



Department of the Month

DWP Customer Service Business Unit

A Message From Fred Puglia,
Director of Customer Service

Excellent Customer Service is Our Mission

Last year, we at the Los Angeles Department of Water and Power (LADWP) celebrated our centennial anniversary, recognizing the accomplishments of the tens of thousands of men and women who turned a ditch-based water system into the nation's largest municipal utility. As the municipal utility for the second-largest city in the United States, we have the day-



Fred Puglia,
Director of
Customer Service

to-day responsibility of providing for the water and electric needs of the Los Angeles business community and for the 3.8 million (and growing) residential population of this great city.

Our customers are important to us, and this is the tenet our employees keep in mind whenever they come into contact with a customer. We know that the bottom line in everything we do is what our

customers think of our service—whether it's the rates we charge, how quickly our crews restore service in the event of a power outage or water main break or how friendly our customer service representatives are. In March 2002, our midsize business customers told us we were doing an excellent job by rewarding us with the J.D. Power & Associates award for highest customer satisfaction

in the Western United States. This recognition was gratifying, but it is truly the day-to-day interaction with customers who depend on us that motivates us to do all we can to serve Los Angeles.

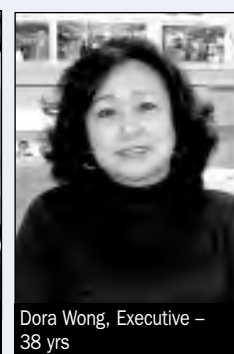
I am proud of our Customer Service Business Unit and hope the information on these pages helps to familiarize you with how we operate. 🏠



LEFT - RIGHT Ethelinda Reyes, Commercial Services Supervisor – 15 yrs; Otis Pierce, Clerk A – 32 yrs; Lori Bailey, Clerk A – 15 yrs; Sharon Keys-Kendrick, Utility Services Manager II – 23 yrs; (Behind Counter) Cindy Lacson, CSR – 8 yrs; John Due, Clerk A – 18 yrs; Rachel Ayoa-Padilla – CSR – 10 yrs



Bob Fricker, CSR
Switchroom – 19 yrs



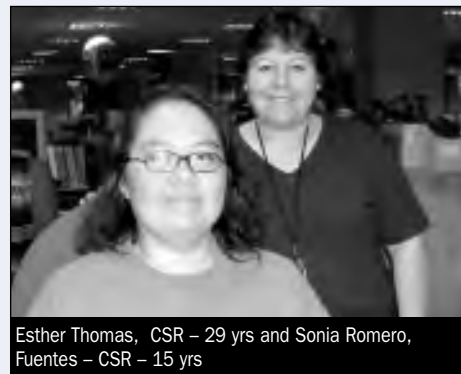
Dora Wong, Executive –
38 yrs



Dorothy Hopkins, CSR



Sabrina Saucer, CSR



Esther Thomas, CSR – 29 yrs and Sonia Romero,
Fuentes – CSR – 15 yrs



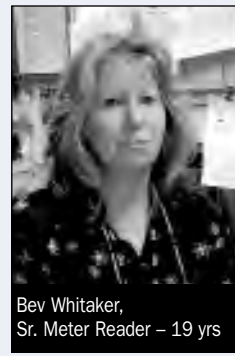
Romona Browne, CSR Sup – 27 yrs and
Gloria Bond, Team Leader – 10 yrs



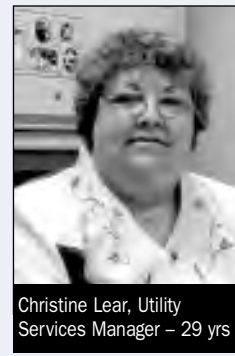
Ethelinda Reyes, Commercial Service
Supervisor – 15 yrs and Sharon Keys-
Kendrick, Utility Services Mgr II – 23 yrs



Kevin Daugherty,
System Administrator –
13 yrs



Bev Whitaker,
Sr. Meter Reader – 19 yrs



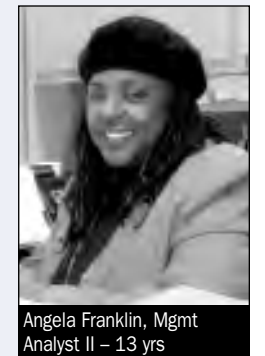
Christine Lear, Utility
Services Manager – 29 yrs



Our terrific tour guide!
Mark Edenburn, Mgmt
Analyst - 25 yrs



Carolyn Chenore – CSR



Angela Franklin, Mgmt
Analyst II – 13 yrs



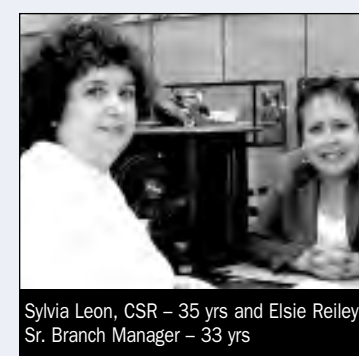
Luis De Armas, Sr. Commercial
Field Rep



Liamore Adams – 19 yrs and
Angelica Munoz – 13 yrs



LEFT - RIGHT Kim De Medio, CSR – 13 yrs; Bob Saenz, Meter Reading Sup – 28 yrs; Ann Kauf, CSR – 23 yrs; Damon Gangi, Meter Reader – 3 yrs



Sylvia Leon, CSR – 35 yrs and Elsie Reiley,
Sr. Branch Manager – 33 yrs



Dalia Israel, CSR – 28 yrs



LEFT - RIGHT Manny Dee, Research Specialist – 13 yrs; Yvonne Ang, Clerk Typist – 15 yrs; Phoebe Chow, Research Specialist – 5 yrs; Nydia Hall, CSR – 16 yrs; Jeanette Loeser, Research Specialist – 10 yrs



LEFT - RIGHT Emilio Salamanca, Clerk – 20 yrs; David Delgadillo, CSR – 6 yrs; Lyndon Garvida, Asst. Supervisor – 9 yrs; Stacy Barron, Clerk – 2nd Week 1; Kreshell R., Messenger Clerk – 3 yrs; Ramon Cortez, Occupational Trainee – 2 yrs; Terri Dubinsky, Asst. Supervisor – 27 yrs; Christian Anavisca, Student Worker – 7 mos.; Ruby Corazon, Messenger Clerk – 6 yrs

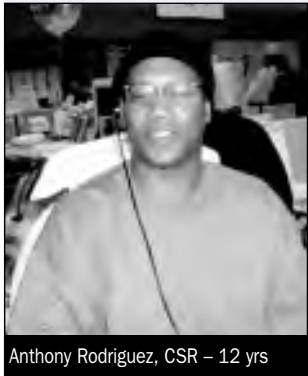
Department of the Month



LEFT - RIGHT Sandra Bingham, CSR - 12 yrs; Maggie Bradley, Customer Field Rep - 32 yrs; Sandra Fendrick, Asst. Sup. Field Collections - 36 yrs; Shirlene Mills, Customer Field Rep - 28 yrs; Alex Rico, CSR - 12 yrs



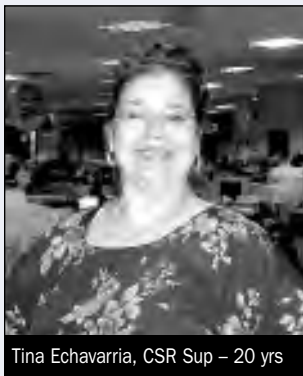
Patricia Martin, Utility Services Mgr - 35 yrs



Anthony Rodriguez, CSR - 12 yrs



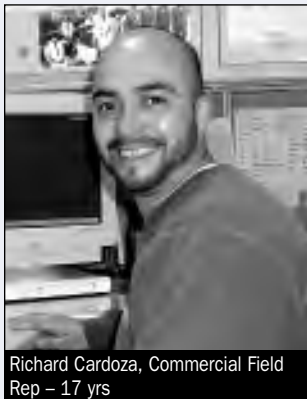
Monica Zarate, CSR - 1 yr



Tina Echavarría, CSR Sup - 20 yrs



LEFT - RIGHT Danny Nakasone, CSR - 8 yrs; Mary Ann Arevalo, CSR - 9 yrs; Janice Ervin, Clerk A - 34 yrs; Leticia De LaTorre, Clerk - 6 yrs; Alex Alcaraz - Clerk - 7 yrs



Richard Cardoza, Commercial Field Rep - 17 yrs



LEFT - RIGHT Lance Brown, Asst. Director - 23 yrs; Odell Mathieu III, Asst. Director - 33 yrs; Betty Carleton, Asst. Director - 28 yrs; S. Mark Townsend, Asst. Director - 16 yrs; C. Stuart McKenzie, Utility Services Mgr - 27 yrs



Marjorie James, CSR - 25 yrs



LEFT - RIGHT Jean Daugherty, Sr. CSR; Tylice Thomas, Sr. CSR; Linda Meeks, CSR - 13 yrs; Joyce Brown, Sr. Rep. Revenue Mgmt - 22 yrs; Andrea Reichl, CSR - 18 yrs



LEFT - RIGHT Laura Kellgreen, Sr. Comm. Field Rep. - 27 yrs; Robbie Wright, Field Trainer - 23 yrs; (Hiding) Jay Gourneau, Trainer/Team Ldr. Meter Reading; Vanessa Heatley - 20 yrs; Ben Pantoja Jr., Comm. Field Rep - 19 yrs; Raymond Thornton, Remote Meter Installer - 27 yrs; Robert Cummins, Route Design Analyst - 22 yrs; Gerald Reynolds, Route Design Analyst - 19 yrs; Luis Terrazas, Asst. Sup. - 20 yrs; Mitch Martinez - Field Instructor/Team Leader - 19 yrs



Beverly Haro, Member Services Counselor

Hey, DWP Customer Service Business Unit:

I'm Your Counselor!

Hi, I'm **Beverly Haro**, your Club Member Services Counselor. I can help you with insurance products ... advice ... ticket discounts ... and all your Club benefits. It's my job!

I'm over at the DWP all the time. Call or e-mail me to schedule an appointment: (800) 464-0452, or bharo@cityemployees.com

DWP Customer Service Business Unit: PROFILE

Mission Statement:

To be a world-class customer service organization providing cost-effective, cost-efficient operations that result in customer retention, customer loyalty and competitive advantage.

CSBU Management:

NAME	TITLE
Fred Puglia	Director of Customer Service
Betty L. Carleton	Assistant Director-Customer Service Operations (Customer Relationship Management)
Lance H. Brown	Assistant Director-Customer Service Operations (Field Operations)
Odell M. Mathieu III	Assistant Director-Customer Service Operations (Billing and Collections)
Michael W. Buccat	Utility Services Manager, Customer Contact Center
Dora Wong	Utility Services Manager, Branch Offices
Bernard L. Doss	Utility Services Manager, Field Service/Field Operations
Thomas Jamentz	Utility Services Manager, Meter Reading
Patricia Martin	Utility Services Manager, Field Investigation/Revenue Security
Sharon Keys-Kendrick	Utility Services Manager, Remittance Processing/Mail Center
Christine Lear	Utility Services Manager, Revenue Management
Randy Thomas	Utility Services Manager, Account Services
Gregory Hornsby	Utility Services Manager, Customer Relations Office
Kevin Shost	Safety Manager
Nancy J. Body	Administrative Services Manager

Annual Budget \$141.5 million

Number of Employees 1,223



FRONT ROW Leslie McKay-Martin, CSR - 5 yrs; Tisha Clark, CSR - 2 yrs; Rosanna Montemayor, CSR - 17 yrs; Terri Dominics, Sr. Clerk Typist - 23 yrs; Teresa Carpenter, CSR - 15 yrs; **BACK ROW** Linda R. Smith, CSR - 25 yrs; Fredericka Santee, CSR - 22 yrs; Gay Emans, CSR - 17 yrs; Terri Redick - CSR - 11 yrs

Department of the Month



David Hawes, CSR - 20 yrs



LEFT - RIGHT Nora Verdesoto, CSR - 22 yrs; Cora Skacan, CSR - 14 yrs; Vivian Hawes, CSR - 14 yrs; Keith Adams, CSR - 5 yrs; Dalanza Reed, CSR - 14 yrs; Irma Nunez, CSR - 16 yrs; Connie Garrison, CSR - 28 yrs; Linda Tolbert, CSR - 17 yrs



Pamela Washington, Asst. Branch Manager - 15 yrs



LEFT TO RIGHT LeiLani Lemle, CSR - 6 yrs; Leticia Suarez, CSR - 5 yrs; Valerie Lawrence, CSR - 20 yrs; Brenda de Leon, CSR - 10 yrs; Edward Baines, CSR - 21 yrs; Bruce Iwasaki, Asst. Mgr - 27 yrs; Gladys Avina, CSR - 5 yrs



LEFT - RIGHT Ken Fry, CSR - 7 yrs; Maureen Schaefer, CSR - 16 yrs; Carla Day, CSR - 12 yrs; Denise Braxton, CSR - 15 yrs; Karen Garcia, CSR - 9 yrs



LEFT - RIGHT Michael Garcia, CSR - 13 yrs; Jon Fernandez, Commercial Field Rep - 10 yrs; Andrew Hernandez, Asst. Comm. Field Sup - 28 yrs; Shig Kakudo, Commercial Field Rep - 7 yrs; Debra Romero, Commercial Service Sup. - 15 yrs; Alex Godfrey, Project Manager - 29 yrs



FRONT ROW Teresa Simpson (sitting), CSR - 6 yrs; Lori Moore, CSR - 14 yrs; Sherry Miller, CSR - 14 yrs; Amy Cheng, CSR - 19 yrs; Marissa Palustre - CSR - 7 yrs SECOND ROW Judi Barber, CSR - 23 yrs; Carolyn Carter, CSR - 23 yrs; Phyllis Losorelli, CSR - 10 yrs; Katherine Laskowsky, CSR - 16 yrs; Martha Manriquez - CSR - 14 yrs BACK ROW Mike Carroll, Sr. CSR - 23 yrs; Roger Craig, CSR - 24 yrs



LEFT TO RIGHT Lisa Ramsey, Sr. CSR - 14 yrs; Margo Lateano, Sr. CSR - 19 yrs; Hiding behind Margo - Arturo Castro, CSR - 14 yrs; Steven Merkin, CSR - 14 yrs; LaTonqua Franklin - CSR - 15 yrs; Hiding behind LaTonqua - James Williams - Sr. CSR - 16 yrs; Cecelia Hernandez, Comm. Service Sup - 31 yrs; Terri Taylor, CSR - 8 yrs; Sauti Baraka, CSR - 15 yrs; Shirley Brown, CSR - 18 yrs; Betty Reed, CSR - 16 yrs



LEFT TO RIGHT Sharon Hill, CSR - 15 yrs; Judy Wong, Sr. CSR - 22 yrs; Bernice Rodriguez, Sr. CSR - 31 yrs; Marian Cherry, CSR - 14 yrs; (Front) Sonia Aquino, CSR - 10 yrs; (Back) Darlene McArthur, CSR - 20 yrs; Charlene Seals, CSR - 12 yrs; Michelle Warren, CSR - 17 yrs; Carmen Gonzales, Sr. CSR - 14 yrs; Bonnie Boekhou, Sr. CSR - 37 yrs; Lynette Campbell, CSR - 15 yrs; Kwan Lee, Sr. CSR - 17 yrs

LADWP's Customer Service Business Unit: The First Point of Contact With Your Utility

The Customer Service Business Unit (CSBU) at LADWP handles the service needs of 1.4 million customers. During Fiscal Year 2001-02, CSBU personnel performed more than 16 million electric and water meter reads, provided personal service to more than 5 million customers, and collected more than \$2.7 billion in Department revenues. At the same time, CSBU employees were integral parts in the success of community service and outreach programs including Project Angel, Green Power for a Green L.A., Serving Our Seniors, and the City's Adopt-A-School program.

Within the CSBU are the Customer Relationship Management Business Group, Field Operations, and Billing and Collection Services. The Customer Relationship Management Business Group is comprised of the Customer Contact Center and the Branch Offices. With just more than 300 employees, the Customer Contact Center answers more than 2 million customer calls annually. The Department's 14 Branch Offices range as far south as San Pedro and as far north as Mission Hills, with approximately 100 employees providing full in-person service to more than 2 million customers annually.

The Field Operations Business Group includes four sections: Meter Reading, Field Service and Field Collections, Field Training and Quality Assurance, and Field Investigation and Revenue Security. Approximately 190 meter readers have the monthly responsibility of accurately reading more than 1.3 million electric and water meters. The Field Service and Field Collections employees, approximately 170, turn on and off electric and water services, and collect bills in the field. The 10 Field Training and Quality Assurance employees train all Field Operations

personnel and perform follow-up actions to assure work is done properly. The 65 Field Investigation and Revenue Security employees handle complex customer complaints as well as investigate energy and water theft.

Approximately 300 employees form the Billing and Collection Services Business Group. Within the Business Group are the Revenue Management Unit, the Account Services Unit, and the Mail Center and Remittance Processing Unit. Revenue Management protects the Department's revenue by pursuing delinquent accounts and assessing deposits. The Account Services Unit handles many of the back office functions of the CSBU, such as answering customer correspondence and preparing statements of customers' accounts. The Mail Center sends out more than 9 million customer bills annually in addition to handling all internal correspondence, and the Remittance Processing Center receives and processes nearly 7 million customer bill payments annually.

"With fewer than 1,200 employees, the CSBU provides daily, round-the-clock service to the people of Los Angeles," says Fred Puglia, the LADWP's Director of Customer Service. "Providing the highest quality customer service through the efforts of an innovative and skilled workforce will continue to be the mission of the CSBU."



LEFT TO RIGHT Esmeralda Burgos, CSR - 7 yrs; Adriana Samano, CSR - 7 yrs; Oralia Leal, CSR - 7 yrs; Gladys Berry, Sr. Commercial Service Sup. - 19 yrs; Freddy Maron, CSR - 7 yrs



LEFT TO RIGHT Fred Chavez, CSR - 13 yrs; LaTanya Carson, CSR - 7 yrs; Lethy Vega, CSR - 5 yrs; Marlen Gomez, CSR - 7 yrs; Alfred Alexander, CSR - 4 yrs; Libby Chiu, CSR - 5 yrs; (hiding in back) Rick Stouten, CSR - 21 yrs; Cheryl Weisel, Sr. CSR - 33 yrs; Karen Howard, Sr. CSR - 14 yrs; Wanda Clark, Sr. CSR - 25 yrs; (hiding in back) Darrilyn Johnson, Sr. CSR - 33 yrs; Shelly Trop, Sr. CSR - 34 yrs; Randy Thomas, Acct Serv. Mgr - 28 yrs; Melani Chacon, Supervisor - 20 yrs



LEFT TO RIGHT Annette Lindeman, CSR - 17 yrs; Christina Strauss, CSR - 12 yrs; Jackie Gharthey, CSR - 19 yrs; Angie Ruiz, CSR - 10 yrs; Jessie Alvarez, Comm. Service Sup - 22 yrs; Stephan Glaze, Lead CSR - 16 yrs; Jeffrey Moss, Lead CSR - 29 yrs; Leslie Bryant, CSR - 9 yrs; Kristie Leslie-King, CSR - 6 yrs; Shannon Roberts, CSR - 13 yrs; Rose Oliver, CSR - 19 yrs; Marion Garrett, CSR - 17 yrs; Rhonda Pledger, CSR - 19 yrs; Joan Turner, CSR - 30 yrs; Nancy Wong, CSR - 15 yrs

Department of the Month



LEFT TO RIGHT Darryl Fujii, Clerk Typist – 13 yrs; Othella Seavers, Sr. CSR – 30 yrs; Tina Constançio – 16 yrs; Adrian Lopez, CSR – 23 yrs; Olivia Gonzales – 25 yrs; Leslie Singh – 3 yrs; Amy Clark – 5 yrs; Vivian Mendoza – CSR – 9 yrs; Lori McCloud, Sr. CSR – 21 yrs; Nancy Kaump – 17 yrs; Wanda Dawson, CSR – 8 yrs; Joan Tocol, CSR – 7 yrs; Margaret Jackson, CSR – 16 yrs; Stan Dean, CSR – 17 yrs

A Day in the Life of LADWP's Customer Service Business Unit



LEFT TO RIGHT Ernestine Thompson, CSR – 24 yrs; Millie Hernandez, CSR – 29 yrs; Steve Hatfield, CSR – 14 yrs; Patricia Johnson, CSR – 12 yrs; Delores Bonner, CSR – 20 yrs; Adrian Prince (Back), CSR – 14 yrs; Suzon Gerstel, CSR – 17 yrs; Anita LaGrange, CSR – 11 yrs; Carolyn Nittinger, Small Claims Rep – 39 yrs



LEFT - RIGHT Jean Godfrey-Bell, Sr. Comm. Service Rep – 30 yrs; Esperanza Hígarreda, CSR – 23 yrs; Peter Scanlin, CSR – 31 yrs; Hubert Bryant, CSR – 26 yrs; Mary Wilk, CSR – 32 yrs; Carolyn Johnson, Sr. CSR – 15 yrs; Pamela Briano, Sr. CSR – 16 yrs; Judy Litowitz, CSR – 31 yrs; Danette Mason-Reese, CSR – 20 yrs; Rosalind Scarbrough, Comm. Service Sup. – 20 yrs; Joanne LaMarr, Sr. CSR – 23 yrs; Pat Villanueva, Sr. Clerk Typist – 12 yrs; Susan Everett, CSR – 22 yrs

ATTENTION CITY AND DWP EMPLOYEES



Join

the City Employees Club of Los Angeles today!



As a Club member, you'll receive this newspaper every month and **all** Club benefits for only \$4 per month. See page 2 for a complete listing of Club benefits.

Club members enjoy many valuable benefits including:

- Discount movie, theme park, and attraction tickets through **TICKET EXPRESS**
- Discounts and savings with your Club card from local and national retailers and restaurants
- Monthly *Alive!* Newspaper including free classifieds and special Retiree's section
- Access to Group-Rated Insurance Products
- Free notary services

Questions?

A Club counselor would be more than happy to answer your questions about the Club: **(800) 464-0452** (toll-free)

INSTRUCTIONS: Simply complete the form below and complete and sign the payroll deduction authorization. Cut out the application on the dotted line and mail in an envelope. We'll process your application and send your membership card in about two weeks.

City Employees Club of Los Angeles
World Trade Center
350 South Figueroa Street, Suite 700
Los Angeles, CA 90071

New Member Information:

Last Name		First Name		MI
Address				
City			State	Zip
Work Phone ()		Home Phone ()		
E-mail		Social Security No.		
Date of Birth (MM/DD/YY)		<input type="radio"/> Male <input type="radio"/> Female		<input type="radio"/> Married <input type="radio"/> Single

Payroll Deduction Authorization

Social Security #: _____ Name: _____ Department: _____

To: **Controller—City of Los Angeles or Paymaster—Department of Water and Power**
I hereby authorize the deduction from my salary of amounts sufficient to cover premiums/membership fees on any of my group benefits provided by **City Employees Club of Los Angeles**. In the event any premiums should change due to age, increase in salary or benefits, or a general rate increase for the entire Association, I authorize you to make such change upon notification from the City Employees Club of Los Angeles and such deduction to remain in force until canceled by me in writing.

Federal Law P.L. 93-579 Section 7

RE: FEDERAL PRIVACY ACT AND USE OF SOCIAL SECURITY NUMBERS
This law requires you be informed, when asked for your Social Security Number, that it must be provided for use in employment, personnel and payroll processes: Authority for requiring this information is based upon provision of the City's payroll and personnel candidate processing system operational prior to January 1, 1975 and applicable Federal Law.

FOR OFFICE USE ONLY

Code _____ Deduction _____

Sign Here

X _____

City/DWP Employee

Date