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by John Hawkins **President and CEO, The Club**

New Year Brings New Members and Same Great Service



Tere at the Club, 2005 promises to be a phenomenal year. We're already getting Hoff to a great start with our new monthly columnist, the world renowned Hynda Rudd. Hynda was the City's first archivist and knows more about the history of this great City than anyone. We are honored, and quite frankly, humbled to have her as a regular columnist. Hynda is guaranteed to stir up memories as well as curiosities of this great place we call Los Angeles.

2005 is also going to be a year for new memberships. Right now the Club is just shy of 16,000 members. My goal is to be at 20,000 by year's end. The reason for the push is simple. The more Club members there are, the more power we have to offer you substantial discounts in everything from movie and theme park tickets to discounts at places like Office Depot and Best Western. In addition, you are going to see big incentives throughout the year that revolve around getting your fellow City employees to join the Club. Look for the referral form in this Alive! With benefits including Alive!, discount tickets at cost, free notary, Office Depot discounts and more, joining the Club is a no-brainer.

And since this is the New Year edition of Alive!, here's two resolutions for you: (1) See more movies; and (2) link your credit/debit card to the Office Depot Club discount. Seeing more movies is really easy, especially since our tickets are the lowest in the country as far as we know (or free if we publish your movie review). The Office Depot discount is so simple, everybody ought to be doing it: A couple of weeks ago I picked up some CD cases, glue and other items. The initial bill came to \$46.13. Once I swiped my card the bill went down to \$36.52, a savings of \$9.61, or 21 percent. A couple of weeks earlier, I bought a 50-pack of HP photo paper, which initially came to \$37.84. Once I swiped my card the price went down to \$29.53. That's a savings of \$8.31 or 22 percent just for linking my credit card (don't forget, not every item is discounted, and you have to link your credit card). Do you have a savings story? If so, email it to me (jhawkins@cityemployeesclub.com) and I'll share it with more than 15,000 of your co-workers.

Getting new members, giving great discounts and celebrating the lives and triumphs of City employees; that's our mission for 2005, and every year.

From all of us here at the Club, Happy New Year!

John Hawkins

jhawkins@cityemployeesclub.com

LUB Member Benefits

ou get these great benefits

when you join the Club.



All active or retired City of Los Angeles and DWP employees are eligible to become members of the City Employees Club of Los Angeles.

To join, call (800) 464-0452.

you up to 40 percent on selected items. Call the Club's Office Depot hotline, (818) 837-2524, or kmeyer@officedepot.com. to link your credit card.

(Your Club card will not work with this benefit. You must call to link your credit card.)

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Some of the cheapest tickets in town, with no markup! Call the Ticket Guy Hotline: (888) 777-1744. These are just some of the attractions available to you:









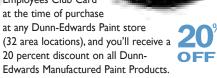


...and many more!

Check out a full list on page 42!

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Present your L.A. City Employees Club Card at the time of purchase at any Dunn-Edwards Paint store



Best Western

Save up to 20 percent when you stay at any one of more than 4,000 Best Western hotels worldwide. Call (800) 441-1114 and use the Club's MVP number: 00150810.



Alive! Newspaper

Get the best-read newspaper for City employees delivered to your home. Every month you get City news, coupons, recipes, retirements. babies, weddings, the Department of the Month.. and..



...don't forget about those great Alive! contests!

Partnerships

Take full advantage of the Club's strong partnerships for:

- Auto and Homeowners Insurance: (800) 640-1712 (press 3)
- Travel Discounts: (888) 652-6400

CRUISE and RESORT

Auto Buying Service: (626) 818-4222



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Club Insurance

Your life and wellbeing are important to the Club. Get peace of mind with the Club's strong insurance programs:

- Term Life Insurance (\$10,000 \$300,000)
- Spouse Life Insurance (\$10,000 \$300,000)
- Long Term Disability
- Short Term Disability Insurance (\$700 - \$2,000 benefit per month)
- Long Term Care Insurance
- Cancer Insurance (\$10,000 \$50,000)
- Group Rated Accidental Death & Dismemberment Insurance
- Group Rated Auto and Homeowners Insurance