

John Hawkins named CEO of the Club

Hawkins

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the parent organization of the Club, he created and launched the Club, developing and rolling out the group as you know it today: great benefits; ticket discounts; Alive!, which emphasizes the good news of City employees; powerful insurance programs; ClubFest; and renewed energy and service.

"My father was a firearms examiner for the County Sheriff's Department," John says. "I know first-hand what it means to dedicate your life to civil service. That's the spirit of the Club, and I'm happy to be able to serve City employees to the best of my ability."

John Hawkins, husband to Kelley Hawkins and father of three, was born and raised in Los Angeles and now lives in Granada Hills. He received his Bachelor's degree in psychology and marketing from the University of Southern California, and his MBA from Pepperdine University.

"I look forward to continuing to serve our members—and all City employees," he says. "With the Club's highly trained and dedicated staff, and the Club's excellent and responsive board, the Club is an awesome team."

A distinguished veteran, John spent four years in the United States Navy, driving submarines in both the Atlantic and Pacific Oceans. He was honorably discharged in 1987 and earned the U.S. Navy Achievement Medal from the

Secretary of the Navy, the Navy Expeditionary Medal, the Good Conduct Medal, a Submarine "Dolphins" designation, a Navy Unit Commendation Ribbon and a Sea Service Deployment Ribbon.

In 2002, as COO, he looked at the current situation of the Los Angeles City Employees Association (LACEA), founded in 1928, and decided it needed new energy, new life and new direction. With a strong interest in giving back and keen real-life experience in insurance programs, John came up with the Club concept: tremendous benefits and value for a small and honest fee, combined with a newspaper to recognize all the good work that City employees put in day after day, stories that other news organizations were ignoring.

"It struck me that no one else had really thought of the City as one big family," he says. "Lots of departments were publishing their own newsletters, and doing a nice job of it. But who was covering everybody?"

"I wondered if people in the LAPD and the DOT stopped to think that they were working hard for the same cause. And the same with the DWP and Harbor. All the departments, really, including the Mayor's office and the Council chambers. That could be the unique driving force behind the Club—recognizing the hard work everyone does, and recognizing it in a way that made everybody realize we're all in this together."

The LACEA board backed him on his initiative, and the Club—and the *Alive!* newspaper—were born in October 2002. Initially published at 16 pages, *Alive!* quickly doubled in size and now



John Hawkins, CEO, the Club (center) with his wife Kelley and children (from left), Noah (7-1/2), Isaiah (4), and Hannah (2 mo.).

frequently grows larger than that. "Proof positive," John says, "that we were right. There were great stories to tell, and people were hungry for it."

"After we featured the L.A. Zoo as our department of the month, we understand the employees there had an autograph party, to sign each other's copies," John recalls. "I can't tell you

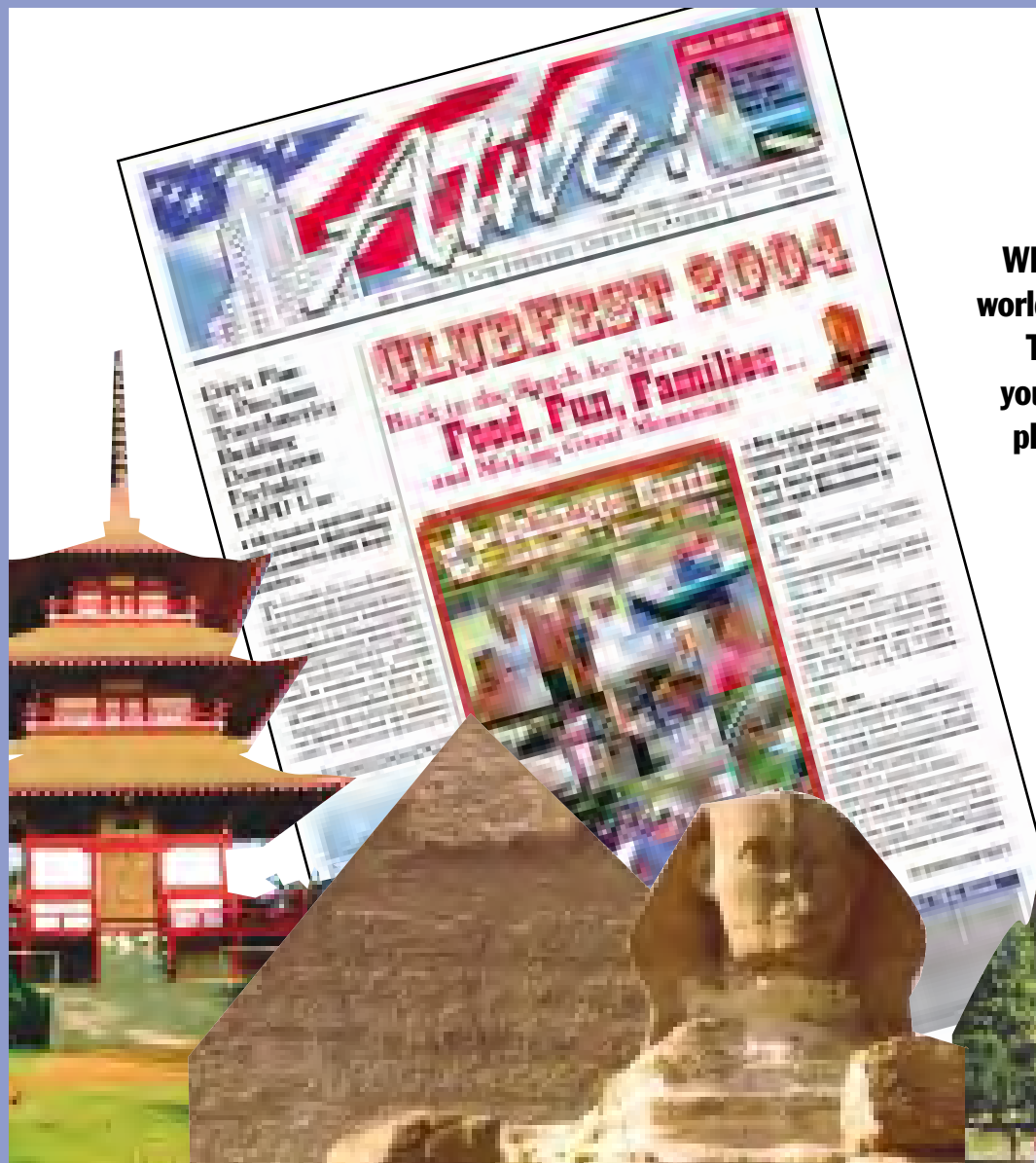
how great that made us feel."

Club numbers continue to grow, as evidenced in the monthly new members list in this newspaper.

"Nothing pleases me more than to lead the Club into its bright future, serving those who serve the City."

A New Contest for Club Members!

WIN!



ANNOUNCING:

Alive! Around the World

Where are you traveling this summer? Around the world? Around the country? Around California?

Take your copy of *Alive!* along for the ride ... have your picture taken holding your copy of *Alive!* in a place of note ... and win free movie tickets.

Here's the deal:

- Take your copy of *Alive!* with you on vacation ... or a business trip. It can be anywhere outside Los Angeles. Anywhere else in California, the country, the world is acceptable.
- Take a photo of yourself, friends, family, etc., holding a copy of *Alive!* in a fun place: anywhere exotic and different. The more famous, the better, but all places acceptable.

- Send in the photo, either digitally (please keep the size reasonable, not too big, not too small) or a paper print. (Make sure to write your name and address on the back of the photo, so we can return it to you). Send them to:

— DIGITAL PHOTOS: talkback@cityemployeesclub.com

- PAPER PHOTOS: *Alive!* Around the World, City Employees Club, 350 S. Figueroa St., Suite 700, Los Angeles, CA 90071
- If we use your photo, we'll send you two free movie tickets.
- We're setting a deadline of Oct. 1. But if it's a big success, we'll extend it throughout the year.

Have a great vacation; travel safely, and make sure to bring Alive! with you.