

\* A Message From the CEO \*

# Valentine: Sweet In Any Language

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

### Hello members!

I've made things real easy for you this Valentine's Day. Simply memorize one or two of the phrases below and use them indiscriminately on your loved ones. Not only will you be a hit this Valentine season, but you'll get valuable points towards being known as the ultimate romantic.



I also had our awesome *Alive!* design team, JJLA and Associates, put a special border around them so you can cut it out and stick it in your wallet or purse ... or, hey, put it on the fridge and watch the sparks fly. And if you e-mail me all the details on what your loved one did when you recited one of the phrases, and I'll send you *two* free movie tickets of your choice. My e-mail address is below, so there's no excuse. I'll give you *four* tickets if you try it on the Mayor!



## "You are beautiful"

- Spanish:** "Eres hermosa" (air-ace er-mo-sa)
- Portuguese:** "Voce e bonita" (vo-say eh boo-nee-ta)
- French:** "Vous etes belle" (voo zayt bel)
- Italian:** "Siete bella" (see-ay-tay beh-la)
- German:** "Sie sind schon" (zee zint shurn)

### This month I want to give special thanks to:

**Fire Marshal Jimmy Hill**, for joining the *Alive!* family with his new Safety Column (see page 29).

**Susanne Lawrenz-Miller** of Rec and Parks' Cabrillo Aquarium, for devoting her valuable time to *Alive!* (see the front page story).

**Marie Lemelle** for going above and beyond the call of duty by providing the wonderful stories, pictures and information highlighting Black History Month (see pages 20 – 22 & 56), and other stories.

And lastly, my Valentines **Kelley, Hannah and Yvonne Hawkins** (wife, daughter and mom), for making my life so complete.

Until next month,

-John

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Page 20



Page 30



Page 54

## Features

*Alive!* February 2006  
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**Cover Story:**  
**1 Sea-ing Is Believing**  
With a new expansion and a wide variety of programs, Rec and Parks' Cabrillo Marine Aquarium is sailing into its bright future.

**1 Auto Show Excellence**  
The Greater L.A. Auto Show, perhaps the country's most important auto show, would not be possible without the cooperation of City departments.

**1 New Planning Director**  
Gail Goldberg is hired out of San Diego to become the City's new Planning Director.

**4 Club Insurance**  
Are you protecting your family? Find out about all the Club's excellent (and affordable) insurance programs on this reference page.

**20 Black History Month**  
The Water and Power African American Association plans a big celebration in honor of Black History Month.

**30 Holiday Wrap-up, Part 2**  
*Alive!* covers the rest of the City's holiday parties that took place after our January deadline.

**54 Firefighters in Training**  
Fire Dept. shows its mettle during media event aimed at recruitment.

### Other Stories:

- City Council - Herb Wesson Sworn In . . . . . 17
- Police Dept. - Accepting Some 911 Calls from Cells . . . . . 18
- WPAAA Helps Homeless . . . . . 21
- WPAAA Announces Scholarship Recipients . . . . . 22
- Cultural Affairs - Pan African Film Festival . . . . . 22
- Fire Dept. - Ground Broken For New Station . . . . . 23
- Personnel - Jurutha Brown Retires . . . . . 24
- Fire & Police Dept. Raise Money to Fight Cancer . . . 29
- Fire Dept. - Winter Indoor Safety Tips . . . . . 29
- Airports - Says Goodbye to Sgt. Leonard Valentine . . 44
- LAFD Promotes Steve Wieser to Inspector I . . . . . 46
- DWP - Subject of Disney Film has City Connection . . 56

### Holiday Wrap-up

- Harbor Employees Club Hosts Holiday Party . . . . . 30
- Rec and Parks Metro Region Hosts Holiday Breakfast . . . 31
- Public Works - Street Lighting Enjoys Holidays . . . . 32
- Harbor Hosts Annual Holiday Breakfast . . . . . 33
- DWP - Holiday Breakfast for Staff, Retirees and Families . 34
- LAPD Throws Party for DAP . . . . . 35
- Police Dept. - Bring Holiday Cheer to Children . . . . 35
- LAPD Christmas Toy Giveaway and Concert . . . . . 36
- Public Works - West Valley Throws Holiday Party . . . 38
- DWP - Customer Call Center Celebrates . . . . . 40

### Sections and Columns:

- The Best Years**
  - For Retirees Column . . . . . 25
  - Adventures With Hal . . . . . 26
  - Retirees on the Move . . . . . 27
  - Retiree Question of the Month . . . . . 27
  - Crossword Puzzle . . . . . 28
- Entertainment**
  - Who's Got the Popcorn . . . . . 58
  - Movie and Book Reviews . . . . . 59
- Columns**
  - From the CEO . . . . . 3
  - Letters . . . . . 5
  - Question of the Month . . . . . 5
  - Tuned In . . . . . 17
  - History Comes *Alive!* . . . . . 19
  - Events 411 . . . . . 42
  - Working Matters . . . . . 43
  - The Travel Club . . . . . 48
  - Alive!* Around the World . . . . . 50
  - Cooking With the Club . . . . . 57
  - Club Groups . . . . . 60
  - Member Bulletin Board . . . . . 60
- Contests**
  - John's Picture Perfect . . . . . 49
  - Where in LA? . . . . . 50
  - Kids' Coloring Contest . . . . . 51
  - Entertainment Trivia . . . . . 58
- Life's Important Moments** . . . . . 52
- Classifieds** . . . . . 61
- Ticket and Gift Order Form** . . . . . 62
- Find Your Counselor/Representative** . . . . . Back Cover

