



Alive!

Vol. 5 ■ No. 1

Tuned In

LA Cityview 35's monthly highlights ... in a new **Alive!** column.

See Pages 49

SERVING OVER 17,000 CITY AND DWP EMPLOYEES

January 2006

The Alive! Interview

From Street Of Despair To Dreams

In an in-depth interview, Rushmore Cervantes, GM of El Pueblo Historic Monument, talks about bringing Olvera Street back from instability.

In the fall, Club CEO John Hawkins and Alive! editor John Burnes sat down with El Pueblo General Manager Rushmore Cervantes for an honest and informative chat as part of an occasional series of Alive! interviews. — Ed.



Rushmore Cervantes, GM, El Pueblo

Alive! What was one of the most pressing issues when you took over here at the El Pueblo Historic Monument? I know there were a lot, as [City Controller Laura Chick's] audit

See Alive! Interview, Page 42

New Head of Animal Svcs. Knows Field



Ed Boks, Animal Services General Manager

Mayor appoints Ed Boks, who has big-city animal care experience. Department staff voices opposition.

ANIMAL SERVICES — Dec. 15, Mayor Antonio Villaraigosa terminated Animal Services General Manager Guerdon Stuckey, who had been in the position for approximately 15 months, and appointed Ed Boks from New York City to replace him.

Boks brings 22 years of experience in the animal welfare and control field to this position, according to materials released from the Mayor's Office.

A nationally known advocate of humane animal control practices, Boks comes to Los Angeles from New York City Animal Care and Control.

See Animal Services, Page 56

Thera Bradshaw, ITA General Manager, celebrates with Santa, ITA's Bill Creitz, at the ITA holiday party.

The City Parties!

Alive! joined dozens of City departments as they celebrated the holidays. Catch all the recaps beginning on **PAGE 26.**

Guests John, Jenni and baby Kaylee Ugarte at the LAPD Training Division holiday party.

Luis Aguilar, performs for the crowd at the Convention Center holiday party.

Santa and his helpers arrive on a fire truck at the LAX children's Christmas party.

Philip Sawyer, guest: Carolyn Sawyer, Electric Craft Helper at the LAPD Training Division holiday party.

Phyllis Stitt, Vernon Library; and Retha Walker, Junipero Serra Library at the Library's Central/Southern Areas holiday party.



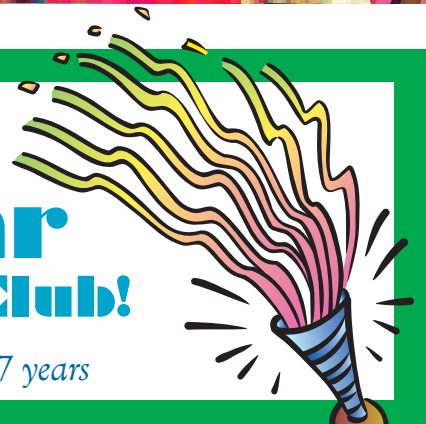
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350 S. Figueroa St., Suite 700
Los Angeles, CA 90071

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Happy New Year from the Club!

Serving the City for 77 years



Holiday Wrap-up



From left: Alex Organista, Armando Galvan, Greg Cordell and Delano Crawford. Back: Frank Ramos.



From left: Kevin Rodriguez, Tony Cardenas and Bob Alden. Back: Tom Wendling.



Back row, from left: Bert Zabala and Carlos Torres. Front row: Mars Casto, Ramon Sysu and Mariano Evangelista.

Convention-al Party

■ **Convention Center gets into the holiday spirit at annual party.**

Story and photos by Liz Montes, Club Counselor

CONVENTION CENTER — The Convention Center held the annual holiday party for its employees Dec. 8. More than 100 employees joined the festivities.

Everyone in attendance donated an

unwrapped toy. Employees sang to a karaoke machine, and several items were auctioned off. The party was a big success for the Convention Center.



Luis Aguilar performs for the crowd.



Phillip Hill and Maria Ramirez.



Ray sings to the crowd.



Employees help themselves to the buffet table.



From left: Cornelius Woods, Tim Stratton and Thomas Turner.



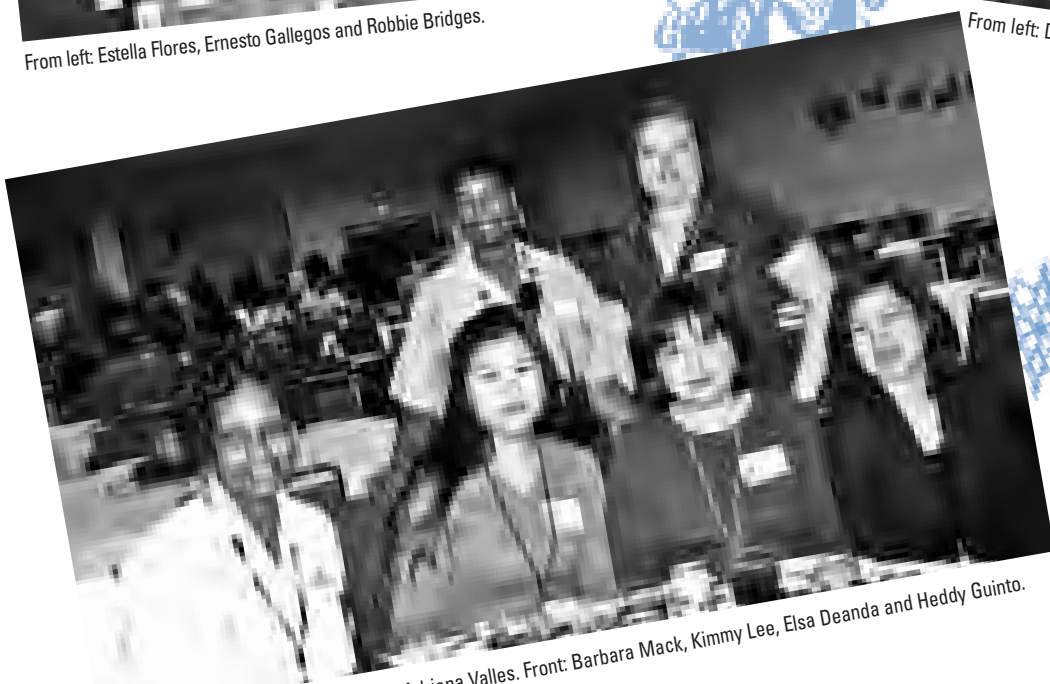
From left: Estella Flores, Ernesto Gallegos and Robbie Bridges.



From left: Patrick Rigali, Casey Jones and Bill Brady.



From left: Derek Young, Miguel De La Pena and Gail Owsley.



Back row, from left: Marion Jones and Adriana Valles. Front: Barbara Mack, Kimmy Lee, Elsa Deanda and Hedy Guinto.



From left: Lisa Gerencser, Luis Aguilar and Andy Luevano.

Holiday Wrap-up



Tyson gets his face painted.



Christopher and Denze.



Kids take a train ride around the park.



From left: Ashley, Jacquelyn and Erica.



From left: Jeaninne, Angelica Chamagus and Nathalie.



Korey Holmes, Airport Police, with Kortney.

For the Kids at LAX

■ LAX holds party for families.

Story by Liz Montes, Club Counselor
Photos by Angel Gomez, Member Services Manager

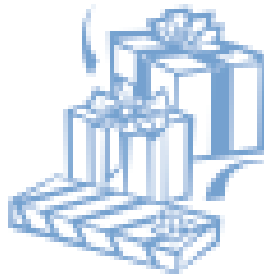
AIRPORTS — LAX hosted its annual children's Christmas party Dec. 3 at Westchester Park. All airport employees and their families were invited to attend the fun-filled day. Everyone enjoyed free food, games, pony rides, train rides and lots of free gifts.

Santa Claus arrived to the event



on an LAFD truck, ready to delivery presents to all the children.

The Club was happy to donate four Disneyland tickets for the raffle.



Philip Castillo, Airport Police.



A little boy enjoys a pony ride.



A young girl waits for her cotton candy.



Santa and his helpers arrive on a fire truck.



Gerald and Nathan Schafer.



Karla Scott and family.



From left: Brittne, Ashley and Kinayha.



Joseph Banda's family.



Jose Chicas and Flora Chicas.



Mary Mauldin, Street Cleaning, and Willemena Nunez, Street Cleaning.



Lita Jacobs and family.



Rhonda Black and Eric Friend.



Don Martinez, Custodial, and Don Martinez Jr.



From left: Max, Nicholas and Pam Orona.



Back row, from left: Josfina Olmos and Maria Ramos. Front: Eduardo Ramos and Alex Gramajo.



Hundreds of people line up for lunch.



From left: Deedee Gordon, A/C Shop; Genny Santiesteban, C & M; and Tiffany Issac.



Rose Crutchfield and family.



Ms. Nunez's family.

Holiday Wrap-up



Shown are some of the committee members who coordinated the holiday event. Employees thanked all who helped make this event possible.



Jaime Sahagan (far end of table) is a Sheet Metal Worker having fun at the craps table.



From left: Wil Tinoyan and John Lara counting their odds at the roulette table.

Custodian Dinner

■ Gen. Services Custodians gather for holiday party.

Story by Arlene Herrero, Club Counselor
Photos by Robert Larios, Club Director of Communications and Marketing

GENERAL SERVICES — General Services gathered for an intimate dinner Dec. 3 at the Carson Community Center.

The dinner was a traditional holiday gathering – food, music, dancing and prizes.

The Club thanks Liz Floyd for the invitation.



From left: Pablo Colmenares, Custodian, 7 years, with his wife, Ana.



From left: Keisha Tyler, 4 years, and her sister, Monique Tyler.



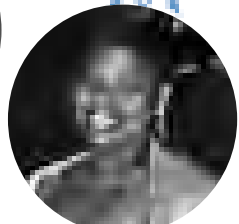
From left: Moe and Hortense Tyler were pleased to attend their daughter's (Keisha Tyler) holiday dinner.



From left: James Wallace Sears, Johnnie Pace, Civic Center, 20 years; Camilla Hill, Sr. Custodian, 6 years; and Chuck Kimbell, Storekeeper II, 17 years.



Takeishir Erving, 1 year.



Janice Bonner, 3 months.



The dapper B.J. Jenkins loves this time of the year. He has 19 years of City service.



Liz Floyd, 28 years, handled the reception table by greeting employees and their families and friends with her sparkling smile.



From left: Joe Greenhoward, Furniture Mover, 22 years; Sylvia Brewington, retired, 30 years; Logan Redman, retired, 30.5 years; and Patricia Ross, Custodian Supervisor, 18 years, with her husband, Marion.



From left: Victoria Hobbs, Custodian Supervisor, 16 years; Johnny Johnson, Head Custodian Supervisor, 17.5 years; and Liz Floyd, Custodian Supervisor, 28.5 years.

A General Party

■ General Services celebrates.

Story by Arlene Herrero, Club Counselor

Photos by Robert Larios, Club Director of Communications and Marketing

GENERAL SERVICES — This large City department hosted its annual holiday party Dec. 15 at the Proud Bird restaurant in Westchester.

There was casino-style gaming, door prizes and great food. Although the Proud Bird had ample parking for hundreds of cars, the parking lot quickly filled.

General Manager Alvin Blain was in attendance.

General Services wants to send their special thanks to the 2005 Holiday Committee. They are:

- Terra Jones, Mail Services
- John Mireles, Supply Services
- Laura Backstrom, Standards

- Conchita Del Rio Alcala, SMS (PTC)
- Bertha Mata, Supply Services Payment
- Ed Pina, Con Forces (PTC)
- Ramon Vargas, Parking Services
- Anastasia Williams, Security Services
- Jeffrey Mckimson, Fuel and Env Comp
- David Paschal, Executive
- Theresa Pina, Personnel Services
- Eric Robles, Special Events
- Mona Curry, Finance
- Manny Zamora, MIS
- Javier Garcia, Fleet Services
- Sylvia Moran, Supply Services
- Trang Nguen, Asset Management
- Virginia Stocks, Facilities Management
- Mike Rangel, Building Maintenance
- Abby Truong, Publishing Services
- Lisa Harris, Executive Office

The Club thanks Javier Garcia for this assistance.



Vaheh Shahbazian, Equipment Mechanic, 4 months.



008: From left: Carla Hall, Sr. Custodian, 8 years; and Debra Harrell, Custodian, 6 years.



Katrina DeLeon, Accountant, 15 years, is happy to be playing blackjack.



Zane Tarver, Floorman, 5 years.



From left: David Shur, Bindery Supervisor, 29 years; Abby Truong, Sr. Clerk Typist, 7 years; Tracy Vu, Systems Analyst, 4 years; Michael Leighton, Director of Publishing Services and Club Board of Director; Ferdinand Mutuc, Accountant, 9 months; Albert Wang, Graphic Designer, 5 years; Gonzalo Sarabia, Press Operator, 18 years; and Stephan Nalbantian, Printing Press Operator II, 16 years.

Holiday Wrap-up



All the cooks and helpers stop for a photo before the line starts.



Tanisha Boyd and helper take a break for a photo.



Hollywood Fleet Services Parking Enforcement, from left: Deane Nakata, Equipment Mechanic; Jim Dranow, Equipment Mechanic; and Richard Falt, Supervisor.



DOT officers rock the house singing "Jingle Bell Rock."

Transportation Celebrates

■ Transportation's Hollywood Division has year-end luncheon.

Story and photos by Bev Haro, Club Counselor

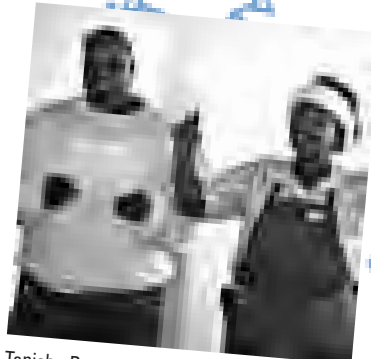
TRANSPORTATION — The DOT Hollywood Division held its year-end luncheon Dec. 15 at the Hollywood Parking Enforcement Facility.

The party began with ham, turkey, tamales, egg rolls, sweet yams, salad and cake. Prizes were given to Transportation employees throughout the party. Sometimes the prizes had a "twist." The

winner had to sing a holiday song to the crowd before they were entitled to their prize.

Members of the Hollywood Social Club also engaged the audience with the game, "Let's make a deal." Sarah Morton was the lucky winner of the portable DVD player donated by the City Employees Club.

At the end of the party, Secret Santas were revealed. Everyone seems to have had a great time!



Tanisha Boyd helps Dwayne Harper get through his song to win his prize.



Another prizewinner sings a holiday song.



Sarah Morton won the portable DVD player donated by the Club.



Officer Raxtun with Officer Ortiz and his family.



From left: Emeka Nnamoko, John Otto and Alfredo Predraza.



Emmanuel David serves the egg rolls he cooked.



A Secret Santa gift.



From left: Dwayne Harper, Robin Robledo and Cheryl Henry.

Holiday Wrap-up



Standing, from left: Connie Randle, Detention Officer, Club Member; Sandra Bell, guest; and Anita Casey, Detention Officer. Seated: Cynthia Reed, Sr. Detention Officer; Shirley Westbrooks, Sr. Detention Officer, Club Member; and Diane Anderson, Detention Officer.



From left: Sgt. Gil Esquibel, Metro Jail, and his wife, Jean; and Cecilia and Joe Hernandez, Sgt. II, Metro Jail.



From left: Susan and Sgt. Shawn Wehr, PAB.

A Jailhouse Holiday

■ LAPD Jail Division hosts a holiday gathering.

Story by Arlene Herrero, Club Counselor
Photos by Michelle Moreno, Club Events Guru

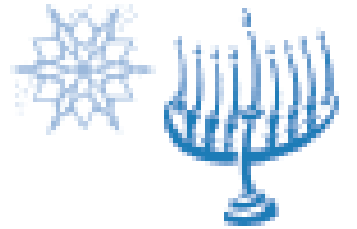
POLICE DEPT. — The LAPD' Jail Division hosted a holiday party Dec. 17 at the Ports o' Call restaurant in the Harbor.

Club counselor Arlene Herrero was invited, and the Club donated prizes for event.

The party included a cocktail hour before a buffet dinner. Music was provided by Elision Montoya. Master of Ceremonies was Victor Ladd.

Capt. Patrick Findley welcomed everyone, and music and dancing continued until midnight.

The Club thanks LaDonna Moore, David Muraoka and Capt. Findley



From left: Olga Zavala-Edwards, Principal Detention Officer, Club Member; and La Donna Moore, Accounting Clerk, Club Member.



From left: Pat Eskridge, Detention Officer, Club Member; and Delilan and Claro Bueno, Sr. Detention Officer.



Standing: Kevin Wiggins, guest. Seated, from left: Danielle Williams; Angela Thompson, Sr. Clerk Typist; Margaret Shyne; and Tammie Sowell, guest.



From left: Laura Muraoka, Principal Detention Officer, Van Nuys Jail, Club Member; Capt. Patrick Findley, Commanding Officer, Jail Division; and David Muraoka, Principal Detention Officer, Van Nuys Jail, Club Board Member.



From left: Kathleen Williams, Detention Officer, Club Member; Theresa Zaragoza, Detention Officer, Club Member; and Alex Perez, guest.



From left: Esther Ancurio, Sr. Detention Officer, Foothill Jail, with her guest for the evening.



From left: Michael Potter, Detention Officer, and his wife, Monica.



Standing, from left: Laura Muraoka, Principal Detention Officer, Van Nuys Jail, Club Member; and David Muraoka, Principal Detention Officer, Van Nuys Jail, Club Board Member. Seated: Abdullah Awad, Detention Officer, Club Member; and Asma Awad, Abdullah's mother.



Standing: Natasha Gallardo. Seated, from left: Nichola Zavala; and Yvette Vasquez, Principal Detention Officer, Assistant Officer in Charge Valley Jail Section.



From left: Janae Bellamy and Timisha, Chaquita and Leslie Moore, daughters of Club Member La Donna Moore.

Holiday Wrap-up



From left: Martha Torres, Office of Finance; Gloria Gonzalez; and Mary Manriquez.



Back row, from left: Fransaca De La Paz and Gloria Hinojosa. Front: Inez Saucedo, Veronica Jaimez and Bernie Leyva.



Councilman Ed Reyes extends holiday greetings to the members of LACECA and President Jackie Zarate. The Councilman also thanked them for their generosity in donating toys for underprivileged children in his district.



From left: Leonor Garcia, Public Works; Juno Galvan, DWP; Sonia Sanchez; and Martha Lopez.

LACECA Reception

■ Chicano association's holiday party featured toy drive.

Story and photos by Liz Montes, Club Counselor

LACECA — The Los Angeles City Employees Chicano Association (LACECA) hosted its annual holiday reception and toy drive Dec. 1 at the Lincoln Heights Senior Center. The organization collected 150 toys and \$530 in donations for

the Good Shepherd Shelter for Homeless Women.

LACECA members enjoyed food, music, dancing and door prizes. The City Employees Club was happy to donate three Los Angeles Lakers tickets for the holiday raffle.

Other people in attendance were Rushmore Cervantes, General Manager, El Pueblo, and Art Placencia, President of the Latin American Law Enforcement Association (LA LEY).



From left: Ron Corona and Brenda and David Cisneros.



Back row, from left: Janeshia Robinson, Art Irigoyen and Felicia Brown. Front: Violet Gonzalez, Elizabeth Gutierrez, Ruben Vasquez, Lupe Ortiz and John De La Rosa.



LACECA member Sonia Sanchez is ecstatic as she wins a DVD player. Sonia poses with Master of Ceremonies Robert Soto and holiday committee chairpersons Gloria Ortiz and Elvia Garcia.



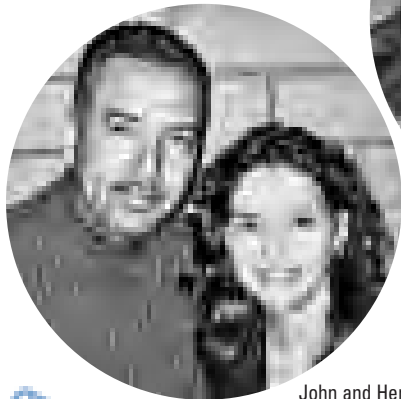
Assistant General Manager Mark Mariscal thanks LACECA for supporting the community this holiday season.



Richard Guerrero and Toni Estrada.



Luis Reyes and Janet Vera.



John and Herlinda Rodarte.



From left: Luis De La Torre and Alfonso Franco.

Holiday Wrap-up



From left: Sgt. Kathy Weigel and Lieut. Mary Michel.



The holiday party committee.



From left: Philip Sawyer, guest; Carolyn Sawyer, Electric Craft Helper; and Connie Lee, Management Analyst.



Janet and Chuck Gioia

Training for the Holidays

■ LAPD Training Division hosts a holiday party.

Story and photos by Michelle Moreno, Club Events Guru

POLICE DEPT. — The LAPD Training Division threw its annual holiday party Dec. 3 at Castaways in Burbank. The theme of the evening was Mardi Gras.

Among the entertainment was late night talk show host Jay Leno.

The Club thanks the Holiday Committee for inviting us.



Officer Laurie and Guy Gillen



Guests Erika and Steve Gonzalez.



From left: Denise Sinclair, Clerk Typist, Committee Vice Chair; and Denise Williams, Senior Clerk Typist, Committee Chair.



From left: Maria Wint, guest; Officer John Walker; Sgt. Tim Surette and Sgt. Teri Surette.



Capt. Greg Meyers and Jay Leno.



Officer Debra and Frank Hernandez.



From left: Jenai Lyles, Senior Clerk Typist; Elisha Mitchell, Senior Clerk Typist; Lydia Hollins, Senior Clerk Typist; and Carl Norwood, guest.



From left: Lieut. Natalie Williams; Det. Gena Brooks and Tony Ales, guest.



Guests John, Jenni and baby Kaylee Ugarte.



Officer Mary Hodges and Sgt. Don Tudor.



Penny, Office of Finance, and Day Dimitra.



From left: Stan White, guest, and Officer Kim Reedy.



Cmdr. Terry and Gayle Hara.



Det. Madolyn and Ellie Candelaria.



Officer David and Carmen Mejia



From left: Bridgette Jones, Senior Clerk Typist; and Janice Austin, Management Analyst.



Top, from left: (in costume) Laura Rangel, Senior Management Analyst, and Miguel Rangel, DWP Sheet Metal Worker. Bottom: Rosalyn Hawes, Senior Clerk Typist; Anna Edmonds, Guest; Debbie Pacheco, Guest; and Damian Pacheco, Management Analyst.

Holiday Wrap-up



From the Jefferson Branch, from left: Art Mesa, Clerk Typist; Shemekea Washington, Clerk Typist; Mike Doiel, Adult Librarian; Diane E., Children's Librarian; Corinda Humphrey, Young Adult Librarian (Junipero Serra); and Melinda Rosas, Clerk Typist.



Phyllis Stitt, Vernon Library; and Retha Walker, Junipero Serra Library.



From left: Jennifer Stapleton, San Pedro Library; and Wanda Johnson, retired Librarian.

Central/South Libraries Celebrate

Library's Central/Southern Areas get together for holiday party.

Story by Nailah Malik, Young Adult Librarian, Jefferson Branch
Photos by Bev Haro, Club Counselor

LIBRARY — Eat, drink, and be merry!

The scene was the Vernon Branch Library but hardly in its customary form, for the holiday spirit was in full bloom. Spruced up from floor to ceiling, this information treasury was drenched in the seasonal colors of

green and red.

Reading tables were transformed for dining, clothed in sheets of crimson and emerald candle centerpieces skirted with pinecone wreaths. Bulletin boards were dressed in gift-wrapping topped off with large silky and velvety bows. Across the crowns of display cases and streaming along walls were lace and ribbon, looping and dangling and entwined with glittery bulbs and bells suggestive of a gay waltz in mid air.

On the morning of Dec. 15, when the weather portended a 70-degree day, the Vernon Branch Library hosted a holiday party for the central-southern region of the

Los Angeles Public Library. Every year this time-honored tradition unfurls across the City in all six regions of the Los Angeles Public Library, stretching from San Pedro to San Fernando Valley.

Amid the rococo-rich ornamentation, the potluck-style buffet that evolved treated guests to a Texas-size lavish spread of delectables — meats, poultry, veggies, salads, dressing, rice, breads, cakes, pies, fudge and candy galore. The crowd of bright-eyed cheery-faced well-wishers that poured in from 13 branches with a few staff and administrators from Central Library and retirees mingled in, climbed to 200 before

ebbing around noon. Commingling while loading up plates and dining at tables, the crescendo of joy played out to the backdrop of classical carols flowing from a stereo.

A call to duty curtailed the revelry when a fundraiser was thrown into the mix. Money earned from the white elephant sale and raffles, including a chocolate pizza raffle that piqued everyone's interest, will be used to bring programs for teens and children served by the Central-Southern region.

May remnants of the immersion of joy and goodwill companion each in attendance until next year.



From left: Shirley Jordan, Harbor Library; Joann Morgan, Jefferson Library; Rachel Napper, Jefferson Library; Johnna Weaver, Vernon Library; Kathleen Larson, Wilmington Library; and Veea Knight, Sub Clerk, Central/ Southern Region.



From left: James Sherman, Mark Twain Library; John Pham, Exposition Library; and Tariq Shah, Watts Library.



From left: June Brandon, Exposition Library, Adult Literacy Coordinator; Paula Salo, Retired Librarian; and Pat Wroblecki, Retired Teacher.



From left: Jonquil Bibee-Stephens, San Pedro Library; and Maura Large, San Pedro Library.



From left: Johnnie Frazier, Vernon Library; and Rosetta Warren, retired Librarian.



Nailah Malik, Jefferson Library; and Jené Brown, Harbor Gateway Library.



From left: Albert Johnson, Young Adult Services, Central Library; and Johnna Weaver, Vernon Library.



From left: John Pham, Exposition Library; and Cathy Boyle, Exposition Library.



From left: Celia Avila, Harbor Gateway Library; Sharon Gatchalian, Harbor Gateway Library; and Suitberto Buslon, Harbor Gateway Library.



Friends of the Vernon Library.



Holiday Wrap-up



From left: Lt. Ray Garvin with his wife; and Lt. Tom Brascia, Detective Commanding Officer, with his wife, Marjean.



From left: Frank Oday; Ofelia Lopez; and Cora Handayan, Detective II, with her husband, Dan.



Sgt. George Cauford announced his retirement after 35 years of service.



From left: Erwin Velasco, Detective III, Operations Valley Bureau; and Capt. Jodi Wakefield, Commanding Officer, Central Patrol Division.

A Central Station Holiday

■ LAPD's Central Station hosts holiday event.

Story by Arlene Herrero, Club Counselor
Photos by Robert Larios, Club Director of Communications and Marketing

POLICE DEPT. — The LAPD Central Station's holiday affair, held Dec. 9 at the Wilshire Grand Hotel, was a sellout. More than 350 attended.

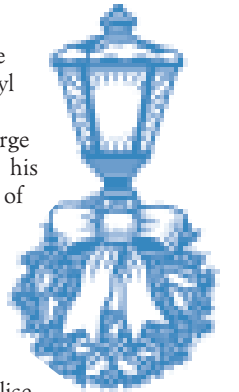
The Club donated prizes for the event. Club CEO and President John Hawkins, Director of Communications and Marketing Robert Larios, Club Counselor Arlene Herrero and AIG Branch Manager Daniel Wang attended on behalf of the Club.

Guests enjoyed a social hour; a holiday photo

as a souvenir; great food and music; and a slide show provided by Daryl Lewis, Police Officer 3.

Also, Sgt. George Cauford announced his retirement after 35 years of service. He was presented a plaque by Deputy Chief Lee Carter on behalf of Chief William Bratton. George said his retirement party is set for Feb. 9 at the Police Academy.

Special thanks to Captains Smith and Wakefield and Cathy Susim for inviting the Club to attend.



From left: Capt. Andrew Smith, Commanding Officer, Central Community Police Station, Club Member; and guest Leann Rupprecht.



From left: Wanda Epps, Management Analyst, Club Member; and guest Natalie Esser.



Daryl Lewis, P3, provided great music and slide show.



Deputy Chief Lee Carter presents a plaque to Sgt. George Cauford on behalf of Chief William Bratton.



From left: Chris Jarvis, P2 Bike Officer; Susana Galasgow, guest; Tina Martin, guest; and Willie Carter, Police Officer, Club Member



From left: Diane and Deputy Chief Lee Carter, Central Bureau; Dena Carreyn, Deputy Chief Attorney.



From left: Russ Long, Detective III; Emmett Badar, Detective III, with his wife, Pamela; and Manuel Arambula, P2.



From left: Terry Casas, Sr. Clerk Typist, Club Member; Francine Acuna, Secretary; and Maria Vite, Clerk Typist.



From left: Cynthia James, Secretary, Club Member; Asta Webster, P2, Club Member; and May Wald, guest.



Standing, from left: Cathy Susim, PSR II, Club Member, and her husband, Reggie. Seated: Silvia Aguirre, Sr. Clerk Typist; Angela Perez, Management Analyst; and Elena Minguillan, Management Analyst.



From left: Kristy Chavarria, P2; and Tim Nordquist, Detective I.



From left: Jamie Bennett, Detective I, with his wife, Jennifer.

Holiday Wrap-up



From left: Tess Cordero, Carmen Steward and Linda Garza.



From left: Roberta Costello, Lisa Adams and Bruce Meyers.



From left: Steve Rumsey, Ruben Vasquez and Alvinicia Williams.



From left: Victor Manzo, Richard O'Neal, Adrian Barrera and Blanca Barrera.

Holidays Under Contract

■ Contract Administration ushers in the holidays.

Story and photos by Liz Montes, Club Counselor

CONTRACT ADMIN. — The Bureau of Contract Administration hosted a holiday luncheon Dec. 15 at the Taix Restaurant in Los Angeles. Employees were treated to lunch, and games, and lots of gifts were given out.

The Club was happy to take part in the festivities.



From left: Ray Sanchez, Tewelde Kidane, Chris Cox, Frank Rinaldi, Roay Jtilson, Ferdows Shadpour and Red Medina.



John Reamer, Director, and Walter Bradley, Assistant Director, compete in the gift-wrap challenge.



From left: Tommy Ho, Lloyd Rein, Randall Macfavlane and Melva Baker.



From left to right: Tom Cazares, Larry Williams, Will Windham and Marc Wright.



From left: Kimberly Mitchell, Abigail Dean, Usha Papa and Dale Kanegawa.



From left to right: Caryn De Prez, Rick De La Huelga, Henry Shackelford and Chris Smith.



Adrian Barrera and Blanca Barrera wrap their gifts together.



Brenda Arroyo and Ying Chen.



From left: Anthony Garcia, Peter Rhyu and Sepou Ohanian.



From left: Jason Tokushige, Larry Reynosa and Joy Gaddi.



Phyllis Reysen.



Sherrie Williams and James Feagin.

Holiday Wrap-up



Raul Acosta and Lieza Arellano.



From left: Lamont Hayes and Tenisha Webb.



Armando and Elsa Perez.



David and Shawnay Carlson.



From left: Alex Angel and Leticia Lopez.



Bobby and Donna Urssery.



Todd Tate.



From left: Lupe and Jose Ramos.

East Valley's First

■ East Valley Yard has its first holiday party.

Photos by Robert Larios, Club Director Communications and Marketing

PUBLIC WORKS — Sanitation's East Valley Yard celebrated its first-ever holiday party Dec. 17 at Fairways Restaurant and Tavern in Pacoima.

The party, called "A Year to Remember," was hosted by Ron Lee. It was a traditional holiday event with dinner for employees, family and friends; door prizes; dancing, and a video of the year in review.

The Club thanks Adriana Nunez for her assistance.



Billy and Mary Medina.



From left: Adriana Nunez, Anthony Fenderson, Veronica Camacho and Master of Ceremonies Ron Lee.



From left: John Pegg and Sal Hernandez.



Art and Mina Sanchez.



From left: Rochelle Pegg and Elsie Cole.



Ernie and Sofia Chavez.



Rita and Ron Cole handled the registration booth.



Timothy and Cynthia Spears.



From left: Ron Esquibel and Anthony Hatten, aka DJ Sweat, from the North Central Yard.

Holiday Wrap-up



From left: Aaron Ebert, guest, and Sylvia Mills, P.S.R. II.



From left: Carlos McClellan, guest; Celia McGreggor, P.S.R.II; Dorian Butler, P.S.R. II; and Daniel Burrus, guest.



From left: Sharon Howze, P.S.R. II; Kathy Schamber, P.S.R. II; and Thomas Schamber.



Capt. Sharyn Buck, Communications Division Commanding Officer, and her husband, Jim.

Communicating the Holidays

■ LAPD Communications hosts holiday party.

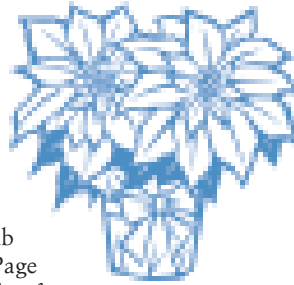
Story by Michelle Moreno, Club Events Guru
Photos by Jessie Cruz, Assistant

POLICE DEPT. — The LAPD Communications Division threw its annual holiday party Dec. 18 at the Universal Sheraton Hotel in Universal City.

Among the entertainment was a magician from the Magic Castle, a D.J., and a comedic

M.C. Everyone got their groove on out on the dance floor, thanks to Captain Buck, who initiated the dancing.

The Club thanks Tracy Page and Yvette Bentley for inviting us.



From left: Beverly Jones, guest, and Marlo Jones, P.S.R.



From left: Officer Robert Mokricky, guest; Valerie Mokricky, P.S.R. II; Iris Sanchez, P.S.R. III; and Officer Creighton Dawson, guest.



From left: Luisa Goodwin, P.S.R. II; Rosalia Pasos, P.S.R. II; Andrea Rayburn, P.S.R. III; and Sally Rayburn, guest.



From left: Jean Sarfaty, P.S.R. and Alive! Popcorn enthusiast; Ron Sarfaty, guest; and Sue Lepre, P.S.R.



From left: Aimee Ponce; Sgt. Aaron Ponce; Sgt. Keith Bushley; and Cathy Bushley, Senior P.S.R.



From left: Sylvia Robinson, P.S.R. III, and Ruben Licon, guest.



From left: Larry Gates, P.S.R. II; Jared Case, guest; Amy Case, P.S.R. II; and Michael Schmidt, P.S.R. II.



From left: Luis Gallardo, guest; Kimberlee Gallardo, P.S.R.; and Deanne Avery, P.S.R. II.



Top, from left: Mary Vega, P.S.R., and Tammy Lindquist, P.S.R. III. Bottom: Phil Graciano, guest; Karen Koukal, P.S.R.; and Yvette Salazar, P.S.R.



From left: Cynthia Martinez, guest; Hope Wright, Police Service Representative (P.S.R.); Gloria Martinez, P.S.R.; and Dawne Ross, P.S.R.



From left: Sandra Pollard, Senior P.S.R., and Willie Thomas, guest.



From left: Angel Sanchez, guest, and Lori Garcia, P.S.R. III.

Holiday Wrap-up



From left: Arleen Ancheta; Maria Martinez; Remigio Ilano; Evelyn Martinez, Club Member; Patricia Dorsey, Club Member; and Silvestre Dipasupil.



From left: Martin Lainez; Henry Lee, Club Member; and Richard Grodahl, ArcSight.



Standing, from left: Albert Colon, Club Member, and Pat Pine. Seated: Arthur Sales, Thomas Nguyen, Ed Malabanan and Assem Elayyat.



From left: JP Del Mundo; Ryan Wood; Bill Creitz as Santa; and Iain Blackwood.



Thera Bradshaw, ITA General Manager, Club Member with Santa. Santa is none other than ITA's very own Bill Creitz.

ITA: Holiday Music

■ ITA celebrates the holidays with lots of music.

Story by Arlene Herrero, Club Counselor
Photos by Angel Gomez, Member Services Manager

ITA — The City's technology department, ITA, celebrated the holidays Dec. 15 at the New Otani Hotel downtown.

Club counselor Arlene Herrero was invited, and the Club donated prizes for the event.

Guests enjoyed a buffet-style lunch and a silent auction. Shirts were given to each employee with an ITA logo designed by contest winner Kim Ly.

Executive Sponsor was Gene Gamachi, Office of Enterprise Services. Event Committee Chairperson was Greg Steinmehl.

The ITA 2005/06 Event Coordination Committee consisted of:

Fundraising and Event Coordinators: Peter Benjamins, Fazeel Chauhan, Carmen Contreras,

Donna Dowe, Erma Dozier, Sandy Eng, Terry Hadley, Amy Lava, Evelyn Martinez, Marguerite Nourian and Emily Tran.

Committee Support Members: Miguel Collins, Silvestre Dipasupil, Pat Dorsey, Rhonda Edwards, Martin Lainez, Henry Lee and Luis Rodriguez.

Special Thanks for Support to: Brian Biggs, Doris Bruton, Rosemary Delgado Reindert Kok, Vera Shepperd, Nee Troung and Nancy Wilson.

Guests also had a chance to enjoy music from: The 2005 ITA Holiday Band (Santa's Band), consisting of Dave Curry, Dan Ritter, Chito Pastor, Iain Blackwood, Joe Deveau, Ryan Wood and Jonathan Biton.

Individual singers: Jim Humphrey sang "O

Holy Night." Stuart Campbell sang "Hard to Say I'm Sorry." Veronica Grayson sang "Silent Night."

The Don't Quit Your Day Job Band: Mike Frassrand, Bob Taylor, Dave Ryan, JP Del Mundo, Ken Alexander and Stuart Campbell.

The Instrumental Trio: Dave Ryan, Bob Taylor and Ken Fitzer.

Ray and the Rayettes (3-1-1 Call Center): Robert Cook, Larry Steiner, Nyeesha Dotson, Elizabeth Barfield, Karen Estrada, Veronica Hester Allen and Debra Durham.

JP's Band: JP Del Mundo, Stuart Campbell, Ken Alexander and Dave Curry.

The Club thanks Gene Gamachi for his assistance.



From left: Victoria Fragoso and Carr Oduro.



From left: Eduardo Magos, Club Member, and Kok Reindert.



From left: Maria Gonzalez and Lucy Clark.



From left: Lisa Claro, Club Member; Maricel Reyes; Marvin Avila; Ed Gibbs, DynTek; Chris Chu; and DynTek.



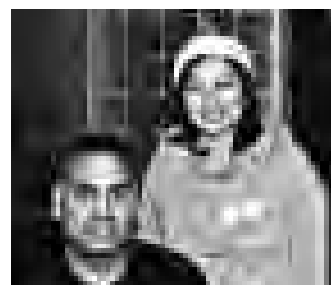
From left: Victor Marrero and Enrique Sanchez.



From left: Monte Lim; Emma Jack; Nestor Acio, Club Member; Maria Gonzalez; and Sandra Valdez, Club Member.



From left: Prestonia Dotch, Club Member; Brenda Reed, Club Member; Theresa Magabilin, Club Member, with her husband, Gabriel Magabilin; and James Huynh.



Seated: Fazeel Chaunhan. Standing: Emily Tran.



From left: Chito Pastor; Trevor Jacobs; Joe Deveau; Mike Frassrand; Dave Curry; and David Ryan.



From left: Robin Cannon, Club Member; Rosie Delgado, Club Member; and Charlotte Bullock, Club Member.



The buffet line.



From left: Blaine Cavena, IBM; Ted Uberti, IBM; Greg Steinmehl, Manager, Enterprise Network Operations Support; and Deborah Lis, IBM.



From left: Sithat Chheang and Sam Aishairai.



Standing, from left: Lou Lavarro, Club Member; Amy Lava; and Edwin Lorenzana. Seated: Sandy Rangel, Club Member; Irene Watanabe; Joy Magallanes; Ray Torres, Club Member; and Loi Paguya.

Holiday Wrap-up



From left: Toni Chagolla, Clerk Typist, Club Member; Lourdes Lozano, Clerk Typist; and guests Samantha Zamora and Shanda Fernandez.



From left: Marlis and Manfred Hornung, Retired; and Nancy and Jacque Lorraine, Automotive Supervisor, Club Member.



From left: Rachelle Jimenez; Johnny Berru, RCTO II, Club Member; and Peter Gonzalez, RCTO, Club Member, with his wife, Jennifer.

Holidays, in the West

■ West LA Sanitation yard celebrates.

Story and photos by Arlene Herrero, Club Counselor

PUBLIC WORKS — Sanitation's West LA Yard held its holiday party for employees, friends and

family Dec. 10 at the Quiet Cannon VIP Room in Montebello.

Club Counselor Arlene Herrero was invited, and the Club donated prizes for event. Guests dined on chicken or steak.

Special thanks go to Marviana Jones, Lloyd Gaines, Wortham Briscoe and Bonaventure Butts.



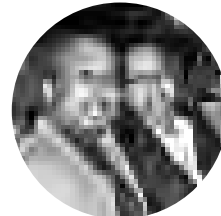
From left: Francisco Castro, RCTO, Club Member, and his wife, Gladys; with guests Maria Martinez and Rufino Martinez.



From left: Anita Lyons; Paul Porter, RCTO, Club Member; Misti Jenkins, guest; and April Broussard, Clerk Typist, Club Member.



Scotty Stanton, RCTO, Club Member, with his wife, Tonia, spouse.



Anthony Wiggins, RCTO, with his wife, Monair.



From left: Danette Matthews, guest, with Corey Stewart, RCTO.



From left: Cynthia and Marshall Turner, RCTO II, Club Member, with daughters Majasyn, and Mary.



From left: Richard Humphrey, RCTO, Club Member, and Isaiah Lucas, RCTO, Club Member.



From left: Richard Myles, Division Manager and his wife; Wortham Briscoe, Club Member, and his wife, Debbie; and Sal Miranda, Solid Resource Manager I, Club Member.



From left: Cesar Mendoza, Equipment Mechanic, Club Member, and his wife, Loretta; and Martha and Raul Velasco, RCTO.



From left: Jon Reed, Crew Instructor, Club Member; Bonaventure Butts, RCTO, Club Member; and Emil Polk, RCTO.



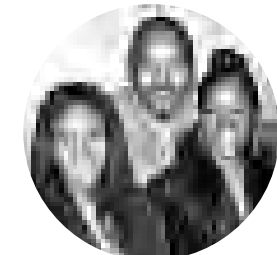
From left: Alma and Frank Sanchez, RCTO, Club Member; and Sonia and Raul Cobos, RCTO, Club Member.



From left: Lewis Cox, RCTO; and Sherry Cox, Sr. Clerk Typist, Club Member.



From left: Joseph Norwood, RCTO, with his wife, Wilhelmina; and Leatrice and Donald Brown, RCTO.



Back: Bonaventure Butts, RCTO, Club Member. Seated, from left: daughter Bridgette Robinson, Motor Officer, South Traffic; and wife, Vanessa.



From left: Sandy and Dan Braviroff, Equipment Mechanic, Club Member; and Dan Parker, Equipment Repair Supervisor, Club Member, with his wife, Sheryl.



From left: Lloyd Gaines, WLA Superintendent, and wife, Dorita; Ken Williams, Supervisor Green Commodity, Club Member, and his wife, Terri.



From left: Moniquea McKee, Clerk Typist, Club Member; and guests Yolanda Blessitt and LaVelle Harris.



From left: Guests Drew Davis, Sharleen Feltus, Larceda Harris, and Michael Thomas.



From left: Enos Dennis, RCTO, Club Member; and Alicia Tribble, guest.



From left: Jorge Nesta, RCTO, Club Member, with Sonia Chaidez, guest.

Holiday Wrap-up



Top, from left: Kyren Harvey, Clerk Typist; Heriinda Rodarte, Personnel Records Supervisor; Jenny Burwell, Senior Clerk Typist; Tina Johnson, Senior Clerk Typist; and Sandra Hicks, Administrative Assistant. Bottom: Lettie Lugardo, Senior Clerk Typist; Eva Lupher, Senior Clerk Typist; Gloria Sosa, Assistant General Manager; Matt Tobias, Management Assistant; and George Skarmeas, Management Assistant.



From left: Mike Wheeler, Senior Personnel Analyst; and Linda Lanier, Senior Personnel Analyst.



From left: Bruce Whidden, Public Information Director and Holiday Party Coordinator; and Maggie Whelan, General Manager.



From left: Joyce Walker, Senior Clerk Typist; Jolene Reyes, Commission Executive Assistant; and Jackie Zarate, Senior Personnel Analyst.



From left: Mike Gold, Senior Personnel Analyst; Elizabeth, Senior Clerk Typist; Andrea Poma, Clerk Typist; and Elmer Romero, Senior Clerk Typist.



From left: Rizza Abuan, Management Assistant; Stephanie Holloman, Classification Analyst; and Luis Reyes, Management Assistant.



Top, from left: Cedric Reid, Personnel Analyst; Tina Lizada, Clerk Typist; J. Jones, Clerk Typist; Michael Daco, Management Assistant; and Nadia Sahabian, Senior Clerk Typist. Bottom: Jennifer Ruidera, Systems Analyst; Eme Villanueva, Personnel Analyst; Theresa Lee, Personnel Analyst II; Olivia Flores, Public Safety Bureau, Background Investigation Div.; and Kathleen FATHERRE, Senior Personnel Analyst.

A Personnel Holiday

■ Personnel has holiday luncheon.

Story and photos by Michelle Moreno, Club Events Guru

PERSONNEL — The Personnel Department threw its annual holiday luncheon Dec. 15 at the Omni Los Angeles Hotel in Downtown L.A.

Many people were in attendance, and the event included some great giveaways.

The Club thanks Jackie David for inviting us.



From left: Gail Thomas, Chief Personnel Analyst; Cathy Teoh, Personnel Analyst II; Kim Boyd, Senior Personnel Analyst; and Nancy Farra, Senior Personnel Analyst.



From left: Phyllis Yogi, Senior Personnel Analyst; Jurutha Brown, Chief Personnel Analyst; and Lupe Durazo, Hearing Reporter.



From left: Victoria Schools, Commissions Executive Assistant; Diana Lozano, Senior Personnel Analyst; and Pat Taylor, Senior Clerk Typist.



In no particular order: Adriana Hawkins, Gardener/Caretaker; Ruby Ceballos, Sr. Parks Maintenance Supervisor; and John Fernandez.



From left: Jennie Mc Nary, Curator of Mammals; Eddie Garcia, Zoo Operations; and David Costa, Sr. Gardener.

A Zoo of a Holiday

■ Griffith Park facility welcomes the holidays.

Story and photos by Bev Haro, Club Counselor

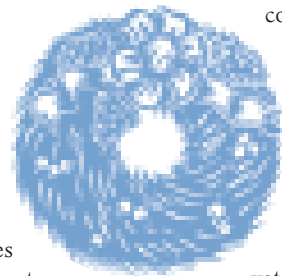
ZOO — The LA Zoo employees welcomed in the holidays with a party Dec. 14 at the Zoo's Treetops Terrace.

The event began with a magic act performed by Justin Kredible. The luncheon followed

courtesy of Service America.

Each zoo employee received a raffle ticket. Prizes included gift certificates to restaurants, movie tickets, amusement park tickets and much more.

The party ended with 10 karaoke contestants singing holiday songs. The audience voted for the winner, who won a \$500 grand prize. He was from the Construction division. Each person left the party with a smile and a chocolate condor egg.



The karaoke contestants.



Liz Reyes and Gina Dart in front of the raffle table.

Employees from Membership, Admissions, and Education.



From left: Animal Keepers Cathy Christel, Angela Anderson and Lynda Paul.



From left: Patty Rodriguez, Clerk Typist for Grounds Maintenance; and Robert Rodriguez, Computer Operator.



Zoo employees enjoy the party.



From left: Tony Mirabal, Gardener/Caretaker; Henry Hernandez, Mechanic I Repair II; and Tony Dominguez



Employees from Membership, Admissions, and Education.

El Pueblo Monument Back on Track

Alive! Interview

Continued from Page 1

showed. What were the top two pressing issues when former Mayor Hahn said, "Rushmore, take the reins"?

Rushmore Cervantes: Well it had to be, as you mentioned, the many items that were detailed in the audit report: The uncertainty of cash, the uncertainty of where the cash was being held, the accountability/recording of rental receipts as well as ensuring that the rents were being paid. So we had to address procedures, policies as to how we were handling the books. And then, working with the merchants to try to get them to pay their rents. We were very successful in doing so. It was actually relatively easy in a sense because we gave the merchants options. I went to the commission, and I said, look, some of these people ... we had one that had owed like \$137,000, so obviously they're not going to be able to pay in a two-month period. So we worked out a program that we made available to all the merchants - a repayment plan over a two-year period. They had to pay 25 percent down, and then they had to repay the remaining portion over the next two years. The other option was if they didn't want to pay either in full or go into the payment option, they could just leave. And we actually [got] to the point of providing eviction notices. We weren't going to mess around. So in turn we had everyone pay. The one that had the largest amount, \$137,000, they paid it in full.

Alive!: A hundred and thirty seven thousand?

Rushmore Cervantes: A hundred thirty seven thousand, right. It was rather significant. There were many other issues relative to how things operated here - poor record-keeping [and] poor accountability of staff.

PREPARATION

Alive!: What equipped you to be the right person for this job at this time?

Rushmore Cervantes: Well, first, I've been in the City for a lengthy period of time. I've had exposure in different departments, and I have a no-nonsense approach. And I'm not a general manager due to an ego that [makes me] have to be at the top. I was asked to come here to do a job and to fix it, and I do that with no delusions of grandeur, no self-interest other than doing what's best for the City and what's best for the department. And that means making tough decisions and doing things the right way. Doing things the right way is not always the fun way; it isn't always the easiest way. We break it down to the simplest level and say, "What are our missions? What are our goals? Okay, then how do

we attain those?" Then we have to set the balls in position, and we had to follow those. And that means working with the merchants and certainly within the department itself.

What gave me the tools? I have quite a financial background. I worked in the CAO's office. I know how the City departments work. I've worked at the Department of Aging, and had some management experience before. And a no-nonsense approach.

Alive!: Anything prior the City: education, schooling, parents or ...

Rushmore Cervantes: I didn't come to the City until I was 30, so I had a finance background. I was a stockbroker for several years and I was in commercial consumer financing. So I had exposure in that realm. I had a business degree.

Alive!: From where?

Rushmore Cervantes: Cal Lutheran University in Thousand Oaks. And I was in the Marine Corp.

Alive!: For how many years?

Rushmore Cervantes: I was active for two, and then did reserves as well.

Alive!: Where were you stationed?

Rushmore Cervantes: Out in Twentynine Palms.

Alive!: In the desert.

Rushmore Cervantes: Yes, a desert rat.

Alive!: What did you do?

Rushmore Cervantes: Infantry.

Alive!: So you carried a gun.

Rushmore Cervantes: Exactly.

Alive!: What kind?

Rushmore Cervantes: An M-16. [With] that type of [military] discipline, you can take anything.

Alive!: Once a marine, always a marine.

Rushmore Cervantes: Yes, you just do it. And you just do the right thing. [At El Pueblo,] we took everything apart piece by piece and built it back together. There were some vacancies here, so I went to the Council and I said, "Look, the audit's here, this is what they have found. But there's actually more. I

found even more. So you should know this. There are many other things they didn't identify." I said, "Look, if you want this department to turn around, this is my suggestion, you need to do this, this and this. You need to provide me the appropriate resources here and I need 'X' number of positions if you want to fix this place." And fortunately because I have a reputation in the City of being forthright...

Alive!: Not asking for more than you really need.

Rushmore Cervantes: Right, I was very conservative; I think I can live within my means. I think I can do this and I have a very good relationship with the CAO's office. They said, okay, he needs this, let's get it for him. And we were able to get someone with a real estate background to be a property manager, a

true property manager.

Alive!: Full-time?

Rushmore Cervantes: Full-time.

Alive!: City employee?

Rushmore Cervantes: Yes.

Alive!: Who is that?

Rushmore Cervantes: Steve O'Hare. He came from the Van Nuys Airport. And then we have the department's first public relations specialist.

Alive!: Who's that?

Rushmore Cervantes: John Kupczinski. We're doing public outreach. I reorganized the department and created a more refined marketing and events division and then really pushed the envelope with film companies.

REVENUES

Rushmore Cervantes: There are really three ways that the monument makes money: through parking revenue, through the leases, and through site usage.

Parking revenue is steady; it's up. We've recently raised the rates and we will see an increase over the current fiscal year. The revenue from the leases is going to remain relatively constant because we're getting the rates at a regular clip and very few past dues now. And when we do have past dues, we have a very short leash and I'll threaten eviction. I don't play around.

The other area is site usage, and that means through events or through film companies and



Rushmore Cervantes

General Manager,
El Pueblo Historic Monument

Hometown:	Woodland Hills
Marital status:	Single
Education:	Bachelor's degree, California Lutheran University, Thousand Oaks
Favorite philosophy:	"All you have in your City career is your integrity and your reputation. And any actions you take you have to be mindful of that and be able to stand behind any action you take."
More of a leader or a manager?	"Leader, absolutely."
Favorite candy:	"I don't eat sweets."
Favorite food:	Mexican. Carnitas.

The Alive! Interview

photo shoots. We created a very customer-service-oriented approach with film scouts, and we've had a number of different shoots here. The comments we get back from the site managers or the site scouts is that, boy, this is so much nicer than it has been in the past. We accommodate them and we have fair rates. We do assessments every year to see where our rates are relative to other facilities around the downtown area, to find out if they're comparable. And then, after that, it's just customer service: how can we improve it, how can we help you.

Alive! Any films of note?

Rushmore Cervantes: Alias has been here.

Alive! They're around here a lot.

Rushmore Cervantes: There was a recent pilot that was shot here that was picked up and they're going to come back and shoot; they're going to start shooting some additional scenes here. A lot of commercials are shot here. And actually what's interesting is, in addition to generating revenue for the monument, what's really made it beneficial is ... when film companies came here, they'd leave the place trashed. I said, "You need to give me a \$3,000 deposit to make sure this place is cleaned up. I'll give it back to you if it's clean. If not, guess what, I'm keeping the money." And it's amazing the transformation in their ability to clean the place up afterwards and give it back. It's absolutely amazing. That has been very effective in helping us in our maintenance and custodial. It's been wonderful.

The other part I wanted to say is having these different film shoots here is actually a tourist draw. People come here from the tour buses and they hear about Hollywood and Los Angeles and they'll say, boy look, they're shooting something, let's go. And they sit there and they'll take photographs and it's really kind of intriguing.

STRUCTURAL INTEGRITY

Alive! This really is a City landmark culturally, socially, educationally and recreationally. But it was really in trouble, wasn't it?

Rushmore Cervantes: Very much so, very much in financial trouble. And actually from a structural standpoint it was not doing well. The integrity of the structure was in question, and it still is to a certain degree. The City is moving forward to address that. We're working very closely with the Fire Department and the Department of General Services. We've addressed all the fire life safety issues on Olvera Street in particular. And as you may have heard, we also have a rather substantial allocation of monies to start doing significant renovations here at the monument, the first of which is going to be starting in September.

Alive! Is that the \$12 million?

Rushmore Cervantes: That's MICLA [Municipal Improvement Corporation of Los Angeles], but there are also other monies. There's Cal grant monies and other pots of money in here as well. There's more than \$12 million. We're going to start Sept. 12 with the installation of some new bathrooms that's going to take about five months or so. We're going to start also on the 19th with a sidewalk renovation. It will look really nice.

In addition, we're going to do a complete renovation of the Plaza as well kind of opening up a stairway to make it more pedestrian-friendly for people who are coming from Union Station to enter that area. In addition, while we are doing that work, we'll [do] a complete utility survey of Olvera Street – electrical, sewer, plumbing – and now we're going to be working with the historian/consultants to determine

how we go about restoring the puestos. Those are the wooden shacks that are on the long center as well as on the east. We need to take each one of those out, most of which are considered historic[and] get a historic study done.

Alive! At what age do they become historic?

Rushmore Cervantes: Fifty years. So now we have to go through a consultant to develop specific plans as to how we go about renovating them up to the historic period piece, a historic standard. And then, we're going to restore all of them and we're going to get all of the buildings, not only the clusters but all the buildings up to building safety code: electrical, structurally everything.

Alive! Do you have a favorite vendor down here?

Rushmore Cervantes: No, they're all my friends.

Alive! Are there any items that intrigue you?

Rushmore Cervantes: I think, as an example, Alvarita's Village, which is W-24, has very nice merchandise. You should check that out, it's very nice.

Alive! So this cultural landmark's on the way back. We are breathing a sigh of relief and clapping and really, really celebrating that.

Rushmore Cervantes: I absolutely agree. It's really been a shame. I think it's been a sore [point] for the City for many years that it was basically left with little or no maintenance. [Bring it back up again had to do with] the audit hitting rock bottom and having somebody to come in who has the credibility and say, this is what we need to do and we're going to do things the right way. I'm not flashy, I just do what we need to do and do it best for the City. It gives a level of confidence to the Councilmembers, to the mayor and staff. I have relationships with staff members across the City that I can call in a favor. It's all reciprocal, and we help each other out. This is just

wonderful now because all this energy is here and we're moving forward. We've got so many different things and it's a real positive for the City.

Alive! And the resources you have are amazing, especially the different departments at your disposal. I saw the Bureau of Engineering here.

Rushmore Cervantes: Bureau of Engineering, Department of General Services, [right], and we work with the Department of Transportation. They're helping us with the Main Street crosswalk, a pedestrian crosswalk; they're finishing up there. [And] Street Services. Many things [are] going on.

Alive! It's a matter of tapping those resources.

Rushmore Cervantes: Tapping those resources, yes, but you know, people are not going to help a department out if there's a lack of confidence in that department. That's just human nature.

Alive! Why?

Rushmore Cervantes: It's a losing proposition. Everyone's getting on the bandwagon because we're really moving forward. This is very collaborative. I have a great working relationship with [County Supervisor] Gloria Molina, the Executive Director of the project across the street, Plaza de Cultura y Artes. They have a portion of the monument on that side. I had a meeting with her, a landscape architect and her executive director of the foundation and we reciprocate, share information as to what we're trying to accomplish. That shows you how far we've come, lending a level of credibility and openness: "This is what we're doing; what are *you* doing? Let's collaborate so we can have a wonderful project here." I have a great relationship with [Gloria]. The fact that she's opening up to that level is really wonderful.

– Alive! Interview, continued next page



After the Alive! interview, from left: John Hawkins, Club CEO, and Rushmore Cervantes, El Pueblo General Manager.

The Alive! Interview



Rushmore Cervantes, El Pueblo General Manager

THE AUDITS

Alive! Laura Chick made a comment in the LA Times. She said she thinks it's a first that she called out the name of a general manager in the cover letter and praised him. Laura Chick doesn't pull any punches.

Rushmore Cervantes: No, she never does. All of the work that we did from the time that I got here: I came here as a result of the [first] audit. All the tremendous work that we did, it wouldn't be null and void but [it] would not be acknowledged or would not be as significant if this audit a year later did not demonstrate that we've accomplished the things that were in this audit. So not only does [the second audit] demonstrate what we've done and how far we've brought this department along, but it also tells the merchants who have always been inviting and always had trouble with the administration, that there's a new sheriff in town and we're doing things the right way. And I shared not only this cover letter but the newspaper articles with them so they know what we're doing up here because they don't understand sometimes. They just think that we're just sitting around not doing anything.

I came here a year ago because of this audit; this is what we're doing now and you should know this, and Laura Chick acknowledged it. From a personal standpoint I'm blown away. I mean it does not get any better than that from a personal career standpoint. It's very gratifying, much more than I expected. I don't have a relationship with Laura Chick at all, and just for her to do that, I take that with tremendous pride.

Alive! We kind of keep our ears open, and we heard the nightmare stories.

Rushmore Cervantes: I didn't want this job, really. And I was being asked by Hahn's administration, "Do you want the job?" I said no. Two months later: "Do you want the job?" "No, I don't want the job." I was only going to be here for 30 days. I don't know if you knew this, but actually I was given 24-hour notice to come over here. I got a call from Tim McOsler, [who said], "Mayor Hahn would like you to help him out and go over to El Pueblo for a little while." And I said when? "Tomorrow." I'm like oh, okay.

WHAT THE FUTURE HOLDS

Alive! When I get off the plane at LAX and go into Hollywood, as a resident I see it in a certain way. I always think, what would a tourist think? If I left and came back five years from now, what will I see at El Pueblo that's different? How will things be different for a tourist coming back five years from now?

Rushmore Cervantes: They will see a tremendous difference. The Olvera Street area of the monument will have been completely upgraded: new utility lines, plumbing and sewer lines. That may not make a difference to the tourist, but the Plaza will be completely filled. You'll have the Italian Hall completed, and that will be filled because we're doing work on that facility. We need to have that open

again for the Italian community to show their presence here in Los Angeles. Other facilities such as the Pico House, the Merced Theater ... by the time they come back five years from now they will be completely open and operating.

Alive! Will El Pueblo look different?

Rushmore Cervantes: Well, certainly all the facilities will be filled. So, yes and no. It will look the same, but it'll have a much different feel. It'll be alive because the other side of the monument is mostly vacant. We're going to be releasing requests for proposals for that side of the monument so that we can fill them.

Here at the monument, you've got the Mexican marketplace, you've got a relatively newer area over there that's unutilized, you've got the Merced Theater that was the first City theater. We're going to have a theater there again. The Pico House was originally a French restaurant on the ground floor and a hotel up on the second and third floor. We'll have some form of a restaurant down there, probably a high-end restaurant with office space and whatnot. We're going to try to create an environment here with those facilities and some other smaller ones that are still vacant that we're going to fill, to create a nice synergy for everyone in the downtown area. You've got residential units going up all over the place, including 281 across the street. Guess what, those people need things to do at night; they need things to do during the day that maybe the tourists may not want to do. We're going to have active local facilities here, active operations that will be a draw for them as well.

Alive! Do you see more tourists five years from now coming through, more buses bringing people?

Rushmore Cervantes: Yes.

Alive! Obviously that's a good sign. Not only is it good economically, but it's a good sign for LA.

Rushmore Cervantes: Absolutely.

Alive! This should be a landmark.

Rushmore Cervantes: And it is a landmark. We have a large number of tour buses that come here on a daily basis. And obviously we want to increase that for the merchants as well as for parking revenue, for people to drive their rental cars here. But at the same time we also want to make it a place for locals to come. So it's a combination of both. We need to be able to demonstrate to the community here as well as the tourists that, in addition to a Mexican marketplace, this is a multicultural community. The founding of Los Angeles by the 44 settlers ... they were culturally diverse as well. And it's a microcosm of the way it is now, so we want to be able to demonstrate the historical perspective of our culture and be able to share that with people.

A couple of things I want to mention also are the Siqueiros mural, a mural that was painted back in 1932 that was whitewashed and was conserved by the Getty Conservation Institute. We have a temporary protective awning on it right now. We're working to try to build a per-

manent protective awning. That'll be spectacular once that's completed.

In addition, of course, you're going to have Gloria Molina project, the Plaza de Cultura y Artes. It'll be very nice.

Alive! A lot of people, whether they're in LA or tourists or even City employees, think of El Pueblo as a place to get a good meal, a really nice fun atmosphere kind of place. That it's essentially about food and gifts or arts and crafts kinds of things. But there's a lot more to this. There are cultural aspects, there are educational aspects, there are social aspects to this.

Rushmore Cervantes: Very much so. We're developing a brand new education program for children to try to educate the young children as they come here, as I came here when I was a fourth grader. [We want] to really give them a grasp of the history here. We work with the Mexican Cultural Institute in this facility as well. They put on cultural events. They actually have a film series all in Spanish during the summer that was just wonderful.

We work with the merchants who run traditional events and they put on workshops, as does the Mexican Culture Institute. As an example, for the Day of the Dead, they put on workshops all week long trying to educate children as to what the meaning of that is. And of course we have the Chinese American Museum here at the monument. We've got the Italian Hall, which, once that gets restored, we're going to have the Italian presence there. We're working on an educational program to talk about the presence of the African American community because there were mulattos and mestizos here who were part of the original founders of Los Angeles. So, with African-American roots and blood, we wanted to talk about that story and their contributions to Los Angeles as well. So we're developing programs to that effect to tell the people the story.

Alive! That's part of your mandate.

Rushmore Cervantes: One of the tasks. Yes it is, aside from generating additional revenue.

Alive! This should be a mecca for that.

Rushmore Cervantes: It goes back to my earlier comments that you don't invest until the house is in order. The house is in order now; the momentum is really starting to pick up. I can't tell you how exciting it is to be at the point where the dynamics of downtown are changing and we're right there changing with it. Seeing the interest and the pulse of energy here is really exciting.

EVENTS

Alive! What's the biggest event here?

Rushmore Cervantes: There's actually three. There is Cinco de Mayo, a three-day celebration; Mexican Independence Day, coming up shortly; and then we've got the City's birthday, which we just held Sept. 4.

"You don't invest until the house is in order, and the house is in order now; the momentum is really starting to pick up. I can't tell you how exciting it is to be at the point where the dynamics of downtown are changing and we're right there changing with it. Seeing the interest and the pulse of energy here is really exciting."

Alive! So, it's true that Mayor Antonio Villaraigosa participated in the walk during the City's birthday celebration.

Rushmore Cervantes: Yes he sure did. He walked the nine miles with us. I walked side by side with him.

Alive! And that's the first time since 1981 ...

Rushmore Cervantes: Yes, that an active mayor has actually participated in [the walk].

Alive! That seems fairly remarkable.

Rushmore Cervantes: It's grown in size, and we're helping to promote it, too. When the puebledores who are the descendants of the original founders did the walk in 1981, probably about 25 people walked it. So it has grown. We don't have the final count, but we probably had 400 to 500 people that walked it. So it's grown in stature. And City Councilman, Tom LaBonge, joined us as well. That's great, you know. We got here about 9 o'clock, and we had various City departments participating. We had various artisans who were here from adobe brick makers to pottery makers. We had a blacksmith, people making straw necklaces, and another person making necklaces and wristbands. And God, the entertainment. We had the civic ceremony that went for about a half an hour with the various speeches and the cake cutting, but then we had the entertainment that went from about 9:30 until almost 8 o'clock that night - nonstop entertainment. And people just kept coming and coming and coming. It was really something.

Alive! Next year's a big birthday, 225. Are wheels turning for that already?

Rushmore Cervantes: Yes, we're going to start planning in the next month or so. We're going to work closely with Mayor Villaraigosa, who also wants a big event. He'd like to see this place packed and of course he'd like to see more people walking as well. So we're going to work side by side with his staff to really promote it.

Alive! We promoted it in the paper to get City employees participate. I think there are certain departments, the zoo for one, that City employees don't feel connected to. And part of our mission is to try and connect all these. We got a letter to the editor in the issue that's just hitting the streets now where a person wrote in and said he was a City employee, but had no idea that the Zoo was even a part of the City.

Rushmore Cervantes: I was speaking to somebody in the Planning Department three weeks ago [who said], "I had no idea that El Pueblo was even a department." I'm like, "What?" But I don't take it personally.

Alive! That just makes it more fun to change that perspective.

NOTHING QUITE LIKE IT

Alive! Are there any other cities that have influenced what you do? Whether it was Old Town Pasadena or Old Town San Diego. Is there anybody or any organization that has done something that you'd like to mirror or take examples from?

The Alive! Interview

Rushmore Cervantes: Yes and no. I think that the remaining vacant structures that we have are very specific. We want to adhere to the integrity of what they were, i.e., the Merced Theater. It was a live theater; we want to have it a live theatre again.

And the Pico House was a hotel. We'll have probably offices instead of the hotel but a restaurant down below. The Masonic Hall at the very end. It's almost like we had the Masons back in there. There is a certain level of marketability about Old Town Pasadena. The Third Street Promenade we're not. We don't want to compete with them. We have our own kind of unique identity. We have to have a certain historical flavor to El Pueblo that's going to make it unique. We want to introduce some higher-end businesses, but at the same time, everyone has to be mindful of the history. There will have to be certain historical themes with whatever they produce or whatever they develop in those facilities. That will be their mandate as we award a contract. A certain percentage of the work has to have a theme of historical presence.

Alive! What's different here than at other places in your career?

Rushmore Cervantes: I loved my experience at the CAO's office, the City Administrative Officer. They're basically the financial advisers for the mayor and Council. They do the budgets for the mayor. I really enjoyed the time working with the finances. I was the analyst for the housing department and I worked on a lot of CRA [Community Redevelopment] projects. I really enjoyed the capital project aspect of it. But the problem was that, as analysts, you wouldn't really create anything.

What I like really about this job is that I kind of get the best of both worlds. We're providing a service to the community and at the same I get to work with capital projects as we're looking to build this place out. Obviously this was a big mess and we spent a lot of time dealing with those issues. We've got all the policies and procedures in place; we trust all the recommendations and implemented them. Now it's time to move forward. Now we're just really pushing the envelope when it comes to marketing and I've really got my hands on the marketing aspect. We're really developing educational components. We're looking at this and making sure that we maximize the revenue in parking. We just recently raised the rates. I worked with General Services. I pushed that through the commission to get that approved. Now we get to look at capital projects. I'm working weekly with Bureau of Engineering and the General Services construction forces. I had a meeting yesterday with the merchants to give them an update when things are going to begin. And this gets me excited. I mean I really love that stuff.

Alive! Tell us about Fr. Serra Park.

Rushmore Cervantes: It's part of the monument. I want to convert it to an educational center so that kids can go there and sit in the grassy area and be able to get taught lessons. At the same time we have to mediate the homeless issues there because they congregate there; it's a public park. But if you convert the usage into an educational center then homeless can't [congregate] there. I'm working with a church right now [La Placita], trying to figure out ways we could address the homeless issue. They're the ones who feed the homeless and provide social services, so that's the church we have to work with closely. It's a real struggle dealing with the homeless issue because, with that you've got drug activity, you've got prostitution and just the presence of homeless. I work closely with LAPD as well, dealing with those issues.

And I can't forget I'm a professional party planner now. I mean, all these events. It's non-stop. We've got to make sure everything's met and we've got the proper, equipment here. It's kind of funny.

Alive! Is this an evenings and weekends job?

Rushmore Cervantes: Very much so. I'm here quite a bit. As any general manager does, they have to go to events. There are a lot of things going here; it's a seven-day-a week job.

CIVIL SERVICE

Alive! Talk about the best qualities of City employment and being a civil servant.

Rushmore Cervantes: I've been very fortunate. I've been at the right place at the right time. There's a certain level of luck, because in 12 years I've done pretty well. Part of it I think I've earned through a tremendous level of integrity and work ethic. And I think it's important for City employees who want to achieve to really get a grasp of the big picture, understand what the department's trying to achieve or what the City's trying to achieve, more so than just what they're trying to create within their own assignment. You've got to think broader as to the mission of their department and how can they improve what they're doing to help the department meet that mission. And then therefore the City can meet its mission.

I think I'm an example of how just a hard-working, non-flashy employee can really achieve levels that were really unexpected. I didn't expect this. I didn't come to the City expecting certainly to be here at El Pueblo or be a general manager this quick.

Alive! Would you say that luck favors the prepared?

Rushmore Cervantes: No. No. I think that there's a price you pay for success, and I pay the price.



After the Alive! interview, from left: Rushmore Cervantes, El Pueblo General Manager, and John Hawkins, Club CEO.

Alive! And you pay it now.

Rushmore Cervantes: I pay it now; I paid it before I got the job. So otherwise they wouldn't have called me to come here. I don't look for jobs. I believe that it finds you and this found me.

I don't worry about the future. I just take care of my business and live by the principles – hard work, integrity, reputation. Everything else will fall in place. I don't play the politics. I'm very politically savvy but I don't play the politics, and there's a difference. And I don't try to get my name in front of everyone. That's just not my job.

Alive! And it's a great name by the way.

Rushmore Cervantes: Oh thank you. I'm very fortunate. I've gotten to know a lot of people in the City. By and large, there are so many great employees in the City, it's just a pleasure to be able to have worked in different departments and get to know them.

Alive! I've been around for about 10 years in the City, but as an outsider, not a City employee. I have seen a difference with the mentality, with the energy, with the professionals, with the private enterprise aspect instead of the civil service aspect. Looking at El Pueblo as a business, do you see it?

Rushmore Cervantes: Absolutely. And I can tell you I've received more than a handful of comments from businesses that we've worked with, and the representatives have said to me, "You've really changed my opinion about government employees." That's icing on the cake; that's what that's all about. I believe in professionalism. I don't believe in government time. I believe in the maximum efficiency. It has to be that way now because the days of fat budgets are over. We're all going to be lean and mean, we're all going to be understaffed, we're all going to be over budget. We've got to live within a smaller budget and we've got to figure out ways to do it. So we have to get creative and you have to be demanding of staff. Everyone has to be able to pull their weight. The days of just sitting there and punching the clock and just watching the clock are over. That's how I lead; we put forth the hours.

But since you asked about luck, you know, there's always luck involved. But I think, just like a golfer, you probably earn some of that luck, too. Or maybe I'm unlucky being here, who the hell knows? Depends who you ask.

Alive! I read that, following the audit, Mayor James Hahn responded by appointing a tough former stockbroker. Is that you?

Rushmore Cervantes: Yes, I guess it is.

Alive! Would you say that's pretty accurate?

Rushmore Cervantes: Yes. I have the numbers background and a military background. I'm just as a hard-assed worker. So I listen to staff. "How do we do this? This is the problem. Let's cut to the chase. What are your recommendations? Well, you're on the table. This is the best route. Let's go. Move."

Alive! Thanks, Rushmore, for your time today.

Rushmore Cervantes: Thank you.

El Pueblo/Olvera Street: A Brief History

Courtesy El Pueblo Historic Monument Website.

El Pueblo de Los Angeles Historic Monument is the oldest section of Los Angeles. Each of 27 historic buildings clustered around an old plaza has an exciting story to tell about the people of different ethnic groups who settled here as does the colorful Mexican marketplace on Olvera Street.

Background

Los Angeles started as a small farming town in an area inhabited by friendly Native American Indians. Under the orders of King Carlos III of Spain, a "pueblo" was founded in 1781 to grow food for the soldiers guarding this far-off territory of Spain.

As the town grew and prospered, retired soldiers were given large portions of land on which to graze their cattle. In 1821, Mexico declared her independence from Spain and successive governors of Alta California gave additional land grants to other settlers including new arrivals from Europe and the east coast of America who liked the climate and the life here. They joined the "Californios" in becoming ranchers, merchants and winemakers.

In 1846 the Mexican American War began and the United States troops took Los Angeles the following year. At first the town retained its customs and traditions but gradually, as the population grew, the professional heart of the City moved southwards. The plaza area then saw many changes. The old landowners who had owned houses around the plaza moved away, new buildings were constructed and the area gradually changed to light industrial and business use. These changes brought in new settlers and the east side of the Plaza became the heart of the City's first Chinatown. French and Italian settlers also arrived in large numbers. All this activity could not prevent the gradual decline of the former pueblo area, which, soon after the turn of the century, turned into a slum.

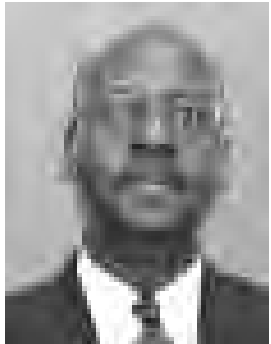
Thanks to the efforts of a determined woman, Christine Sterling, who recognized the value of the old historic buildings and who cherished the Spanish and Mexican heritage of the City, the Avila Adobe (the City's oldest landmark) was rescued from demolition and became the focal point of Olvera Street, which began a new life as a colorful Mexican marketplace in 1930.

In 1953, a strong effort to preserve the area resulted in the creation of a state historic park. The State of California and the County and City of Los Angeles joined together to purchase the buildings and sites around the plaza. Many years later, recognizing that it is hard for governmental agencies to operate jointly a state historic park in the heart of the City, in 1989 an act was passed turning the Park over to the City of Los Angeles. Now the Monument, as it is called, is a run by the City of Los Angeles. Plans are afoot to restore and develop the historic buildings and to bring more people and opportunities to the area.

New Head of Animal Svs. Is From NYC

Animal Services

Continued from Page 1



Guerdon Stuckey,
former GM of Animal Services

where he served as the director for two years. He recently resigned from that position after setting in motion a turnaround effort to upgrade animal shelters, substantially increase pet adoptions and spay/neuter, according to the release. During his tenure, New York City reduced euthanasia by approximately 20 percent and increased pet adoptions by 30 percent, the release said.

Mayor Villaraigosa had promised during his mayoral campaign to make a change in departmental leadership, according to a November article in the Los Angeles Times. But, according to the Times, Villaraigosa had more recently supported Stuckey who, along with other personnel from Animal Services, had been the target of recent acts of vandalism and worse.

Members of the Animal Services staff sent a letter to the Mayor, voicing their strong disapproval of the move.

"To concede to the terrorists for the ousting of our General Manager, Guerdon Stuckey, has placed a pall over the Department and the City," the letter, dated Dec. 15, wrote in part. "Continued empowerment of these terrorists will only serve for them to step up their terrorist activities against Department employees.

"Mr. Mayor, to continue the trend of replacing the General Manager of Animal Services whenever it gets uncomfortable to support the Department will only serve to promote instability of the organization," the letter continued. "Everyone knows change is difficult and resisted. Four General Managers in five years is more than any organization should be asked to endure.

"The terrorists will never be satisfied," the letter continues. "They will never go away. It is time that you stand up to them; support your Department and fellow City employees."

The letter was signed by 149 employees from the Administrative Services, the North Central Center, the West LA Center, the South LA Annex, the East Valley Center, the Harbor Center, the West Valley Center and the South LA Center.

"Ed Boks is a proven leader in his field, and I am confident that he will bring strong leadership to the City's Animal Services Department," Mayor Villaraigosa said in a press release. "Ed is committed to my goals of making L.A. a more animal-friendly City, increasing adoption and spay/neuter, reducing euthanasia of abandoned and unwanted pets and forging strong public-private partnerships."

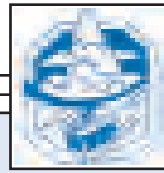
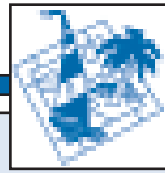
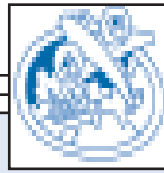
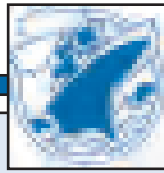
Prior to working in New York, Boks led the Maricopa County Animal Care and Control in and around Phoenix for five years. There he took a system that was killing 62 percent of the nearly 60,000 animals it took in annually and reduced the number to less than half. He also increased pet adoptions by 33 percent, according to the press release.

"Ed Boks brings unique experience in applying progressive animal care and control practices in the toughest arena possible – big city public shelter systems – and making demonstrable progress in the right direction," the Mayor said in his statement. "He has also shown an ability to work effectively with public employees and humane activists alike.

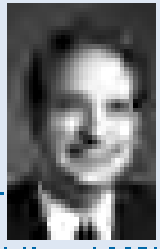
Boks will assume the post of Interim General Manager of Animal Services effective January 3. Until then, Regina Adams will serve as acting general manager of the department. Ms. Adams has extensive experience with the Department's operations, having previously served as Assistant General Manager. She is a senior manager within Rec and Parks and has served the City for 25 years.

Wanna be heard? What do you think about the Mayor's personnel decision? Write a letter to the editor: talkback@cityemployeesclub.com

OFFICIAL CLUB PARTNER



Travel Talk



Tony Adler

by Tony Adler, President,
Cruise and Resort, Inc.
Club Travel Partner

And the Winners Are...

■ Club travel partner selects its favorite travel experiences.

Every year, Club travel partner Cruise and Resort offers its World's Best Awards. The results are a combination of both client feedback and inspections by the Cruise and Resort team. Selection to the list does not always mean the property is the most expensive or the most exclusive. Sometimes it is property that has the best balance of luxury and amenities combined with the biggest bang for the buck. In those instances where the selection is expensive, consider it a reason to save, and then splurge.

It is hard to choose just a few outstanding companies when we work with so many, but we try to include the ones that consistently stand out as the cream of the crop. We are always pleased to receive your feedback, too. Anytime you book a trip at Cruise and Resort, please let your Club representative at our company know your thoughts. You have a very good chance of seeing those comments reflected in next year's awards.

Category	Winners	Comments
Best Luxury Cruise Line	Radisson Seven Seas	Passengers love the pampering and the free wine at dinner. There's no charge for the little things like soft drinks.
Best New Cruise Line	Oceania	Positioned between premium and luxury cruise lines. Tremendous value and incredible food!
Best Year-Round Cruises to Mexico	Carnival	Sparkling ships, convenient fun, great value. They've upgraded their food and now have a celebrity chef.
Best Hotel on Oahu	Halekulani	Understated luxury on the best part of Waikiki Beach. La Mer is Hawaii's only five-diamond restaurant.
Best Hotel on Maui	Grand Wailea Resort and Spa	A water park paradise. Absolutely the best for families. A tie with the Four Seasons for couples.
Best Hotel on Kauai	Grand Hyatt Resort and Spa	The way Hawaii should be! Large rooms, wonderful service and spectacular golf on premises.
Best Hotel on the Big Island	Four Seasons Hualalai	Luxurious, romantic, onsite golf, expensive and worth it! Hard to get a reservation during prime time.
Best Hotel in Las Vegas	Wynn Resort	It's the newest on the Strip. It has lived up to all the hype. Features large well-appointed rooms with amenities.
Best Hotel in San Francisco	Four Seasons San Francisco	Fabulous views and modern, spacious rooms filled with the latest electronics, and a close-to-everything location.
Best Hotel in Cabo San Lucas	Esperanza Resort	Choose from its 50 casita suites or multi-room residences. Casual elegance and sophistication.
Best Hotel in Los Angeles	Peninsula Beverly Hills	Great location with famous Peninsula service. The Beverly Hills Hotel and Bel Air Hotel rank high, too.
Best Hotel in Orange County	Montage Resort and Spa	Located right on the beach in Laguna. The studio restaurant is a hot ticket. Rabbits roam the grounds.
Best Hotel in New York	Four Seasons New York	A true oasis. Soundproofed rooms with extra comfortable beds and linens. Terrific location.
Best Hotel in London	The Goring	Personal service from the staff makes every guest feel at home. Excellent location. Old-world elegance.
Best Hotel in Rome	Westin Excelsior	Classic turn-of-the-century hotel on the Via Veneto is back and better than ever. Heavenly beds, too.
Best Hotel on the Amalfi Coast	Hotel Caruso	One of the most beautiful hotels in the world, located in Ravello, Italy. Romantic. Pure magnificence!
Best Hotel in Paris	Hotel Le Bristol	A long history of fine service. Lots of celebrities. Formal service. You may feel underdressed in jeans.
Best Hotel in Prague	Four Seasons	On the banks of the celebrated Vltava River. Always ranks highest in the city. No contest!
Best Hotel in Hong Kong	Peninsula	In a city with many of the finest hotels in the world, the Peninsula still wins in most categories.
Best Hotel for Skiing (U.S.A.)	Ritz-Carlton Bachelor Gulch	On Beaver Creek Mountain in Colorado. A spectacular ski-in ski-out resort. Great spa and terrific for families.
Best Hotel for Skiing (Canada)	Fairmont Chateau Whistler	Only a few hours from Vancouver. Charming village. Ski-in, ski-out. Stay on the Gold floor for best service.
Best Spa Hotel	Canyon Ranch Tucson	More than just a spa. It is a complete health resort. Gourmet cuisine that is good for you. True pampering.
Best Airline (domestic)	Southwest	No domestic airline is fun, but Southwest is close. They get you there quickly and for less money.
Best Airline (international)	Virgin Atlantic	Inflight massages and manicures. More entertainment choices. Sleeper seats in upper class. They do it well!
Best Rental Car Company	National	A surprising winner. They often have better rates than the largest companies with comparable service.

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