff's sole concern, Hill estimates that negotiating with government regulatory bodies and concerned citizens' groups takes from 40 to 50 percent of the division's time. Getting the job done, Hill says, requires an abundance of patience and a willingness to keep pushing for what one thinks is right. Tugs-of-war involving environmental agencies, the Port, the public and, not infrequently, Port tenants can draw heavily on one's convictions.

Staff of Experts
The projects assigned to the division are as varied as the qualification of the players. Barry McDaniel, for example, has a degree in civil engineering from Arizona State University. Operating as harbor liaison specialist, Barry is currently project manager in charge of permit requisition for the environmental analysis of the Long Beach International Coal project. Earlier he was project manager for the Port's Risk Management Plan, a major undertaking that received certification in March.

John Bollinger, who holds a doctorate in architecture from USC, has a background in development and city planning and is currently heading up the Port's ambitious World Trade Center project. John is also responsible for monitoring Federal hazardous waste disposal programs.

Joe Chesler, currently working toward an MA in planning at Cal Poly, Pomona, is working on the coal terminal simulator model and also provides liaison between the Port and Wrather's PortAdventures project. In addition, he is project manager for the THUMS Pier J project.

Margaret Wallerstein, who has very nearly completed all requirements for a PhD in biology at USC, recently completed the permitting process for Martin Marietta's and Champlin's big coke-calcinery project. She has the additional task of handling any marine water quality problems that might affect the harbor.

At CSULB, Byron Buck earned a BA in geography along with certifications in environmental studies and urban studies. Byron's on-the-job responsibilities include dealing with air quality regulations and permitting processes that affect the Port. He is also project manager in charge of permit requisition and environmental analysis for the Pier G bulk facility modification project.

Tony Shotwell, who holds an MA in economics from the State University of New York at Stony Brook, specializes in economic feasibility studies. He is currently making an economic study of the Pier J landfill...
project while researching an in-depth supply and demand study of the proposed Long Beach International Coal Project.

Graphic Artist Steve Sykora recently completed his Masters Degree in Industrial Design from CSULB. Steve’s activities include the preparation of materials for the presentation and dissemination of Port projects. Those activities frequently involve the creation of artist’s renderings, models and displays and the development of multi-media presentations.

Clerical responsibilities of the division are handled by secretary Mary Bryant and clerk typist Janice Burgess. Both manage to keep the paper work moving — and at times the backlog is mountainous.

Pride-of-Philosophy

Hill, who heads up the division, has a B.S. in biology and chemistry and a Masters in biology with an emphasis in environmental sciences. By nature a conservative type, his educational background has further heightened his advocacy of industrial cleanliness and economy of resources. This accounts for his admiration of the Japanese industrial psychology in which pride-of-product is reflected in technical efficiency balanced with environmental integrity.

Hill is justifiably proud of what Port Planning has accomplished since he took over directorship of the division three years ago. In the area of environmental concern, the harbor has become a pace-setter — achieving a difficult but successful balance between output and quality control. With every new facility or project, environmental protection has been one of the Port’s major priorities.

The harbor’s position, he says, reflects the country’s changing attitude toward insuring a healthier environment along with industrial growth. “The technology of the country is developing new disciplines,” Hill explains. “Industrialists are accepting the necessity of safeguarding the environment ... of moving away from the concept of uncontrolled growth at any cost, and they are integrating quality into their decisions.”

Changing Public Attitudes

This evolution of change began surfacing in the late 60’s. The public, noticing a gradual degradation of their environment, grew increasingly disgruntled with pollution and with what they perceived to be the causes.

Congress responded with far-reaching legislation designed to improve the environment and integrate environmental impact assessments into decisions. Unfortunately, some regulations were hastily drafted which created scientific and political controversy, resulting in delays on port construction projects. These problems have caused these regulations to be revised, a process on which the Port Planning staff spends much of its time, making sure the Port’s view is heard.

Reversing Trends

The trend is now reversing, and Hill says the permitting process is becoming more equitable. This is evident in the impressive number of major Port projects that have cleared the regulatory hurdles and are underway. These include the $17 million bulk cement terminal, the Arco deepwater petroleum terminal, the Shell Beta offshore oil platforms, the inner harbor automobile terminals, significant modifications to the Queen Mary properties, California United Terminals and the new Long Beach Container Terminal.
Master Plan

While the people in Port Planning wear a number of hats, a feather in all of them is the fact that their division was successful in putting together the first port master plan to be certified under state and federal law. This was an ambitious undertaking that was three years in the making, and has since become a prototype for other harbors around the country to follow.

11 Planning Districts

In essence, the Master Plan divides the harbor into 11 distinctly defined planning districts, and describes which uses should be encouraged in each area (i.e., primary port, port-related, etc.)

The Master Plan gives the Port of Long Beach definable guidelines through which the harbor can chart its course — with sound predictability, environmental integrity and with every prospect of acceptable financial reward.

Long-Range Studies

The five-year plan, certified in 1978, must be re-worked and re-certified by the Coastal Commission before 1983. Long-range studies to upgrade the plan are a major thrust of the Division and involve undertakings that frequently draw on the staff’s talents at pulse-taking and trend interpretation.

Recently the Division was asked to make an in-depth study of the future of ships as it related to the Port — an innocuous enough sounding assignment, but one that involved meticulous data taking and worldwide surveys.

A count was taken of how many ships — what class and cargo type — are being built in countries around the world, plus how many more are in the planning stages. Sizes of the vessels and the depths of water required to accommodate them were vital statistics to the study.

With such data, predictions can be made as to what cargos — break bulk, containers, liquid bulk, etc. — will dominate tomorrow’s maritime traffic. From that can be determined the kinds of facilities, services and water depths the Port will need to do business with these vessels in the future.

Economic Research

Economic research requires its share of crystal-ball forecasts. It is up to the division to estimate future cargo tonnages the Port can expect to handle and to plan for new market developments, such as the emerging coal trade with the Pacific Rim countries. Every port project must be evaluated on the basis of its individual costs and financial returns. Certainly before launching any major undertaking, the Port Administration wants assurance that the project will pay off. The responsibility for coming up with the answers — involving millions of dollars — can be pretty awesome.

Initial studies surrounding such projects include meticulous surveys of the project’s financial feasibility along with considerations of how the property can be obtained, and the prospects of the project’s being completed in a timely and financially acceptable manner.

Projects of such magnitude can take many months, even years — during which consultation with real estate bodies and concerned citizens’ groups and approvals of the Board of Harbor Commissioners are frequent requirements.

A Case for Patience

Hill admits that steering port projects through to approval can take enormous perseverance and a bottomless well of patience.

Fortunately, the division is staffed with the kind of professionals willing to put that kind of commitment on the line and hang in until the job is done.
INDIAN FLAG LINE ADDS NEW SEMI-CONTAINER SHIP TO SERVICE

Fourth and final entry in the new semi-container fleet of Shipping Corporation of India into trade between India, Bangladesh and Sri Lanka and West Coast ports is the MV Vishwa Pratulla, which called at Pacific Container Terminal at the Port of Long Beach recently to load soybean oil.

British built, the breakbulk/container vessel was welcomed on her maiden Long Beach call by Port Sales Manager Tom N. Teofilo and his assistant David Granger, right, who are seen presenting harbor portrait to Captain Bruno Sousa. At left are Mrs. Bertha Sousa, with daughters Caroline Maria, 3, and Jacqueline Anne, 8, traveling with their father on Voyage No. 1.

FIRST CHINESE FLAG RO/RO SHIP CALLS AT LONG BEACH

Regular scheduled transpacific Roll On/Roll Off and container service between the People’s Republic of China and the Port of Long Beach was inaugurated recently with arrival on its maiden call at Pacific Container Terminal of the vessel Xi Feng Kou. The RO/RO, one of three new ships operated by China Ocean Shipping Corporation, delivered a mixed cargo from Shanghai and Tientsin, loading both containers and machinery at Long Beach.

Welcoming ceremonies on the bridge was attended by (from left), COSCO Controller Edith Lo, Trans American Steamship Agency president Joseph Honan, Harbor Commission president Louise DuVall, Commissioner C. Robert Langslet, Captain Xu Zhong-Yuan, Long Beach Mayor Eunice Sato and the Honorable Xie Heng, Consul of the Consulate General of the People’s Republic of China in San Francisco.

ZIM ADDS NEW SHIP TO CONTAINER FLEET

The recent maiden arrival in the Port of Long Beach of the new Zim Container ship Zim Keelung found Manny Morgan, President of Zim American Israeli Shipping Co., Inc. hosting a reception aboard ship for several hundred guests.

Among those attending the gala affair were Lee Sellers, assistant executive director of the Port, and Louise DuVall, President of the Board of Harbor Commissioners. The Keelung is soon to be joined by the Zim Savannah.

NEW AUTO TERMINAL OPENS AT PORT OF LONG BEACH

The new Pasha auto terminal at Berth 82 in the Port of Long Beach recently welcomed the Eastern Highway, a “K” Line auto carrier, as it discharged the first shipment of Honda automobiles at the new facility.

On hand to mark the occasion were, from left, Christina Hagoort, Terminal Supervisor for Marine Services International, who served last year as Miss Port of Long Beach; Adolph Zetterberg, Director of Operations for the Port of Long Beach; Captain H. Kitamura, Marine Superintendent for “K” Line in Long Beach; First Officer M. Iwasaki and Dave Haney, Honda Port Representative.
FIRST CEMENT SHIP CALLS AT NEW TERMINAL

The MV Venture Star, the first bulk carrier to call at the recently completed Pacific Coast Cement Terminal on Pier D in the Port of Long Beach, offloaded 31,000 tons of finished cement from Adelaide, Australia. It is being followed at frequent intervals by similar bulk carriers.

BIGGEST DIESEL POWERED CONTAINERSHIP

Boasting the biggest diesel engine ever installed in a ship, the Danish-built MV Lica Maersk made her maiden call at the Port of Long Beach recently to become the first Maersk Line Class L vessel in transpacific service.

The 47,000 horsepower diesel drives the ship at 27 knot service speed, while bow and stern thrusters make the 212.5 meter long ship handle well without tugboats. Lica Maersk stows containers 13 rows across and has a TEU capacity of 2236 boxes.

Pictured aboard during Port welcoming ceremonies are, from left, Port executive director James H. McJunkin, Captain Poul M. Lausten, Harbor Commission president Louise DuVall and Eigel Petersen, Maersk operations in Long Beach.

VESSEL ON MAIDEN VOYAGE LOADS COAL AT LONG BEACH

Maiden voyage call of the 736 foot long Greek registered bulk carrier Kapetan Yannis at the Metropolitan Bulk Export Terminal on Pier G in the Port of Long Beach found the Y-S chartered vessel taking aboard 33,523 long tons of Western steam coal for delivery to Japan.

Captain George E. Scandalos, Master Mariner, was presented with an aerial view of Long Beach by George H. Gray, assistant sales manager for the Trade Development division of the Long Beach Harbor Department. Lilly Shipping Agencies was agent for the shipment.

NEW BREAK BULK VESSEL VISITS PORT OF LONG BEACH

Captain S. Simonsen, left, master of the Chimo, a new break bulk vessel in the service of Euram Lines, receives a presentation photo of the Port of Long Beach from Travis Montgomery, Executive Secretary to the Board of Harbor Commissioners. The new ship, registered in Norway, discharged a load of European steel before continuing its schedule up the Pacific Coast.
PORTSIDE NEWS

PACIFIC COAST CEMENT DEDICATES NEW SILOS

The six new storage silos of Pacific Coast Cement Corporation were recently dedicated and placed in operation for the importation of dry bulk cement for the Western United States. Each silo has a capacity of 8,300 tons, giving a total storage capacity of over 50,000 tons. To mark the special occasion, Long Beach Board of Harbor Commissioners President Louise DuVall presented a Porthole plaque to Pacific Coast Cement Chairman Lawrence J. Ramer (left). Long Beach Mayor Everse Sato also was on hand to give the key to the city to John W. Sweetland, President of Pacific Coast Cement (right).

A letter dated October 2, 1981 to the Executive Director of the Port of Long Beach states that, for the first time in history, the collection of duties and taxes from international ocean traffic in the Ports of Los Angeles and Long Beach exceeded one billion dollars. The communication from John E. Brady, District Director of the Department of the Treasury, U.S. Customs Service, stated that collections for both ports during the total fiscal year totaled an unprecedented $1.14 billion.

MISS PORT OF LONG BEACH SEARCH ATTRACTS ONE DOZEN CONTESTANTS

The Port recently selected a Miss Port of Long Beach and two Port Princesses to reign over harbor activities during the coming year. Pictured are representatives of a dozen harbor tenants for the preliminary judging. From left are Cathy Cooper, Universal Marine Corporation; Jan Dombeek, Long Beach Oil Development; Lindajo Goldstein, California Department of Food and Agriculture; Suzanne Grady, Hanjin Container Lines, Ltd.; Dianne Green, Crowley Maritime Corporation; Patricia Haley, Williams Dimond & Company; Peggy Hayes, United States Lines, Inc.; Cindy Phillips, Weyerhaeuser Company; Linda Jean Penny, International Transportation Services, Inc.; Sharon Patterson, California United Terminals; Peggy Powers, General Steamship Corporation, Ltd; Penny Takahashi, Transpacific Transportation Company. See page 4 for contest winners.

NEW RTD BUSES OFF-LOADED AT PORT OF LONG BEACH

To help alleviate the mass transit problems of the Southern California area, the RTD purchased 20 new double-decker buses from a West German company. The first six of the new vehicles were shipped to the United States on the Hoegh Mallard which off-loaded the buses at the Pacific Container Terminal in the Port of Long Beach. The buses were stored in the hull of the container ship in order to protect them from the elements. Each of the buses costs approximately $225,000 and seats 82 people, 90% more than a new standard-sized bus.

CHANGE OF COMMAND AT LOS ANGELES-LONG BEACH PROPeller CLUB

Lee Sellers (left), assistant executive director of the Port of Long Beach accepts the traditional barelying pin, the symbol of the office of the presidency of the Propeller Club, from out-going president Gordon A. Menendez, vice-president, Pacific Coast Waterman Steamship Corporation. Wishing Sellers smooth sailing is Rear Admiral Alfred P. Manning, Jr. (center) Commander of the Eleventh Coast Guard District in Long Beach.

LONG BEACH BREAKS GROUND FOR SHIP WASTE DISPOSAL PLANT

Security Environmental Systems has just broken ground for a new $500,000 thermal solid waste conversion facility to be built near the Long Beach Naval Base and Shipyard in the Port of Long Beach. The state-of-the-art incinerator will daily burn up to 4000 pounds of waste collected from ships arriving in port, most of which is presently dumped far at sea. On hand to wield the traditional groundbreaking golden shovel were, from left, Dan C. Easterday, SES president, Harbor Commission president Louise DuVall, Port executive director James H. McJunkin, Alfred E. Grossman, SES board chairman and Stephen Grossman, SES vice-president-marketing.
LEASING OFFICERS NAMED
Paul Peterson has joined the Port's Real Estate Division as a Port Leasing Officer III.

Peterson comes to the harbor from the County of Los Angeles where he was in charge of the Aviation Division, Leasing Program for the past 10 years.

He was educated in Southern California and received a Bachelor of Science degree in business administration from California State University at Los Angeles in 1967.

The Port’s other new Leasing Officer III is Gerald L. Haugen who brings to the position 21 years of experience with the California State Department of Transportation where he was Associate Right-of-Way Agent.

Haugen graduated from the University of California at Santa Barbara where he received a Bachelor of Arts degree in political science.

PORT OF LONG BEACH NAMES NEW SALES MANAGERS

The Long Beach Harbor Commission has approved the appointments of a new sales manager and assistant sales manager for the Long Beach Harbor Department's Trade Development Division.

The new sales manager for the Port is Thomas N. Teoillo. Teoillo, 34, who comes to the Harbor Department from Dart Orient Services, has previous experience in finance management, equipment leasing, and steamship sales and marketing with several Port tenant steamship lines.

He and his wife Diane live in Huntington Beach. They have two sons, 9 and 13.

The Port's new assistant sales manager is David W. Granger. Granger, 30, comes to the Harbor Department from Kerr Steamship Co., Inc., where he was the general line manager for Torm Lines. His background includes experience in sales, line management and tariffs.

Granger and his wife Paula live in Hermosa Beach.

GRAY NAMED TO SECOND HARBOR COMMISSION TERM

Mayor Eunice Sato's appointment of Jim Gray to a second six-year term on the Long Beach Board of Harbor Commissioners was approved by the Long Beach City Council June 30.

Gray, who has served on the commission since September, 1976, was president of the board in 1979-80. During his first term as a harbor commissioner, he served on a number of Harbor Commission committees and has participated in several overseas trade missions.

Long active in civic and community affairs, Gray is well known not only in Long Beach but throughout the state. He was recently appointed to the Board of the California Bankers' Association and has been named chairman of the State Government Relations Committee for the California Bankers' Association.

He is president of Jim Gray Imports, Inc., an import automobile agency, and is president of Harbor Bank.

Geraldine Knatz has been appointed to the position of environmental specialist in the Port Planning division.

She comes to her new job from the Port of Los Angeles where she was responsible for environmental impact projects.

Ms. Knatz replaces Rich Sandell, and will be primarily concerned with environmental studies and documentation relative to ongoing Port projects.
APPOINTMENTS AND RETIREMENTS

GEORGE SEUFERT RETIRES

George Seufert's retirement this month as the Port's Director of Maintenance signals the end of a 27½ year career during which he watched the harbor grow from a relatively uncomplex facility into an increasingly sophisticated and challenging operation.

Hiring on as a draftsman in Engineering's right-of-way section in 1954, Seufert moved into Maintenance a year later. And that is where he stayed — working his way up through a labyrinth of jobs until, in 1970, he was named director of the division.

Seufert's resume shows a strong propensity for building things (he made all the furniture for his parents' home when he was in junior and senior high school) as well as a talent for combining civilian and military careers.

In 1944 he joined the Navy as an apprentice seaman and was commissioned Ensign three years later. In 1950, during the Korean conflict, he was recalled to active duty. And after that, he continued his Navy career with the Naval Reserve until 1969 when he retired with the rank of Commander, Civil Engineering Corps.

In between active and reserve Naval stints, he attended USC and managed to work as a carpenter, draftsman and contractor — disciplines that involved everything from cost estimates to actual construction.

In the Port's Maintenance Division, Seufert's responsibilities included field supervision — supervising, planning and overseeing all kinds of maintenance and construction projects — while performing damage investigations, compiling costs and gathering progress data.

As the various facets of maritime technology became more complex, so did the maintenance associated with it. And because maintenance is the division that gets the calls when things break or malfunction or wear out, getting the job done isn't always easy.

Still, George Seufert has always liked the work and the people who worked with him. And he still loves to build things.

For the past two years he and his wife Ann have been making periodic jaunts to their new base of operations in Green Valley Lake where George has very nearly finished building a new retirement hideaway that will be shared with their three grown children... Diana, Dana and Tim.

As the Seuferts prepare for their mountain retreat, all their harbor friends join in saying, "God speed, good luck, and remember us well."

WALTER WHITE NAMED NEW DIRECTOR OF MAINTENANCE

The newest administrative appointment to be announced by the Port of Long Beach names Walter W. White as Director of Maintenance.

White, a 28-year career officer with the United States Coast Guard, comes to the harbor from a four-year duty station in Long Beach where he was Commanding Officer of the Coast Guard Port Safety Station and Captain of the Los Angeles-Long Beach Port.

During his military career, he demonstrated an expertise in optics, with responsibilities related to the engineering design of optical and acoustical signaling devices.

White entered the USCG Academy in 1952. Four years later he was commissioned an Ensign with a B.S. in engineering. In 1962 he got his Masters degree in optics at the University of Rochester and, a year later, was awarded a second M.S. in electrical engineering.

In 1976 he was promoted to Captain, a rank he held until his retirement in August, 1980.

PORT Hires NEW ASSISTANT COMPTROLLER

Michael J. Slavin has joined the Harbor Department staff as assistant comptroller in the Port Finance Division.

Slavin, a six-year resident of Long Beach, comes to his new position from the Microelectric Systems Division of Hughes Industrial Electronics where he was head of financial planning.

In 1961 he got a B.S. in physics at St. Joseph's College in Pennsylvania. After receiving a MBA at the UCLA Graduate School of Management in 1976, he held a number of administrative and executive positions with Hughes and Northrop Corporations.

Slavin started work in the Harbor on Monday, August 31, following a particularly hectic weekend. The Friday before, his wife, Mary Jane, presented him with a son. The Slavins have three other children — all girls.

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