

# Alive!

## The Alive! Interview

### Keeping LA Moving: DOT GM's Top Job

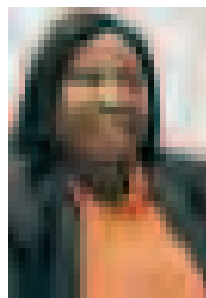
■ After a year on the job, Detroit native Gloria J. Jeff works to keep L.A. moving.

TRANSPORTATION — When Detroit native and transportation expert Gloria J. Jeff took over the challenging top job as General Manager of Transportation, she had a lot to learn about the challenges that are particular to Los Angeles, like constant filming on the public streets.

But one thing she can happily put in her past is the Michigan city's snow.

"I don't think I'll ever have to worry about having snow plows moving snow at the beginning of a parade here in Los Angeles" like she did in Detroit, she laughed.

But she has her work cut out for her, and she's meeting her challenges head-on. Read the *Alive!* interview with Gloria J. Jeff, General Manager of Transportation, beginning on page 20.



Gloria J. Jeff, General Manager, Transportation

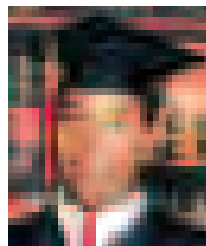
### Scholarship Applications Are Available

■ Applications are now available for Club Scholarship 2007 program. They are available online only.

THE CLUB — For its 2007 College Scholarship Program, the Club will continue its increased number of scholarships, five. That means, five people will be rewarded for their academic achievement and given stipends.

"We added two extra scholarships to our program last year, and we got a lot of positive feedback," said Club CEO John Hawkins. "We're happy to encourage Club Members and their families to continue their studies. Higher education can be so expensive now. We're glad to help out.

"We're always amazed at the quality of the applicants," he continued. "We expect this year to be even better."



Irvin Shannon, 2006 First Place Club Scholarship winner.

- See Scholarship, Page 6

Nine-year-old Daniel Senda, a first-year "shavee," raised more than \$400 while his mom, Victoria Rodriguez, Sr. Clerk Typist, Club Member, tries her hand at shaving. Standing behind them is volunteer haircutter Kristi Lynn Costin.



## The Bald and the Beautiful

Annual St. Baldrick's fundraiser kicked off St. Patrick's Day in the City. Turn to page 44 for coverage of all the St. Pat's fun, including the parade and concert downtown.



PSR Kiyoko Clemons, Club Member, sports her Mohawk, thanks to St. Baldrick



PSII Clayton Simmons, Club Member, gets a kick out of getting his head shaved, for a good cause.



Alive! photos by Angel Gomez



City Employees Club of Los Angeles  
350 S. Figueroa St., Suite 700  
Los Angeles, CA 90071

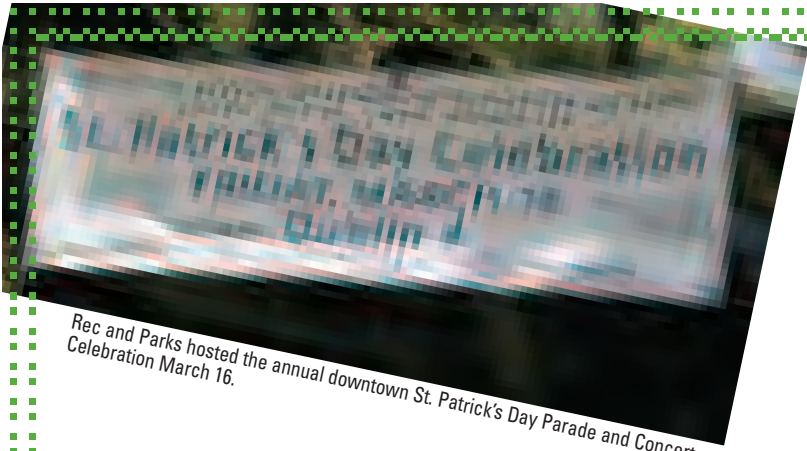
CHANGE SERVICE REQUESTED

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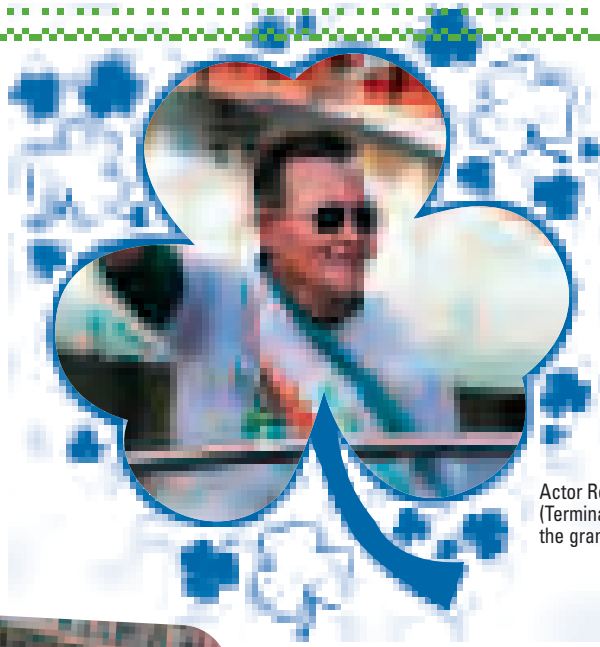
Angel's Be Alive!

**New Feature: Be Alive!**  
Eight ways to stay active and have fun this month!

**GO TO PAGE 27**



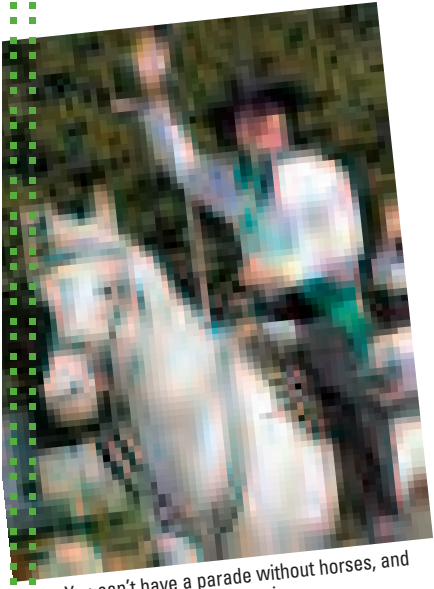
Rec and Parks hosted the annual downtown St. Patrick's Day Parade and Concert Celebration March 16.



Actor Robert Patrick (Terminator 2) was the grand marshal.



Honorary Consul of Ireland Finbar Hill.



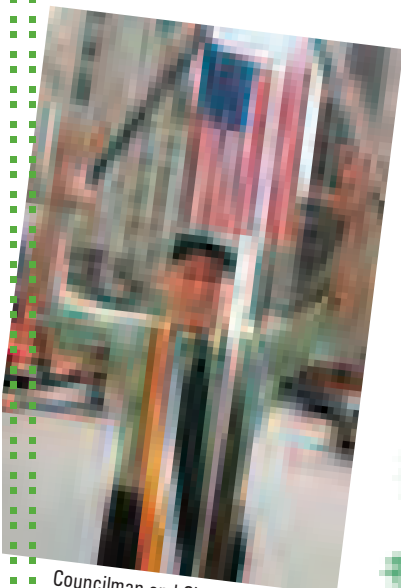
You can't have a parade without horses, and this parade was no exception.



LAFD's Truck Company 3, from downtown.



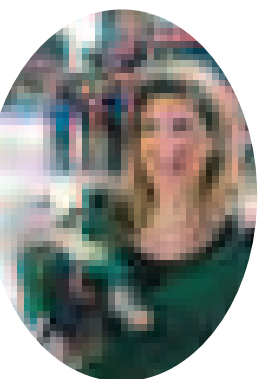
Anne Colburn was the Irish Import Shop's Irishwoman of the Year. Stacy Marble, Field Deputy for Council District 4.



Councilman and Club Member Tom LaBonge, who had an Irish grandmother, helped to organize the parade.



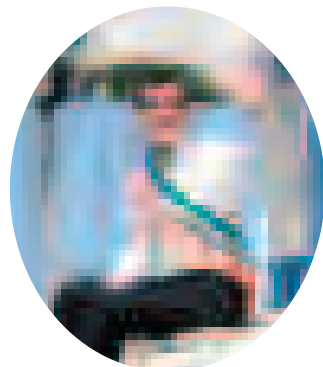
Christopher Garcia, Street Services.



Stacy Marble, Field Deputy for Council District 4.



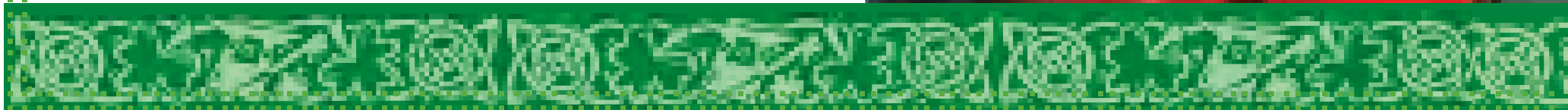
The official banner begins the parade.



Councilman Eric Garcetti.



You can't have an Irish parade with Irish music, provided here by the Praties Irish band.





# Irish For a Day!

■ The City officially celebrated St. Patrick's Day March 16 with a parade downtown and concert in Pershing Square ... and the annual St. Baldrick fundraiser in the Valley.

*Photos by Alive! staff members  
Summy Lam, Club Tech Guru,  
and John Burnes, Editor*

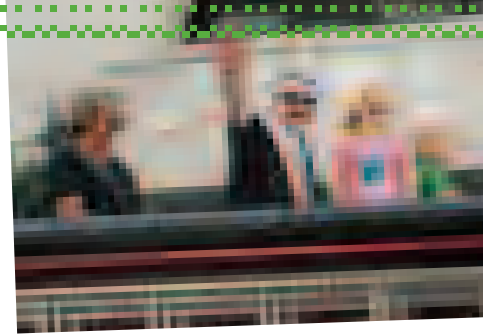


In a nod to peace in Ireland, patrons from Casey's Irish Bar and Grille ride atop a British bus.

# Irish For a Day!



Long Beach Middle School.



A high position is sometimes the best vantage point.



The Town Crier gets in the act.



The Farmer John float.



The parade attracted even the City's LAFD leadership, here with Councilman Tom LaBonge.

## Downtown streets awash in "green"



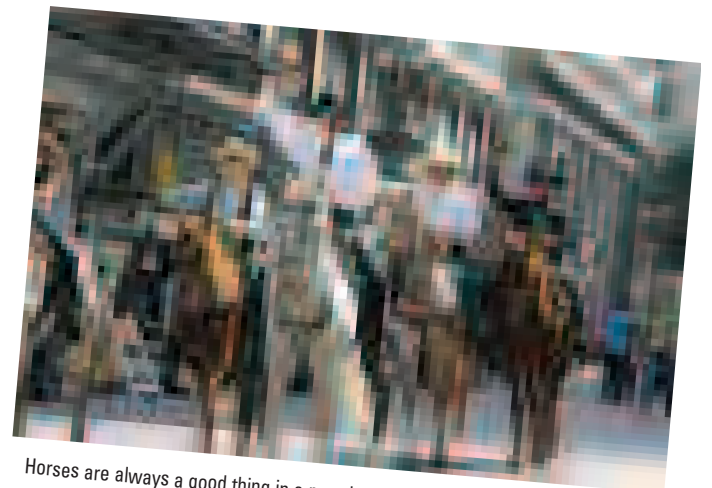
The Los Angeles Police Emerald Society Bagpipers.



The Los Angeles Police Emerald Society Bagpipers.



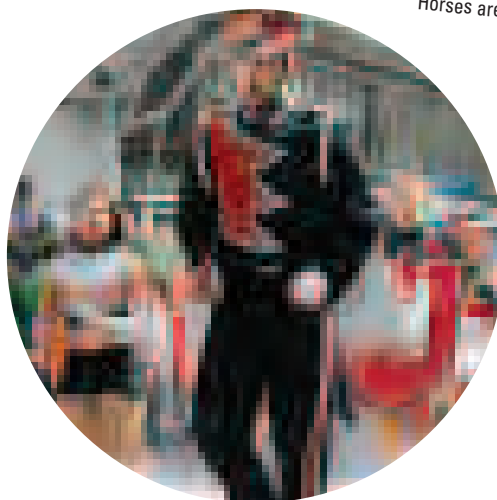
Oscar Garza, Traffic Officer, Transportation, and Club Member.



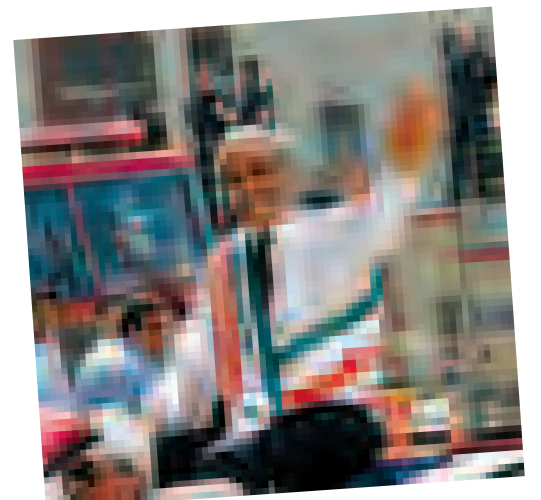
Horses are always a good thing in a parade.



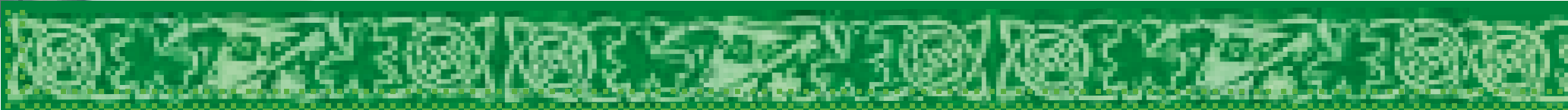
The Dublin Four band entertained at the post-parade concert in Pershing Square.



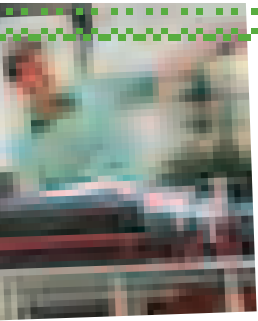
Banning High School.



Councilman Bernard Parks.



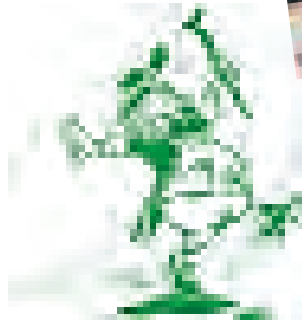




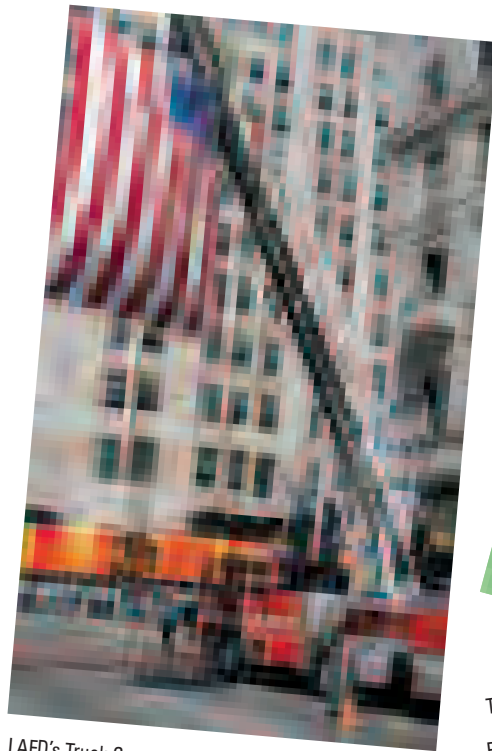
Honorary Consul of Ireland Finbar Hill.



The post-parade celebration in Pershing Square.



Councilwoman and Club Member Jan Perry rode atop the Wells Fargo stagecoach.



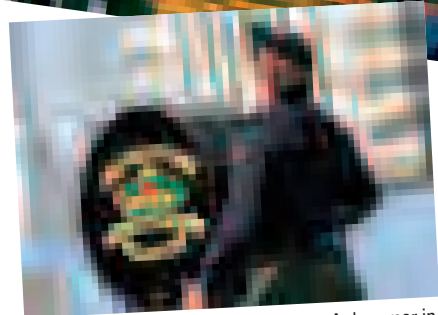
LAFD's Truck Company 3, from downtown.



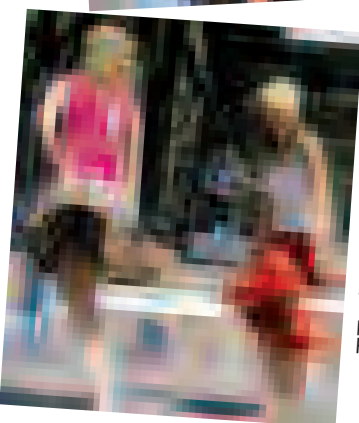
The post-parade celebration in Pershing Square.



The flag-bearers in the Los Angeles Police Emerald Society.



A drummer in the Los Angeles Police Emerald Society.



Two dancers enjoy the post-parade concert in Pershing Square.



The fountain water flowed green at the post-parade celebration in Pershing Square.



## Capturing the Moment

*Alive!* photographers weren't the only ones capturing the fun during the St. Patrick's Day Parade and Celebration March 16. Here, enthusiastic parade participants Councilman Dennis Zine (right) and Councilman and Club Member Tom LaBonge (below) brought their cameras, too, to capture the moment. LaBonge is an accomplished photographer.

